# AT THE CROSS OF MODERN MASS MEDIA - POLITICAL RELATIONS

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| Article history: | | Abstract: |
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| **Received:** | March 22th 2021 | Industries are very important in the modern economic activities of man. The economic development of any country is decided mainly by the industrial development of that country. Industries are the main features of modern civilization and they provide us the necessary materials and employment opportunities. The forests are considered as one of the natural resources which support the primary sector including agriculture and service sector. |
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| | | Even some industries which depend on agriculture for their raw materials are considered as agro-based industries. The industries comes under secondary manufacturing sector are the main feeder of employment opportunities to the large number of people. In the modernization period, the role of industries is an integral part of our life. We can say that without the industries we cannot assume our life. So much the industries are the inevitable part of our life. |

Most of the "products" of modern media work not only in the context of a large number of actual or potential audiences, but also in the need to take into account conflicting requirements. As J. Gerbner once pointed out, this work is done under the constant influence of external "powerful factors" relevant to customers (e.g., advertisers), competitors (other media) and, of course, public administration. Today, we can include these "powerful factors" as communication channel owners, sponsors and investors, news providers (news agencies, public relations services, etc.) and, of course, authors and lawyers defending their rights.

The state, political parties and other relevant socio-political institutions have a "double power" in this regard: they can achieve their goals by using both personal rights and opportunities, as well as independent media, to disseminate the necessary information. A.I. As Solovev points out, "distinguishing the factors that produce communication processes requires a differentiated approach to both political (primarily state) institutions and social structures with different participation in the discourse of power" and "in this sense it is appropriate to talk about the following agencies in the information field:

- government information structures (public relations departments and services of various institutions, the press secretariat, etc.);
- various corporate structures (parties, socio-political movements, information departments);
- specialized information structures (consulting and advertising agencies);
- The political role of the media (independent participants in the information market);
- terrorist and other organizations with views that are not legally recognized in the presence of information;
- sponsors, media moguls and advertisers with access to specific guidelines and information markets;
- different segments of society (in terms of participation in political discourse): the "public" or a corps of politically active citizens who are always in contact with the government; it is a "public" that communicates with the government only during the period of development of the acute political process, and a society, that is, a civic association that has almost no contact with the government.

The degree of real impact of various factors and their balance varies from state to state, however, the general state of OKV policy activity in the information field is characterized by constant pressure, which is further complicated by the need to publish printed materials on strictly defined deadlines. The general condition of the work of OKV is, first of all, their information services. The scheme proposed by McQueel is illustrated (Fig. 1). As can be seen from the diagram, OKV is simultaneously dealing with a number of conflicting requirements and restrictions, primarily with its owners, audiences, political institutions, business circles, education and health authorities, advertisers, news agencies and other potential sources of information. forced to maintain. More "balanced" pressure can be exerted by financial institutions and society as a whole.

Figure 1

owners or shareholders in terms of revenue and a certain "ideal goal" in a social, political or cultural issue, as well as meeting the interests of the audience, increasing advertising revenue. These goals overlap, but rarely coincide.

Analyzing the typical location of the work of the information service, it is worth noting that one of the main problems is related to the study of the relationship between OKV and information sources.

In the study of political communication processes, the concept of goal-oriented data collection is often widely used.

This concept is based on the ideas first expressed in K. Levin's article, which at first glance was devoted to a problem far removed from political communication - the decision to purchase household goods. However, as the author of this article points out, the information flow is always distributed through channels with its own "filters", and decisions based on objective criteria or opinions of information filters are based on whether the data filters really contain data or the products themselves are transferred to the appropriate channel. In one of his comments, K. Levin compares this process with the dissemination of news from the press. This idea d. Used in White's work in the analysis of the activities of a local newspaper editor and later developed, his efforts to collect only some of the information received from the "straight wire" are described as the most typical case of "filtering" information.

N - source of information ("straight wire");

N1, N2, N3, N4 - data from the source;

N'2, N'3 - selected data;

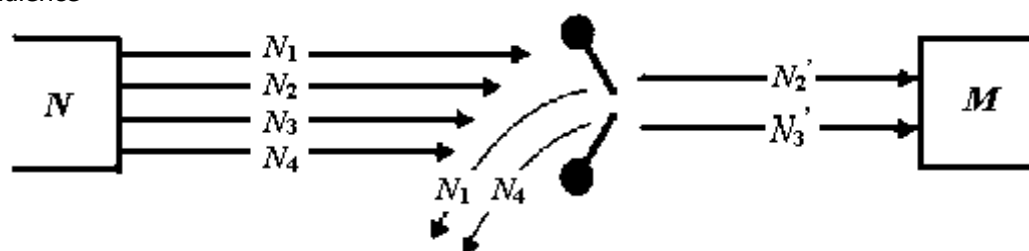N1, N4 - rejected data;

M – audience



Figure 2

The White model (Figure 2) is not without flaws. First, it is the socio-political systems, ideological and socio-cultural content, as well as the factors of institutional order - various sources of information, the market of advertisers, pressure groups and, finally, the power that limits and directs the process of gathering information; does not take into account the influence of the specifics of the organs. Second, the model assumes that there is only one "primary filter" that is sufficiently inactive with respect to the information flow. Thirdly, there is a false impression that there is a continuous and free flow of the most diverse types of news, which can only be "filtered" in one way or another by the information that is interesting for a particular newspaper or TV and radio company. Despite these shortcomings, however, this approach has in many ways influenced the study of problems far beyond the scope of the original study, with the term "gatekeeper" proposed by White as the name of an editorial staffer "filtering" incoming data, and words derived from this concept firmly established in specialized literature. White's concept Dj. It served as the basis for a more complex model put forward by McNeill as a description of the multi-step process of "working" on incoming messages from abroad. In this process, not one, but several "gatekeepers" are involved, who gradually correct the flow of information from the actual event to the "end consumer" of information - the newspaper reader, radio listener, and so on

The McNeill model (Figure 3) describes the process of forming a foreign news message as follows. Initially, the correspondent of the news agency examines on the spot some of the events that are worth covering in the press and sends the material to the local bureau of the agency. From here this message is sent in abbreviated form to the central office of the agency, where it can be linked to similar plots from other regions. The list of foreign news formed in the Central Bureau is delivered to the local or regional news services of the country, from where it is sent to the editors of newspapers and TV and radio companies, selecting materials for readers, viewers or radio listeners, who ignore this or that story, can be transmitted orally to friends, colleagues, etc. Throughout the process, there will be different forms of feedback, calls that allow you to edit the movement of the information flow.

This model focuses on a number of important aspects. First, the process of forming and sorting a story is largely completed before the news stream reaches the newspaper or broadcaster editor, especially if it is about life events abroad, as the data sorting process is done by major news agencies. Second, according to the model, the movement of the information flow is more important than simply sorting and rejecting some data, and the "gatekeeper" brokers can edit both the form and content of the plots in which they are conducted. Third, each intermediate recipient usually serves as a "filter" for the next recipient. Fourth, feedback is irregular in nature in the form of echoes to incoming messages at all stages and, as a rule, is delayed. Conditional definitions:

E is an event worth covering in the press;
C1 - foreign correspondent of the news agency;
C2 - local bureau editor of the news agency;
S3 - Editor of the Central Bureau of the News Agency;
C4 - editor of the national or local news agency of the country;
S, S1, S2, and so on. - message and its subsequent artificial forms;
R - newspaper reader, TV viewer, radio listener;
R1, R2, etc. - family members, friends, colleagues, etc .;
S - R - plot re-formed during the oral transmission;
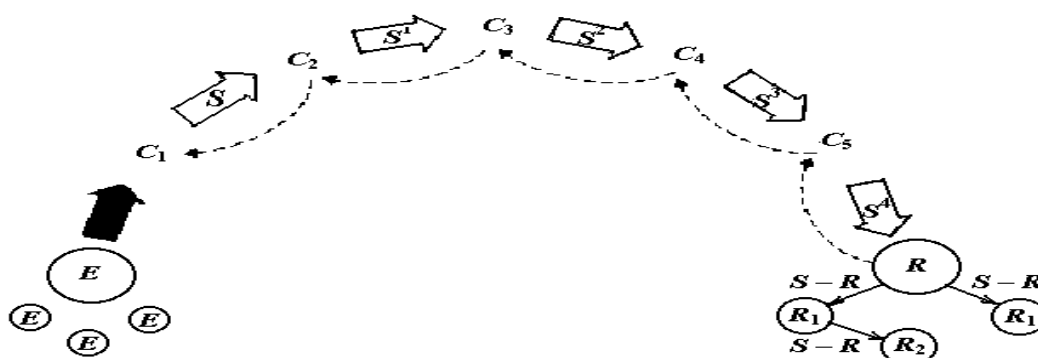dotted line - feedback.



Figure 3

At the same time, it should be noted that this model, which serves as the primary source of information about an event worthy of media coverage of a foreign correspondent of a news agency, could be slightly expanded by adding a few additional steps to the scheme. For example, the reporting process explains its version to a freelance correspondent who is preparing material for the local bureau of the news agency, a direct participant or witness of the incident, using their own analysis of the facts about what happened.
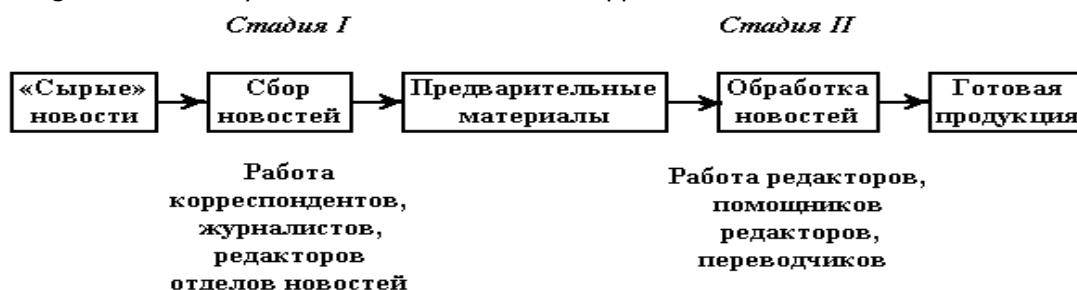


Figure 4

As a result, E. Bass critically examines the theory of goal-oriented information sorting and suggests that different "gatekeepers" do not play the same role in the data stransmission process, and in turn make a much simpler but more important addition to the ancestral model that does not take into account which stage of information sorting is most important. He proved that the main actions for data sorting take place within the boundaries of information services, and that the process involves two stages: data collection and their processing. (Figure 4). In the first stage, correspondents, journalists, section editors receive "raw news" - information about current events, speeches and speeches of political figures, posters of press conferences, etc. works with and converts sample materials or messages for the press. In the second stage, when it comes to information for a foreign audience, editors, their assistants, and

sometimes even translators change the format of the sample materials and combine them into a "finished product" — a newspaper, news, television, or radio program. In practice, E. The bass approach applies to the responsibilities of news agencies, OKV editorial offices, and their specific staff, one of which is designed to work with information sources, while the other manifests itself in many ways as "gatekeepers" who sort, partially modify, or remove information from the incoming information flow.

**Such key factors include:**

I.     Periodic interval. If the timing of an event coincides with the worldview schedule of the media outlet concerned, the likelihood that the event will be taken into account increases. For example, a story that lasts a few hours and ends more quickly is suitable for coverage in a daily newspaper or news program, while a complex event that expands over a few days may be of more interest to the editorial staff of a daily publication. However, there are some events that are expanding more slowly, which are worth covering in the media due to their importance.

II.     Intensity or initial content. An event that has suddenly become so important from the beginning or due to emerging circumstances is more likely to be perceived quickly and draws more attention to itself than the usual course of events. The latter refers to cases where the media is monitoring government activities, financial issues, or protracted conflicts.

III.   Proximity to the cultural requirements of the audience. The more an event suits the interests and cultural level of the audience, the more likely it is to be chosen.

IV.   Meeting expectations. Some are more likely to be selected than inconsistent events that are consistent with existing expectations and views.

V.     Coincidence. It is more likely that information about an event that is actually expected, but suddenly takes on an unusual or utterly unexpected nature, will be selected among messages that are consistent with certain expectations or views.

VI.   Interdependence. If an event is recognized as worthy of coverage in a newspaper, TV or radio program, there will be an additional incentive to search for and sort out logically related plots from the incoming information flow.

VII. Composition. News is sorted and "put in place" so that the resulting "media image" (latest news program or newspaper) represents a balanced whole; at the same time some messages are consciously selected on the principle of contradiction.

The application of the model to explain and predict the results of the formation of the "media image" is based on three main hypotheses, these criteria in the individual case and in the combined case determine the choice of this or that data.

This model, shown in Figure 5, applies to cases of interaction between official sources (government agencies, socio-political organizations, industrial corporations, firms, etc.) and the media.



Figure 5

The model describes the relationship between two organizations - official sources and the media - as a two-step process. Pre-screening of press releases within the source organization is the "filtering" of information in accordance with a certain set of criteria, some of which are technical and others are "ideological". Described using the Galtung-Ruge concept, this process is carried out by the Public Relations Development Service, whose responsibilities include liaising with the media and "dropping" certain information as a potential message for "publication". The central part of the model shows the relationship between the official source and the correspondent, whose interests correspond to some extent in the selection and transmission of a particular message to the media for publication. The most common options for information from official sources are press releases, press releases, press conference materials, telephone interviews, and so on. For more than half a century, N. Wiener has argued that in a society governed by the laws of market relations, the media serves a "secondary" purpose in addition to its direct function: "newspapers, like movies and radio, are a means of advertising and a bait for the owner." the secondary aspects of the tool are increasingly squeezing out their primary function". Political communication reflects and expresses the cultural values of political actors, encompassing a wide range of socio-political relations - interpersonal, public and special; carries the essence of political information. The processes of exchanging the content of this information also

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include the semiotic and technical means used in these exchanges and their technical channels. In line with mass communication, it is about the formation of goal-oriented political devices of the mass audience by communicators, which in turn implies communicators, given the narrow interaction that develops within the public. In the general case, multifaceted communicative communication and relations are related to political culture, which is an important component of the general culture of a particular society.

Unfortunately, not far from today's realities, it can be concluded that the media does not actually represent freedom of speech as much, but rather as one of the means of governing society in the interests of the most powerful social strata and groups in political, economic relations.

Nevertheless, at the level of further development of information technology, everyone can realize the "electronic" model of democracy, where everyone can sit in a comfortable chair in front of an Internet-connected home computer and participate directly in decision-making and political decision-making. The near future will show to what extent these expectations will be met.

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