

HISTORY OF THE DEVELOPMENT OF THE CONCEPT OF MEDIA ETHICS AND ITS IMPACT ON THE DEVELOPMENT OF SOCIETY

Turayev Kamoliddin Samadovich
Senior Researcher, Doctor of Philosophy (PhD)
Institute of Social and Spiritual Research,

Abstract:

This article analyzes the topic of media ethics, which is considered an important factor in the development of society. Moral principles, ethics and norms play an important role in controlling personal and public influence in the media and social networks. Its importance has been demonstrated in protecting against fake news, preserving authentic information, protecting human rights and strengthening democratic society. The conclusion is that research and knowledge on this topic not only have contemporary significance for society, but also provide great assistance in finding answers to global issues. Keywords: media ethics, media universe, information technology, fake message, information manipulation, artificial intelligence, social network, information consumption culture, content, media etiquette.

Keywords: Media ethics, media universe, information technology, fake message, information manipulation, artificial intelligence, social network, information consumption culture, content, media etiquette.

Introduction

Since the emergence of man on Earth, he has been trying to collect information about the world around him. The information obtained has served to facilitate people's lifestyle, and later, after the development of modern methods and tools for centuries to control people, the struggle for access to information is increasing day by day. Information, that is, content, transmitted in the media and social networks and created by consumers, is changing its form, direction and value in terms of quality and value.

In this regard, the President of the Republic of Uzbekistan, Sh. Mirziyoyev, said, "Taking into account the events currently taking place in different parts of the world, which cause concern and anxiety for all of us, we cannot ignore the fact that informatization processes in the global world also have threatening aspects and are becoming increasingly intense. It is regrettable to note that in some regions and areas of the world, the media is being used by certain political forces to fuel information warfare, to mislead public opinion, and to portray white as black and black as white." [1]

Indeed, the expansion of the possibilities of the information field opens up the possibility of using it for various purposes. In this, we must not forget that the invisible forces waiting for us on the outside are also waiting for an opportunity on the outside. To this end, today this media ocean has become a place where various goals and interests collide.

the past people learned moral standards through knowledge and information, the media, which has become a convenient place for learning immoral standards, is now becoming a vast ocean. Along with valuable and useful content for people, the number of content that promotes cruelty,



cruelty, and obscenity is increasing day by day. In order to have an idea of the media ethics that we have mentioned above, it is necessary to understand the essence of this concept.

Main Part

Media ethics defines ethical (moral) norms, rules and principles in the activities of the mass media, journalism and social networks. It is considered to play an important role in public information, political processes, cultural norms and democratic decision-making. The historical development of this concept is that with the development of newspapers and the mass media in the 19th century, ethical norms began to emerge in the development of journalism. At this stage, principles such as objectivity of information, fact-checking and responsible reporting were taken into account. Due to the wonders of human reason and science, this process was accelerated in the 21st century, mainly by the invention of radio. Then, with the widespread use of television, the issues of “media ethics” took on a more complex appearance. During this period, extensive research was conducted on the rapid spread of information, subjectivity in reporting and the effects of new means of communication.

Today's era of technological revolution In the 21st century, the spread of digital technologies and the Internet throughout the world has led to the emergence of new models of information exchange and ethical dilemmas. Therefore, the widespread spread of true or false news in the transmission of information, i.e. fake news, problems in identifying information sources, and the spread of information on social networks have led to a further dynamic and increasing demands for the field of media ethics. Because the openness and reliability of information for the development of society, adherence to ethical norms, and the provision of truthful, accurate and objective information to the public are of great importance for the stability of society.

The principles of media ethics are one of the main factors in the formation of political processes and cultural norms. In particular, ethical journalism in the media plays an important role in exercising control over the government and authorized persons, which serves to protect personal and social rights in society. The rapid adaptation of social relations among people to the virtual reality has led to an increased demand for answers to modern problems of media ethics in the current era of new technologies and social networks.

Along with the development of information systems, the improvement of ethical standards is also prompting us to ponder new dilemmas related to artificial intelligence, data security , and cybersecurity algorithms. Since the development of science and technology has had a significant impact on information distribution systems, the criteria of media ethics also need to be revised in accordance with new challenges and opportunities. For example, in areas such as artificial intelligence-based news production and automated data distribution, ethical standards require increasing the effectiveness of standards. It is important to consider how information consumption and information culture are formed in society.

The lack of information culture or information literacy in people, as we mentioned above, is useful for those who possess information to manipulate information in relation to a particular society. However, adherence to ethical standards is important in shaping an information culture in society. It helps to establish binding relationships between information sources and prevent the spread of incorrect and manipulated information.

There are a number of important researchers and theoretical developments in the field of media



ethics in this regard. They have conducted research not only on the ethical standards of journalism and the media, but also on ethical issues in the context of new technologies and the digital age. Howard Zinn's "A People's History of the United States" argues that the social and political influence of the media in the history of the United States "has often served the interests of governments and corporations and has led to the restriction of the provision of true information," while Noam Chomsky's "Manufacturing Consent: The Political Economy of the Mass Media" and Edward Herman's "Manufacturing Consent" discuss how the media, especially in the United States, serves economic and political interests, media ethics and the manipulation of information.

Political scientist Stephen Levy, in his book "The Code Book: The Science of Secrecy from Ancient Egypt to Quantum Cryptography", Levy conducts research in the field of information security and cryptography, which is related to media ethics. His work discusses the protection of information and the preservation of information identity. American Robert Maxwell, in his book "The Ethics of Communication", conducts scientific work on the ethical rules of the media. He connects the ethical standards of the media with the development of society and places special emphasis on the concept of social responsibility in his works.

Barry Keene, who has conducted more in-depth research on media ethics, writes in his book "Media Ethics: Issues and Cases" about the different directions of media ethics, ethical problems in the media, accuracy of reporting, and the personal and social responsibility of journalists. Timothy Snyder, unlike the above researchers, conducts research on the topic of information manipulation in his work "On Tyranny: Twenty Lessons from the Twentieth Century" about the media and democratic societies. His work political manipulation and information such as the role of tools issues .

In addition, there are many developments in modern research, especially on the ethical issues of digital information systems, social networks, and artificial intelligence. Research in this area is carried out by many specialists and researchers in the field of Internet and digital media ethics, as well as modern research is carried out to comprehensively analyze the socio-ethical impact of the media and study its history of development.

Media ethics is a topic of great importance in society and in the lives of individuals . reason is public information tools , internet, social networks and media technologies society in formation plays an important role . Through them distributed information , opinions and conclusions people's worldview , decision reception to do , social relationships and political to the processes impact shows .

The following for reasons according to media ethics topic society for important :

- ✓ Information reliability and accuracy - media ethics public information tools and social networks through distributed of information accuracy and reliability to provide help Fake news and manipulations in society dangerous to the effects take arrival possible .
- ✓ Journalist ethics - ethics public information of the means real and objective information in delivery responsible defines That's it next , human of rights protection to be done , young people and others fair and equal in relation to be help gives .
- ✓ Information political and social impact - Public information tools and social networks society political and social to life impact to do possible . Moral to the standards compliance to do of democracy to be supported and political social of justice to provide help gives .



✓ Spiritual and cultural impact - media ethics in the field of media personal responsibility and social culture to shape big impact shows . This is the field people between social and cultural various from the sides understanding and respect develops .

Digital technologies revolution current of modern media ethics of importance increase through the Internet very fast and easy in the media with its spread moral problems both to increase take came . This of importance the rise of media ethics modern to the aspects was demand increased Including artificial intelligence algorithms skillful use through lie information and of manipulations ahead in receiving important weapon as is being used .

Someone one country leader voice or farewell make through various fake messages distribution is fast and easy as The message is true or not . lie that it is to separate specialist without help achieving not to be and society development or to peace noticeable impact without passing does not put For example , United States States President Donald Trump to Samarkand visit or of the famous football player Ronaldo Tashkent on the streets ball kicking walking like using artificial intelligence such as the content being created . Or moral standards and family to the value effect in the family moral norms , trust , respect and love based on stable relationships will be installed If moral standards disruption or information manipulation in the family members between trust to lose reason if so , this family values to weaken take arrival possible . Information of manipulation family of members spiritual and moral to the state effect in the family peace and to stability impact to show can In the family members lie or manipulated to the information if they believe , theirs mutual relations and peace disruption possible . Family in relationships such violations family of values the disappearance and family far within the deadline to problems shower to come bringing releases For example , young people between family of relations one part was marriage to read at the ceremony moral standards breaking to be shown or girls between to the beat entered « red "flag " is the contagious spread of the word "ata " in the media space.

Today, the increasing threat of fake news, false information, and content manipulation violating human rights and disrupting social stability not only increases the importance of media ethics, but also determines the social responsibility of information distributors and recipients. Information culture is of great importance because it shapes people's attitudes towards information, the ways in which it is received and disseminated.

In conclusion, information literacy refers to more than just finding and distributing information, but also to its reliability, logic, usefulness, and accuracy. It includes spiritual and social development, responsible dissemination of information, personal rights and freedoms, technological literacy, innovation and knowledge promotion, political knowledge and activism, cultural and ethical information preservation, consultation, and decision-making. Information literacy helps people to consider and discuss issues clearly.

This helps people make informed decisions and effectively analyze any information that may affect their lives or work. Information manipulation is a powerful tool for distorting the moral compass of society and influencing people's moral decisions. Spreading misleading or fake news can lead to a loss of moral stability and trust. Thus, identifying and mitigating information manipulation can help maintain moral standards and information integrity in society.



References

1. Sh. Mirziyoev. "Media workers June 27 , 2023 - Press and public information tools employees Congratulations on the day » <https://daryo.uz/k/2023/06/27/shavkat-mirziyoyev-matbuot-v-ommaviy-akhborot-vositalari-khodimlari-kuni-munosabati-bilan-soha-vakillariga-brik-yolladi>
2. Cynthia Vinney. "Very well minded. " What Is Media Literacy? 2022
3. Castells M. The Information Age: Economy, Society and Culture. Moscow: HSE,
4. Kirillova N. Media Culture: from Modernism to Postmodernism. Moscow, 2005.
5. Understanding media. M.; Zhukovsky , 2003.
6. Barry Keane " Media Ethics: Issues and Cases " <https://ayomenulisfisip.wordpress.com/wp-content/uploads/2014/08/journalism-ethics-global-debate.pdf>

