

# THE INFLUENCE OF THE MEDIA ON THE FORMATION OF SOCIAL NORMS IN ADOLESCENTS

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## Abstract

The article reveals the role of mass media in the development of legal awareness and legal culture of adolescents, the content and features of positive and destructive information impact on the legal awareness of adolescents, and presents the main directions for overcoming counteraction to destructive information impact.

**Keywords:** Information impact, legal consciousness, information and legal culture, media education.

## Introduction

In modern conditions, mass media (MS) have become an integral part of legal culture, a part of the spiritual life of an individual, an important means of its socialization. Mass media products inform about current events, broaden horizons, raise general and political culture, lead to targeted acquisition of legal knowledge, create the possibility of emotional influence on a teenager, which generally contributes to the formation of stable beliefs leading to lawful actions. Mass media are becoming a significant component of the life of teenagers, an important element of the system of legal education, since they include an individual in the system of public relations, teach them to determine their attitude to legal reality, correctly assess the legal situation, and carry out their actions in accordance with specific legal norms.

## MATERIALS AND METHODS

The substantive aspect of the media's impact lies in informing teenagers about behavior patterns and the unfavorable consequences that may result from their violation of legal norms. The mechanism for translating legal regulations into lawful behavior of teenagers involves perceiving legal norms through the prism of legal consciousness. At the same time, behavior can be lawful if normative ideas receive a positive assessment from society and the state.

The idea of the positive impact of the media on the individual is reflected in the works of Ya. Zasursky, V. Inozemtsev, A. Ursul, V. Yadov, and others. Researchers are of the opinion that the media have high psychological and pedagogical potential. Modern programs are capable of forming lawful behavior and ultimately leading to a decrease in juvenile delinquency.

The studies conducted confirm that television ranks among the most popular sources of information compared to all other sources. A survey conducted among students in grades 9–10 of educational institutions in the city of Shadrinsk showed that 85% of respondents believe that

television programs are in demand and trust them, while newspapers and magazines are not widely used by students (5%); their preference remains for television and Internet resources [1].

## RESULTS AND DISCUSSION

Destructive information impact consists in the negative influence of information disseminated through the media on legal consciousness and legal culture with the aim of distorting existing ideas about law and legal phenomena or forming and affirming distorted ideas about them.

As a result of the negative influence of the media, false ideas about the surrounding world are formed, and attitudes towards antisocial behavior appear. Of particular concern is the assimilation of the experience of unpunished aggression and cruelty, which are broadcast from television screens.

Research by A. Bandura, W. Belson, L. Berkovets, A.G. Danilov, R. Jin, E.V. Lidskaya, L.V. Matveyev, R. Walter and others showed that watching scenes of violence contained in television programs and films is associated with subsequent manifestations of aggression. Teenagers, having little life experience, a desire to match their peers and a desire to rise in their eyes, consolidate in their minds the belief that strength, cruelty and aggression are the most effective regulators of interpersonal relationships, which, in turn, pushes them to display aggression in various life situations [2]. Research has proven that showing stories with scenes of cruelty and violence contributes to the reproduction of stories seen in films. According to the Center for Sociology of the Russian Academy of Education, which studies the influence of television on teenagers, it was found that per hour of broadcasting a teenager sees 4.2 scenes of violence and eroticism, which are shown on average every 15 minutes, and at night - 5.4.

In addition, the media increasingly raises issues of violation of children's rights. This occurs in various areas: sexual abuse of minors, violation of rights to education, reduction of small rural schools, violation of housing rights, non-observance of the right to inclusive education, etc. Considering that the younger generation represents the future of our country, it is necessary to increase attention to issues of counteracting the negative influence of the media on the younger generation [3]. To this end, we propose limiting the demonstration of programs related to violence, cruelty, impunity in the media, replacing them with programs promoting law-abiding behavior and a healthy lifestyle. Until recently, the education system did not set the goal of preparing the younger generation to interact with all media. In modern conditions, mastering the ability of a teenager to use cognitive potential is of great importance. In this regard, a special role is given to the so-called media education. Its goals are to prepare young people for life in modern information conditions, to perceive information (to teach the student to understand it, to critically evaluate its quality), to understand the consequences of its impact on the psyche, to master communication methods based on non-verbal forms of communication using technical means [2].

## CONCLUSION

Thus, as the main measures to counter the negative influence of the media on the consciousness of adolescents it is necessary to:

- introduce courses on information security;
- legislatively define a set of measures aimed at ensuring the protection of the rights of children and adolescents, containing requirements to limit the demonstration in the media of acts of violence, aggression, scenes of erotic content, immoral forms of behavior, and to introduce other forms of work with a positive focus in their place;
- introduce effective courses in educational institutions on the problems of the positive and negative influence of the media on the legal consciousness of adolescents.

## REFERENCES

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