

THE ROLE OF THE MEDIA IN SHAPING THE WORLDVIEW OF YOUNG PEOPLE IN THE CONTEXT OF GLOBALIZATION

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ABSTRACT

This article discusses the role of the media in shaping the worldview of young people in the context of globalization. The media has been analyzed as an important factor in shaping an individual's worldview. The role of social media in the internet in recent years has been discussed.

KEYWORDS: *Media, Youth Outlook, Globalization, Internet, Social Networks, The Process Of Personality Formation*

INTRODUCTION

The internationalization of economic and other processes has long been taking place in the world. Trade exchange served as its foundation. In connection with the development of new lands and the colonization of countries, many states were involved in a single world history. The most important events marked the beginning of the 20th century. The first transnational companies in the economy arose, and attempts were made to create a universal political organization. Thus, according to many researchers, a qualitatively different stage has begun in the interaction of societies and states - globalization. It has a systemic character and is a process of organizing a single global financial space based on new technologies, creating conditions for the unhindered movement of goods and capital, intensifying the exchange of information and ideas, and free movement of their carriers. This concept is the key to understanding the reality and social changes unfolding in the space of the globe at the end of the 20th - beginning of the 21st century. Having arisen in the 60-70s, the idea of globalization in the 80s. receives academic recognition, the term is fixed in scientific circulation. [1]

What factors ensure the implementation of globalization processes? Researchers believe that their basis is the economy. Technological progress has contributed to a sharp reduction in transport costs, speeding up and reducing the cost of information services. According to analysts, the unity of the world has been achieved on the basis of the general laws of a market economy. As a result, multinational companies account for more than a third of world trade. [2]

Another feature of globalization is the liberalization of the financial and development of the foreign exchange market, the growth of international investment in securities. This is confirmed by an eloquent fact: the volume of financial transactions in the foreign exchange markets of New York is more than \$ 1.3 trillion daily. [3]

Globalization is also reflected in the delegation of powers by states to supranational political, economic and financial institutions that exist both at the regional and global levels. The World Trade Organization, the economic institutions of the United Nations, the International Monetary Fund, and the World Bank play a significant role. Among the institutions of regional importance, such political, economic and economic organizations as the European Union, the North American Free Trade Area, in Asia - ASEAN, ARES, associations of countries within the CIS stand out. There is a process of formation of a supranational bureaucracy that influences the functioning and development of the economies of countries. [4]

In the field of law, processes associated with globalization are also observed. Supranational acts are adopted (an agreement on the international prosecution of war crimes); international law enforcement agencies arise (Interpol, the Hague International Court, the Tribunal for the "former Yugoslavia"), as a result of which the states, by mutual agreement, transfer part of their rights to supranational institutions. [5]

Intensification of interaction between countries is also taking place in the spheres of social and spiritual life. Human rights, proclaimed in the Declaration of Human Rights adopted by the UN after the Second World War, have acquired global significance. Following them has become a real factor in the assessment by the world community and developed countries of the policy pursued by other states. In addition, a powerful international network of organizations monitors human rights in the world and initiates the impact of public opinion on those who violate them. [6]

Conditions have also been created for the development of homogeneous interaction between countries (the acquisition of the status of the language of international communication by English). Efforts are being made to spread the model of life organization inherent in developed countries and including such components as the rule of law, political democracy, and ideological pluralism. Other states are guided by social standards (working conditions, standard of living, civil and socio-economic rights) developed in the developed countries of the world. Based on this, the world community or individual countries make demands on a number of others that do not follow the proposed principles of organizing life. Diplomatic, political, economic pressure is not ruled out. [7]

In general, globalization is considered as a process and as a goal leading humanity to unite into a single whole and realize a common destiny, and, according to researchers, is characterized by the following features:

- universal coverage and complexity of changes in the transition to the global stage, variability becomes the main positive value;
- global values and reference points dominate in relation to local (local) values, including the ethnic factor; there is a hybridization of culture, or a process of rapidly composing (often artificial) cultural phenomena from previously incompatible constituents, especially in the realm of pop culture;
- emphasizing "deep" phenomena (pre-cultural, pre-civilization, archaic), which are being liberated;

- a decisive change in the orientation of rationality from "modernity" to "postmodernity" with an emphasis on mosaic and internal incoherence of perception and the construction of a new social reality;
- recognition of civil society as the only form of social order in the global society; a mosaic set of social "types" and models, the lack of common principles of rationalization create a postmodern picture of the social world [8-12].

Analyzing the consequences of the globalization process, researchers give it opposite assessments. Those who evaluate its results as positive point out, first of all, that the high growth rates of foreign investment contribute to economic growth and the solution of a number of social problems in developing countries. Its influence is also noticeable on the improvement of such processes favorable for the economy as specialization and cooperation in the production of goods at the global level, the development of economical, environmentally and socially significant small and medium-sized enterprises, the introduction of innovations by developing countries, the growth of world trade and employment in this area. . Globalization creates opportunities for the implementation of promising projects in the economy, politics, education, culture, and ecology of developing countries. [13,14]

The arguments of the opponents of globalization are also solid. They point to the fact that this process still does not bridge the gap that exists between developed and developing countries; on the contrary, it is increasing, and it is the developed states that enjoy the main fruits of the interaction of peoples. The anti-globalist ideological concept is based on the analysis of real processes. It is connected with the idea that globalization removes a person from them, undermines the foundations of nation-states, so that they lose the ability to pursue an independent policy, protect the interests of citizens, and deputies and presidents elected by people gradually lose some of their powers, which are transferred to "nameless" inaccessible officials and businessmen. [15,16]

“Political and cultural imperialism” is also associated with globalization. Discussions about human rights, the use of economic protectionism, political and economic pressure on developing countries give reason to critics to talk about "double standards" used by developed countries to defend national or group interests. [17,18]

Critics of globalization are not optimistic about the fact that there are signs of unification of national production, social and spiritual achievements on the basis of Western mass culture. Global and regional networks and satellite TV contribute to this process. An "information community" is being formed that can influence millions of people. [19]

The concern is also the fact that a component of the processes of globalization, a consequence of the liberalization of economic relations, the development of transport and information links, freedom of movement is the internationalization of the activities of criminal groups, drug cartels, and human traffickers. The ideas of terrorism are spreading. Its supporters define global goals, creating a worldwide network of organizations. [20]

A critical approach to the analysis of contemporary world processes prompted influential forces to think over forms of unification. As a result of their efforts, an anti-globalization movement was formed. Representatives of the elite of the countries of the developing world, the official authorities of a number of states (Brazil, Venezuela, Malaysia) attract the attention of citizens to

the shortcomings of globalization. We are talking about the lack of investment, price inequality, restrictions on trade, as well as the aggressiveness shown by the owners of capital from developed countries in the financial and monetary sphere. In turn, part of the elite representing the Islamic world is opposed to values and norms alien to it, which are supposedly imposed by the West. [21,22]

Some critics of globalization - elite groups from developing countries, as well as some intellectuals from the West - are called alter-globalists. They consider global world processes to be a positive factor, but argue that their vector is determined by developed countries, supranational corporations, whose dictate is unacceptable. These elite groups constitute one part of the alterglobalization movement. The other is represented by the anti-globalists themselves, heterogeneous social groups (often of a marginal nature): environmentalists, human rights activists, anarchists, as well as fundamentalists, right-wing nationalists up to neo-Nazis. They evaluate globalization as a "worldwide conspiracy". [23,24,25]

The mass media are also actively involved in the processes of globalization, which create conditions for the intensification of messaging. They provide the population with access to the flow of information, provide the opportunity for any citizen to participate in the communication process. Mass media are perceived both as a sphere affected by globalization, and as its "agents", and as its main driving forces. Globalization in the field of mass media distribution refers to the emergence of a universal demand for media products and new technologies from consumers living in different countries. High rates of development of technical means of communication, communication channels are ensured; information networks and transnational multimedia formations are being formed. Thanks to this, opportunities are open for creating regional and planetary communication systems. At the same time, the increase in the volume of messages received and the speed of their dissemination increase the dependence of a person on society and governing bodies. [26,27]

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