

**Влада СМОЛЯР**

курсантка ННППФПНП

**Кирило НЕДРЯ**

завідувач кафедри гуманітарних

дисциплін та психології

поліцейської діяльності,

Дніпровського державного

університету внутрішніх справ,

к.і.н., доцент

### **THE ROLE OF THE MASS INFORMATION MEDIA IN THE FORMATION OF THE CONTEMPORARY: PSYCHOLOGICAL AND MORAL ASPECTS**

News, messages, pop-ups – all this attracts our attention every morning. The first thing a modern person does is pick up a phone or turn on a computer. Taking into account the favorable ratio of accessibility and mass distribution of information using media resources, it is not difficult to understand that the Internet and television have a huge impact on the psychological and moral principles of a person. According to V. Lyzanchuk: «The national network of mass communication means is one of the «three whales» on which state self-awareness is based, along with the national intelligentsia and the national political elite».

Mass media not only influence people's worldview, shape national consciousness, but also become the most powerful driving force in the hands of those who have information and know how to present it correctly. The audience's point of view is formed from what and how exactly the mass media present. In most cases, the messengers consciously interpret the information in such a way as to immediately show the necessary vision of the situation. In one case, they have a positive impact, singling out the necessary and important among all the information, and in the other – they become a catalyst for conflicts, exaggerating real information for the sake of vivid impressions.

The influence of the «third branch of government» was applied even in Soviet times. An example can be the situation of the battle near Kruty. During the Soviet regime, the history of the battle near Kruty and the liberation struggle was falsified or «filtered», which is why even now not everyone knows the full picture of the events. The undeniable tragedy of 1918 was highlighted as an inept decision by the Ukrainian authorities and the heroic death of 300 young men was exaggerated in order to reduce trust in the authorities at a time when it was profitable for the USSR authorities.

Even today's mass media use the inaccuracy of information to their advantage. Many articles mention the «300 Ukrainian Spartans» and the high school students sent to be «slaughtered».

Although in the memoirs of A. Honcharenko it is written: «The losses amounted to: up to 250 young men, one company (up to 30 people) of students and 10 senior officers». In the «Krutyan incident», V. Zarytsky noted that «losses» in A. Honcharenko's memoirs meant not only the killed, but also the wounded and those who went missing. And in the magazine «Military History» for 2008, V. Ulyanich wrote that according to the data of the commission, the data about 300 dead are far from the truth.

Now this event is used to raise the level of national self-awareness. By confirming the widespread Soviet version, according to which young people were thrown under enemy machine guns against their will, we devalue the struggle of the young army, devalue the dedication of young soldiers and their command.

Not only does the media change history, but it also has a powerful influence on our preferences and in fact almost controls our interests and principles. Mass media is a powerful force of influence on people's consciousness, a means of prompt communication of information to different corners of the world, the most effective means of influence on human emotions. An example is even ordinary advertising. We are more likely to buy what the bright pictures on the screen recommend, because it is the choice of the majority.

It will be apt to note that mass media have an influence on national consciousness, especially now, when 2020 unpleasantly surprises the whole world. Against the background of the events in the east of Ukraine, the presidential elections, mass media are becoming a real weapon in the hands of journalists. There are «rains» and «leaks» of compromising information. Internet resources are full of campaign videos and scandalous information. This should not happen, journalists should write the truth in order to interest the consumer of the content.

Thus, using mass media to influence society is not a bad decision, but the influence should be carried out with the help of non-falsified and correct information. It is necessary to encourage society to believe the words from TV screens, telephones and newspapers with valid data, existing real facts.

We must analyze events, think independently and be able to use information. For young specialists in the field of mass media, the main goal should be to reproduce events in the country and the world as accurately as possible, to teach their viewers to draw conclusions. Then society will not blindly believe provocative articles from the Internet.

It is not for nothing that the mass media are called the «third branch of government» and it is the mass media that have the greatest influence on the creation of the psychology of contemporaries, especially teenagers, who are the driving force of progress. The correct dissemination of information and the correct work of mass media is a necessary component in shaping the consciousness of the modern population not only of Ukraine, but also of the world as a whole.