

AUTHORITARIAN PRESS IN THE ROLE OF INFORMATION AND PSYCHOLOGICAL INFLUENCE

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ABSTRACT	KEYWORDS
Due to the need for social information exchange, the period when the first forms of mass media, including leaflets and newspapers, began to appear, shows that most of the press publications were published by the rulers and served their interests. "These press releases were created as a result of the socio-political interests of the rulers of that time together with the need of people for information. World press studies call such a press that supports the rule of individuals as an authoritarian press," writes Professor M. Khudoykulov, doctor of philological sciences.	Authoritarian press, "nervous tension", emergency and extreme situation, confrontation, armed conflict, conflict and conflicts

Introduction

In the last 10 years of the 20th century, the world entered a complex and turbulent period. Military conflicts, local wars, unrest in this or that region of our planet have shown this complexity. This is characterized by the fact that, on the one hand, modern threats and threats to security are changing the "face" of war, and on the other hand, the scope of the theater of military operations is expanding on a regional and global scale.

At a time when contradictions are increasing and the world is experiencing a period of "nervous tension", life itself fundamentally calls for the formation of a new military journalism, which operates in hot spots, conveys the reality to the public quickly and impartially, is aware of the military field, and in emergency and extreme situations. creating a need for a journalist with mobility skills.

It is time for military journalists not only to professionally cover, analyze and evaluate the events taking place at the front, in hot spots, but also to call the warring parties to peace, draw public attention to the problem, and fulfill the mission of mediation.

It is necessary to take into account the new trends entering world journalism, including the serious changes taking place in the processes of providing and receiving information. The rapid development of the Internet and the increase of information-giving entities have also put important issues before military journalism. Today, information is managed in order to deliver information, to fulfill the role of propagandist and agitator, to carry out counter-propaganda activities, to support psychological operations in war.

The audience wants to know more about various confrontations, armed conflicts, disputes and conflicts, to understand why such unpleasantness and tragedies occur. Not only the need for information, but also the interests of the military audience of the warring parties appeared. It is important in an information war that a military journalist can take an impartial position or act under the influence of one of the opposing sides, the forces behind the war. For this, a military journalist is required to be at the hot spot, to study the reality in depth, to collect and analyze facts and evidence, and to warn the society about the consequences and effects of the problem.

"Today, in developed countries, it is impossible to carry out any activity without proper information preparation. War is just, the enemy is oppressive, it is required that one's own fighters appear to be real heroes," writes G. Pochepsov.¹ As a result, parties who want to win the war are increasingly focusing on information management and using it as a propaganda tool.

The influence of information processes on modern armed conflicts is visible in the formation of political, ideological and geopolitical views in a certain layer of society based on telecommunications. For example, a report prepared from a hot spot can awaken geographical, historical, religious, economic, cultural, ethnic and other ideas about that region in a short period of time in the population who do not yet have any impression about the region. fulfills a specific task for a given political goal. From this point of view, according to A. Dugi, the profession of a journalist (especially a TV journalist) is close to the profession of a geopolitician. In today's modern society, the mass media does not play an auxiliary role as before, but becomes a powerful independent factor that strongly influences the historical fate of nations.²

The information supply or information war in the US military operations in Yugoslavia and Iraq spent its efforts to discredit the enemy and create an image of the enemy. According to G. Pochepsov, the experience of operations in Iraq and Yugoslavia shows that the main stage of the information war consists in exaggerating the superiority of US weapons, concealing losses, and exaggerating the damage caused to military-industrial facilities and means of communication, as well as TV and radio stations of the enemy's army. it has been. At this point, such information was distributed through controlled military press centers. In order to create the desired stereotype in public opinion, huge resources are always needed at the beginning of the campaign³.

On March 15, 2022, Nadezhda Koptu's "Opoznali po press card" related to military journalists in the war in Ukraine was published on the Internet. "Kak na voyne v Ukraine gibnut journalist" material was announced⁴. Here, we will give brief information about the military journalists mentioned in the article.

1. American photojournalist Brent Reno died on March 13 in Irpen, Kiev region, while receiving information about refugees for Time Studios. Brent Reno worked as a stringer in hot spots in Iraq and Afghanistan, Egypt and Libya. He also worked for the New York Times.
2. Ukrainian journalist Yevgeny Sakun died on March 1 as a result of an attack by Russian troops on a television tower in Kiev. Sakun was at work at the time of the attack. He worked as a photographer of LIVE TV channel.

¹ Георгий Почепцов., *Психологические войны*. — Москва., 1999

² Александр Дугин. *Основы геополитики*. — Москва, 1999

³ Георгий Почепцов., *Психологические войны*. — Москва., 1999

⁴ <https://newsmaker.md/rus/novosti/opoznali-popress-karte/>

3. Ukrainian Viktor Dudar, reporter of the "Express" publication, was killed in a battle near Nikolaev on March 6. He conducted journalistic inquiries on military topics in this publication.
4. Colombian-US photojournalist Juan Arredondo died on March 13 near Irpen after being seriously injured. A reporter was shot while crossing a roadblock while filming people leaving the capital of Ukraine. The reporter actively cooperated with New York Times, National Geographic and other publications.
5. On March 15, Ukrainian journalist Aleksandra Kuvshinova was shot and killed while on her way to the village of Gorenka with a Fox News crew.
6. Fox News reporter Pierre Zakrzewski was also killed in an attack on March 15.
7. Fox News reporter Benjamin Hall was shot and wounded near the village of Gorenka on March 14.
8. "Ozodlik" radio reporter Maryan Kushnir was injured in a shooting in Kyiv region on March 11. The reporter has been working on this radio station since 2015.

It can also be seen that the role of military journalism in today's media space is measured by the increasing role of mass media in resolving armed conflicts. Therefore, it is necessary to assess the role and importance of military journalism in the media space, first of all, with its role in information provision. These are reflected in:

in the role of propaganda and propaganda;

in the role of an informational and psychological influencer;

in the role of a counterpropagandist.

Secondly, it is possible to approach a conflict situation based on the material and moral value of information in the area of armed conflicts. Today, the global media, which are fighting for the monopoly of information, naturally use journalists to justify or condemn these wars and to manipulate the minds of the population based on the interests or orders of the forces behind the concerns and corporations. A number of researchers measure the rapid growth of media influence on international public opinion in wars and conflicts by the power of journalism to influence not only individual battles, but the entire war.⁵

N.L. According to Volkovsky, in 1991, about 1,500 journalists participated in the war in the Persian Gulf, and in 1999, 3,800 journalists covered the events in Kosovo.⁶ However, in another source, the numbers are lower than this⁷. That is, it was recorded that more than a thousand representatives of the fourth power participated in the Persian Gulf, and about 2 thousand in Kosovo. In 2004, the US Armed Forces will register more than 6,000 journalists in Iraq.⁸

5 Почепцов Г. Г. Информационные войны / Г. Г. Почепцов. М. : Рефл-бук, 2000. 573 с.; Волковский Н. Л. История информационных войн : в 2 ч. / Н. Л. Волковский. СПб. : Полигон, 2003; Расторгуев С. П. Философия информационной войны / С. П. Расторгуев. М. : Вузовская книга, 2001. 468 с.; Панарин И. Н. Информационная война и дипломатия / И. Н. Панарин. М. : Городец, 2004. 526 с.; Macdonald S. Propaganda and Information Warfare in the Twenty-First Century: Altered Images And Deception Operations / Scot Macdonald. London ; New York : Routledge, 2007. 204 p. ва бошқ.

6 Волковский Н. Л. Журналистика в информационных войнах: Исторические истоки и современные тенденции. СПб., 2003. С. 1. Однако в зарубежных исследованиях приводятся цифры поскромнее: война

в Персидском заливе – "свыше 1 тыс. корреспондентов", Косовский кризис – "примерно 2 тыс. журналистов"

7 Taylor Ph. "War And The Media: Propaganda And Persuasion In The Gulf War". Manchester Univ. Press, 1992. P. 268; Tumber H. "The Fear of Living Dangerously: Journalists who report on Conflict". 2006. Vol. 20, № 4. P. 439–551.

8 Foerstel H. N. Killing The Messenger: Journalists at Risk in Modern Warfare / Herbert N. Foerstel. Westport : Praeger, 2006. P. 25.

These ideas and numbers reflect the ever-changing image of the world today. The fact that wars, massacres, hotbeds of tension and contradictions are increasing and causing them increases the need for military correspondents. The participation of military correspondents in the theater of military operations is increasing. An example is the popular opinion among American journalists that "there is no victory until CNN announces the victory of American troops."⁹. From this it can be concluded that factors such as leadership in information and hybrid warfare, trying to seize the initiative, and ultimately having a strong influence on public opinion increase the role and importance of military journalism.

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⁹ Газетов В. И. Служба PR в вооружённых силах США / В. И. Газетов // Власть. 2009. № 7. С. 147.