THE IMPORTANCE OF ASSESSING ETHICAL AND MORAL STANDARDS IN THE MEDIA SPACE

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A B S T R A C T	K E Y W O R D S
This article examines the transition from reality to virtuality in human relations, which has led to the acceleration of processes. Universal human and moral values that are dear to humans have gradually lost their essence under the influence of digital technologies. The article presents ideas on how, in the era of media use and information literacy, to maintain moral standards that are important for humans in the world, so as not to forget their essence and preserve their human image.	Media, virtual network, strategy, system, gradation, information literacy, moral standards, universal human and ethical values.

Introduction

Considering that in the conditions of constant globalization the main channel of mass information distribution is electronic media, the study of the influence of mass media within the framework of ethical standards is one of the most urgent and promising tasks today. This leads to the mass dissemination of information in the media and media space, which in turn leads to an increase in information about spiritual and moral views. In today's era of subcultural fusion, when national values are washed away by the shores of culture, moral gradation (assessment by ethical and moral standards) plays a very important role in the media sphere.

Because it forms the audience's attitude to information and contributes to the strengthening of moral and ethical principles in society. The topic, which is considered as a dissertation, is of great importance for improving ethical gradation in the modern digital information environment. In particular, ethical systematization in the process of improving the information environment contributes to the implementation of the following tasks. Including:

- Improving ethical standards and strengthening legislation,
- Reviewing international and national standards of media ethics,
- Revision of codes of ethics for media organizations and strict enforcement of them,
- Strengthening legal liability for content that does not meet information security and ethical standards,
- Establishing liability for information distributors will help improve the quality of information disseminated to consumers and reduce the amount of true or false information.

Effective organization of work to improve information and media literacy of consumers:

- Implement educational programs aimed at increasing the ability to select and analyze information in society.

- Conducting courses for young people and adults on the correct assessment of information sources and protection from false information.

Development of content moderation in the media and social networks:

- Improving algorithms and artificial intelligence technologies that automatically detect violence, hatred, lies and other harmful content that does not meet ethical requirements,

- Developing models that take into account the human factor and expert opinions in the process of filtering information by its content,

- Ensuring transparency of the information environment,

- Ensuring transparency of sources in the process of creating and distributing content, clearly identifying advertising and sponsored materials,

- Implementing ethical standards in the digital information environment,

- Harmonizing media ethics standards through specialized international and national organizations,

- It is necessary to sign agreements on ethical standards between international states and media organizations and work to establish global cooperation.

Given the two-sided nature of the media in the topic of our research, they, according to J. Derrida, perform the functions of cultural archives. [3, p. 319], and through manipulation form both moral and countercultural values. Given these aspects of the media, preserving their axiological aspects in the formation of moral and cultural values becomes a pressing issue. Also, the essence of the changes that occurred under the influence of new communication technologies was reflected in the social, spiritual, moral and cultural aspects of E. Toffler, W. Newman, B. Becker, M. Patau, A. Crocker, M. His views can be found in the works of Weinstein and others. Such criteria, according to T. Parsons, act as "intermediaries in the interaction of people and social groups" [5, p. 34], which reflects the understanding of the media as a means of transmitting culture. In the modern information society, cognition of the real world largely occurs through the perception of certain media images, since the media implement a socially variable representation of reality.

Analysis of the Study

As a result, there is a process of assimilation of cultural and moral values of the modern media space: fashion, virtual services, knowledge, as a result of which a person forms a certain cultural standard that a modern person must meet. It is necessary to consider the main features of the change in the values of the media audience, using the materials of empirical research.

In this regard, in the context of studying the culture of the formation of spiritual and moral orientations of young people, the Russian sociologist D. Pyanykh drew attention to such types of values disseminated through the media, such as art, music, literature, fashion: practical - communication, education; aesthetic; confidence; the main focus is on material well-being.

Also, in order to improve the quality of research work, analyzing empirical data, we believe that it is possible to highlight the features of the axiological perception of the modern media space by the media: These are:

- news sites, television, media resources (most of their users are young people)

- We received information that the musical preferences of young people who actively use entertainment resources are focused on heavy rock music. Today, values play an important role in the dynamics of socio-cultural values, determining the role of the media in public life. This position allows us to interpret trust as a "category of moral character" [7, p. 115] as a means of analyzing certain public

views and opinions. For people who actively follow events in a particular country or the world, the need to provide for themselves financially is of paramount importance. Therefore, when disseminating news or information in the information space, prepared by people with the aim of improving their own material base, no attention is paid to its compliance with moral and ethical standards. For people with a high level of trust in the media, friendship, and for those engaged in professional activities, universal human values are almost as important as material success. Since all three components are closely related to each other, the importance of friendship decreases for that part of the population that does not trust the media. This indicates that those who trust the media have a more active life position.

Therefore, under the influence of the media, the value structure may change somewhat or be rethought in a new way. For example, the constant broadcasting of materials in the media about equal treatment of parents and children leads to the emergence of new moral views among observers. At the same time, the media strengthens the influence of both traditional and modern values. The impact on the human mind can be quite contradictory and irreconcilable. It is also an undeniable fact that the constant broadcasting of materials about domestic violence, especially on channels intended for family viewing, can contribute to the formation of an atmosphere of violence in a peaceful and calm family. Therefore, the high importance of communicative moral culture cannot be ignored, especially under the influence of the media. The media have formed a clear material orientation of young people, paying little attention to modern values, such as ethical professionalism and skill. At the same time, under the influence of the media and virtual networks, another important value is declining - hard work. But the reflexive need is increasing. Thus, the audience reacts to the modern media space, which, on the one hand, confirms its openness to any influence, and on the other hand, confirms the cultural and creative potential of the media as an agent of socialization, capable of changing the direction of socio-cultural processes.

Conclusion

Based on the above, it is necessary to carry out the following work to improve the ethical gradation of the media:

- Further development of professional ethics among media workers,
- Improving the skills of journalists in verifying sources of information and ensuring transparency, as well as strengthening media education,
- Organizing courses on information and media literacy in secondary schools, universities and online courses,
- Developing platforms for informing and consulting users of the media and social networks on ethical issues,
- Strengthening public control mechanisms, increasing the role of public and independent organizations in the ethical assessment of media content,
- It will be necessary to implement many promising works, such as the introduction of a system of effective measures to counter the dissemination of content that violates ethical standards in the media.

By improving and controlling the ethical gradation of the media, strengthening ethical standards, increasing media literacy, controlling content and developing the culture of the journalistic profession, we can achieve a transparent, reliable and morally stable information environment.

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