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MASS MEDIA AS A FACTOR OF PERSONALITY SOCIALIZATION

Modern Ukrainian society studies show that the successful solution of political, economic and social problems extremely depends on social activity of the individual. Media plays an important role in the activity formation of individual. The great role of radio, television and interest in public life show a rapid growth, prevalence and availability of media. Printed and spoken word, television image have the possibility to penetrate any social surrounding.

Theoretical concept developments are in conflict with the sciences: media, linguistics, economics etc. The first scientist who studied Mass Media communication as a social phenomenon was Maks Weber.

It should be mentioned that the current developments highlight the theory of information society. It is based on the theory of globalization. We should define the works of H. Vebstera, E. Andrunas, M. Zemlyanowa, A. Vartanova etc.

If we want to know about Mass Media influence on people, first of all, we should investigate the mechanism of its functioning and development.

The basic form of influence on the individual is a speech effect which is divided into direct and indirect, guise and physical effects. The psychological effect includes infection, suggestion and manipulation. It is known as a form of propaganda and latent effect.

Media has several functions. The main ones are: mass replication of life values and social norms of social group participation; the possibility of political and economic influence on the minds and behavior of the individual; general awareness increase of individuals. Recently scientists have defined some media functions: interpersonal contact compensation; provoking stress situation; deprivation of individual feeling of insecurity, loneliness; social reality modeling and deliberate introduction of personality (real television) and so on.

Determining the media influence on personality socialization, we cannot say about information terrorism and information surroundings. The twenty first century is characterized by a napped development of mass media. The obvious fact is that there are organizations which seek for the ways to influence on the society in their own interests. That is engaged in information terrorism. This development caused the emergence of information ecology. People can filter the information and protect themselves from the negative influence of the media.

Media as an agent of socialization plays an important role. It is a source for knowledge about the world and society. Mass media helps people to speak, communicate, develop and rest. So you should use it in order to avoid the negative impact of information terrorism.

LITERATURE

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