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Society's Need For Information And Information Sources

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Abstract: Information, data, disinformation, degradation, freedom of information, mass media, Internet, media, media literacy.
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Summary

This article covers the role of information security and media literacy in ensuring the stability of the state and society. It also reflects the current problems arising in the media sector in the context of global changes, in particular, the issues of protecting the spirituality of our people from ideological and spiritual threats in the information space, especially the use of various forms of information that affect the hearts and minds of the young generation.

An information source is usually a person or carrier who has information that is of social importance (i.e., of interest and need to the general public). The term information has many definitions. It can mean data, knowledge gained through research, experience or education, as well as signals or signs. Simply put, information is a collection of data that has been collected, processed and interpreted, and presented in a form that is convenient for use. Based on this, information can be said to be "knowledge presented in an easy-to-understand form."

Information in Latin means "informatio" - explanation, statement. In ancient times, this concept was understood as information that people give to each other verbally, in writing and in other ways. A broad definition of information was given by Norbert Wiener, the founder of cybernetics, who said that "information is a description of the content received from the external world, adapted to us and our feelings about it."[1] Communication refers to the transmission and dissemination of information. According to researchers in the field, information is understood as news or data about something that is not previously known.[2].

Information is an important element, without which it is impossible to imagine not only an individual person, but also society. Its problem lies in the quality, content, tone and orientation of information. Therefore, information can be limited, falsified, fast, relevant, etc.

A person and society are constantly in a certain information environment. This is confirmed by the expression "even the absence of information is still information." Lack of information, disinformation leads any process to stagnation, and the individual and society to degradation. Sociologists say that the more information is accumulated, the faster society develops. Of course, this idea is correct, but it requires explanation. Since the content of information is not specified here, its "essence" can be political, ideological, economic, etc.

Totalitarian systems (Japan, which was mired in militarism in the past, Italy and Germany, which became hotbeds of fascism, the USSR, which was the owner of the "iron curtain", etc.) are characterized by information that "brain washing", ruthlessly instills in it selected values, as a result of which people became victims of servility and zombification. Countries that have moved towards democracy are characterized by a wide range of information and content aimed at satisfying the various interests of citizens.

Information means power. Owning information means owning the situation. That is why it has long been a tool of tribal leaders and priests, shamans and the political elite. The public, however, had access to a very small part of this information accumulated in the hands of representatives of power. Only as a result of the people's aspiration for enlightenment and democracy were those in power forced to retreat from the monopoly on information. But even today, civil liberties, an integral part of freedom of information, and the attitude of state authorities to them have not lost their relevance. After all, even in open societies, there

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[1] Viner I. Kibernetika i obщestvo. - M.: IL, 1958. - S.31.
[2] Irnazarov K.T., Mamatova Ya.M. Informatsiya v pechati (Kratkiy kurs leksiy). - T.: NUUz, 2000. - S. 6.

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are cases of restrictions on civil liberties, their freedom of thought and information. So, the struggle for ownership of information in one way or another continues.

Information is money, or rather, a product that can be bought and sold, through which some people acquire large capital. Today, humanity has reached a new stage of its evolution, relying on the "revolution" in the information sphere. Today, the rapid spread of various forms of media, various information and communication technologies, their impact on personal, economic, political and social life, has necessitated a qualitatively new form of the information environment for human existence, which has received the name "electronic cottage". Therefore, new knowledge, skills and instructions are needed for people to actively and effectively participate in the life of the information society.

Information providers encourage ownership of it, and in some cases even provide people with the opportunity to save certain information. In addition to the media, there are other sources of information (for example, medical reviews, government bulletins, reports and oral messages).

It can be transmitted using information technologies (for example, televised election debates) or as a result of personal communication (for example, at a meeting of citizens' assemblies). It can also be distributed through the media and people. Today, there is an unprecedented amount of information, content and resources, including Internet resources, all of which differ in accuracy, reliability and relevance.

"Information is available in various forms (statistical data, electronic or paper), it is stored on online sites and portals, in virtual and real libraries, in collections of documents, in various databases, archives, museums, etc. However, regardless of this, the information provided by various information sources can be reliable or unreliable. Therefore, when a person starts searching for information, he must first understand what kind of information he needs.[3]".

The need for information is precisely the need to obtain information necessary to fulfill a certain social role and task. In most cases, the consumer understands what he needs to know to achieve this or that goal and focuses his search on a specific result.

The purpose of turning to a particular information source is understandable to a person. In this case, the choice is made on the basis of the accuracy, completeness of the information, the reliability or interest of the source, etc. However, it is necessary to study the reliability of the source in depth. Therefore, the basis of sorting information is its value to the consumer, even if he does not understand it. When evaluating an information source, it is first necessary to determine for what purpose a person receives information from it. This process helps to identify reliable sources of information. In this case, a person needs media literacy potential. Education in the field of media literacy is carried out at the intersection of various disciplines. Therefore, different approaches can be used, depending on the current situation and purpose. For example, it is necessary to think about learning skills related to security, socio-ethical, cultural and technological aspects of media literacy. During the formation of media literacy in a person, the student will acquire the skills to use the media effectively and safely, as well as to adequately and professionally assess the situation in a particular area of social life, form an independent civic position, and at the same time contribute to the establishment of civil society.

Of course, when working with the media, we also encounter conflicting information. In such cases, it is important to develop the ability to seek information from various sources, which will help young people evaluate new information based on their existing knowledge and form an appropriate point of view.

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2. Irnazarov K.T., Mamatova Ya.M. Informatsiya v pechati (Kratkiy kurs leksiy). - T.: NUUz, 2000. - S. 6.
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[3] Ro'ziyev Y, Qarshiyev B, Musayev O. Media literacy and information culture. © "Donishmand ziyosi" 2025. 48 p

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