

UDC 37.013.42

**MASS-MEDIA AS A FACTOR OF FORMING NEW COMMON REALITY****Samoilenko O. V.***c. philol.s., ass. prof.*

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**Abstract.** *The article is devoted to the influence of mass media on the formation of familiar reality. The stages of the development of mass media and the changes they caused in society were analyzed.*

**Key words:** *mass media, propaganda, influence, reality*

When studying the role of mass media in the progress of the society, it is possible to reach the conclusion that they are connected with the gradual expansion of communicative abilities of humanity – the invention of book printing, periodicals newspapers and magazines, electronic mass media (telegraph, telephone, radio, television) and finally with the invention of microprocessor technology which culminated in the emergence of the worldwide Internet.

The first stage is the invention of book printing by J. Gutenberg, i.e. mass production of books – the invention of the method of production of the first mass media, was a prerequisite for one of the main stages of the development of society – transition from the Middle Ages to the Early Modern period, which was marked by the birth of national cultures. That is to say, that there were new nations involved in the sphere of cultural development through the process of mass education. As a result, this led to the birth of the Reformation as well as the emergence of national states.

The second stage is the invention of new ways of printing with the help of a roll rotary printing machine which increased the productivity of mass media production. Machine production of mass media gave impetus to the creation of their entire system. Under the influence of these innovations, changes also occurred in the social structure of the society – the stage of formation of an industrial society began to develop.

The third stage – the formation of the information society is significant impact on global social processes. Active intercultural and interstate exchange of information thanks to the latest mass media that destroys information borders, has an impact on world globalization processes, in particular, consolidation of state entities and absorption of national cultures by global mass culture.

Radical changes in the social and individual consciousness in the epoch of post-industrial society are dialectically related to activity of the mass media of the Information society provides free access to information that is necessary for the organization of life activities both for individuals and the society in general; automatization and robotization of the main fields and branches of industry; rapid development of telecommunications and information systems that are used in all the spheres of social life; ensuring public access and increasing the use of volume of

Internet resources; a radical change in social relations, including education network society; emergence and changes of virtual interpersonal and social relations.

The modern social reality of society is saturated with mass media influence today, the process of consciousness formation is taking place in the society, which in various social relations is faced with the influence of the mass media. Even if individuals don't use any mass media, they are influenced by other members of society who communicate with each other. A. Shcherbina notes that within the limits of modern mass communication technologies: "Methods of diving into the deep structures of the human are actively being formed by consciousness and subconsciousness" [200, p. 4]. In particular, we can mention the following techniques such as neuromarketing, the use of the 25th frame during broadcasting television programs, manipulative technologies of influence on consciousness, propaganda.

At turning points in the development of society, which, in particular, characterize the current state of Ukrainian society, and in general political and economic changes in the world structure, important preservation spiritual life of society as the basis of self-preservation. Sociocultural values are an important factor of influencing on formation and development of the society. A successful mass media presentation of normative behavior can cause a significant impact on members of society. Constant coverage certain social norms, values leads to a significant impact on social behavior of individuals.

The Russian federation used this method in the war propaganda, using social networks and especially – TV, so the population of this country has been living in the conditions of constant worshipping the war and self-sacrificing, so that resulted in the crucial changes of the social consciousness, and the linguistic and psychological mechanisms should be studied.

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