

"METHODS OF DEVELOPING INTERACTIVE COMMUNICATION OF WIRE OPERATORS USING MASS-MEDIA"

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Annotation: This article scrutinizes the methods of developing interactive communication of wire operators using and printing mass media.

Key words: Mass-media, technology, communication, press, newspaper, book, internet.

Introduction: We live in a media-saturated world and count number on a variety of historic and new media for information, entertainment, and connection. As we improved via the centuries, mass conversation evolved from a mechanical technique to electronic transmission, which paved the way for the digitized world of today. While technological advances are an essential phase of the narrative related to media, the outcomes of media are additionally vital to consider. In this article, we will talk about some functions and theories of mass conversation and some of the key moral problems related to media and communication. Mass communication involves transmitting messages to many people through print or electronic media.

As we trace the development of one of a kind forms of mass media, take notice of how new applied sciences and opposition among a range of media codecs have made media messages extra interpersonal and personalized. In short, the mass media that served large segments of the population with restrained messages evolved into micro media that serve slender activity groups. As we go closer to our modern digital age of media, we can see that new media formats are invented and then made on hand

to people more quickly than media that got here before. For example, while it took 175,000 years for writing to end up established, and about 1,000 years for printing to obtain a company foundation as a medium, audiovisual media (radio, television, and movies) penetrated society within a few decades, and digital media gained prominence in even less time.

Print Mass-Media. The printing press and subsequent technological advances associated to paper manufacturing and distribution led to the institution of print as the first mass medium. While the capability to handwrite manuscripts and even reproduce them existed earlier than the print revolution, such processes took great time and skill, making books and manuscripts too luxurious for nearly absolutely everyone in society except the most privileged and/or effective to possess. And in spite of the advent of many other varieties of mass media, print is nonetheless vital as a channel for records and as an industry.

Books. The explosion of printing following 1450 absolutely proves that print was the first mass medium. Books of the time had been regularly shorter than today, but they have been nonetheless the earliest shape of verbal exchange to be allotted to the masses, which led to extensive cultural and social transformation. Of course, books weren't evenly distributed, considering the fact that most human beings couldn't read or write and had no use for them. At the same time, though, cheaper, shorter materials have been printed that blanketed content that catered extra to the “common” person. These early publications were comparable to tabloids in that they have been sold as news objects however featured testimonies about miracles, monsters, and other sensational or fantastical events. Although no longer considered for their content or effective impact on society, these publications rapidly grew into what we would apprehend these days as newspapers and magazines, which we will discuss later.

Newspapers. Newspapers, more than books, serve as the chronicle of daily lifestyles in our society, offering everyday insurance of events, each historic and mundane, and allowing us to learn about cutting-edge activities outdoor of our

community and country. While radio, television, and online news serve that function for most humans now, newspapers have been the first mass medium to collect and disseminate such information.

Conclusion: To conclude, the features of mass communications are not solely relevant however incredibly important. The features are being amplified due to the internet and subsequently making way for preparation. The most vital objective of mass communication is to grant data to mass people. Information on mass verbal exchange may additionally be associated to education, weather, sports, merchandise and services, public holidays, festivals, recreation, and entertainment. Communication about improvement is integral to make sure the sustained attention to the issues which is fundamental in getting the fundamental commitment from world leaders and the wider public to provide that means to the process. Development verbal exchange is a crucial section of the political and policy processes.

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