

**IN THE FIRST STAGE OF PUBLIC ADMINISTRATION , THE
NECESSARY MEASURES TO SUPPORT THE OPERATION OF THE
AIRPORT**

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Abstract: In this article, the mass media play an important role in ensuring the participation of citizens in the management of public and state life, in communicating the goals and objectives of their administration to the highest levels, in establishing a constructive dialogue between the people and the state, in achieving innovative development. In this sense, it is important to recognize that the functional characteristics of the mass media, which are designed to combat social existence, public life and people's worldview, as well as the ideological foundations of the media, are based on the laws of innovative thinking.

Key words: OAV, media center, news security, journalism, television, magazine, operations, media analysis, media news, Internet sites, and cybercrime.

**НА ПЕРВОМ ЭТАПЕ ГОСУДАРСТВЕННОГО УПРАВЛЕНИЯ
НЕОБХОДИМЫЕ МЕРЫ ПО ОБЕСПЕЧЕНИЮ РАБОТЫ
АЭРОПОРТА**

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Аннотация: В данной статье средства массовой информации играют важную роль в обеспечении участия граждан в управлении общественной и государственной жизнью, в доведении целей и задач своего управления до высших уровней, в установлении конструктивного диалога между народом и государством, в достижении инновационного развития. В этом смысле важно признать, что функциональные характеристики средств массовой информации, призванные бороться с общественным бытием, общественной жизнью и мировоззрением людей, а также идеологические основы средств массовой информации базируются на законах инновационного мышления.

Ключевые слова: OAV, медиацентр, безопасность новостей, журналистика, телевидение, журнал, операции, анализ СМИ, новости СМИ, интернет-сайты и киберпреступность.

**DAVLAT BOSHQARUVINING BIRINCHI BOSQICHIDA
AEROPORT FOYDALANISHINI QO‘LLAB-QUVVATLASH BO‘YICHA
ZARURIY TODORALAR .**

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Annotatsiya: Mazkur maqolada fuqarolarning jamiyat va davlat hayotini boshqarishdagi ishtirokini ta'minlash, ularni boshqarishning maqsad va vazifalarini yuqori bo'g'inlarga yetkazish, xalq o'rtasida konstruktiv muloqotni yo'lga

qo'yishda ommaviy axborot vositalari muhim o'rin tutadi. va davlat, innovatsion rivojlanishga erishishda. Shu ma'noda shuni e'tirof etish kerakki, ijtimoiy borliq, jamiyat hayoti va odamlarning dunyoqarashiga qarshi kurashishga qaratilgan ommaviy axborot vositalarining funksional xususiyatlari, ommaviy axborot vositalarining mafkuraviy asoslari innovatsion tafakkur qonuniyatlariga asoslanadi.

Kalit so'zlar: OAV, media markaz, yangiliklar xavfsizligi, jurnalistika, televidenie, jurnal, operatsiyalar, media tahlili, media yangiliklari, internet saytlari va kiberjinoyat.

Introduction:

In the world, the acceleration of the development of countries requires the use of mass media to shape the innovative mindset of young people, to improve their legal knowledge and legal culture. In the new era of our country's development, reforms are being carried out to strengthen and expand the activity of mass media, to understand their role in solving the problems of socio-economic development. "In our country, we continue to pay special attention to strengthening the state and society in this area by intensifying the processes of democratic engagement, increasing the effectiveness of mass media activities, and encouraging the hard work of these representatives in every way. We consider this as one of the most important innovations in state policy and will continue to do so in the future"[1]. From this point of view, the activities of national mass media and media centers in the media space, the creation of socio-legal mechanisms for shaping innovative thinking, the development of scientific-rational and constructive ways of promoting humanistic tendencies are of great importance.

Practice (research) is an objective utility, derived from the French "moyens d'information de masse", meaning "mass media", and has been in scientific use since the 1960s. Its main characteristic is that the media (newspapers, magazines, radio, television, telephone) can convey information to the public in an open

manner. Some commentators have suggested that it is customary to send news stories from top to bottom, and therefore it is better to use the category of "media" instead. Sometimes the term "public education media" is used in the category of mass media. [2]. In Uzbek, and in journalism in particular, these categories are not subject to prosecution, they are generally referred to as "mass media". We think that there are different ways to think about it, to do etymological analysis, to be able to include these categories in terms of the timeliness, objectivity and emotional reception of the news. For example, in the classroom, we sometimes use the terms media report, media center, media analyst. The most important is that the mass media fulfill their media functions.

The literature recognizes the existence of various types of OAVs and categorizes them into transnational, national, regional, and local varieties. In fact, media centers are organized by the same social geography, by the same distribution signals in the cyber space, and each media center operates in a certain geographic area, in a certain locality, in a certain place. But they can also take advantage of the freedom of the press and transnational news. In this case, even a regional newspaper or a provincial TV station is trying to create a global database of news and take advantage of it.

OAV can also be classified by its audience. For example, there are newspapers and magazines for young people, newspapers and magazines for schoolchildren, students, lawyers, doctors, scientists, diplomats, doctors, young researchers, housewives, cooks. The OAV is based on the curiosity of a specific audience, and is designed to meet their needs for news and information. OAV can be grouped into various categories, such as written, visual, and web sites, democratic character, private or public domain, quality of news coverage and dissemination, and publication standards. It's the job of journalism to analyze and reveal their inner functions and signs.

The results of the experiment (research) and the examination of the results: The main function of the mass media (media centers) is to communicate

the news and changes in public life to the people, the nation. Any society that seeks to establish democratic values should take advantage of the possibilities offered by social media centers and media outlets. Because democracy is a bunch of one-sided, multi-sided nonsense. The processes of social communication, which are the barometers of public life, are primarily influenced by the mass media, their ideas and worldview, and public information affects the culture, environment [3].

There are fundamental aspects to the mass media itself. One of them participates in the activities of media centers, instructions and presentations of the news subject (journalist, publicist, author) primarily as a creator. These entities, in violation of their rights to freedom of expression and creativity, organize events in media centers, and communicate their views and recommendations to the public about these issues. The mass media, the activity of the journalist, has a syncretic character, in which there are such possibilities as the creation of visual images and the shaping of social thought, the reconstruction of historical experiences and their adaptation to contemporary problems, the decoration of visual aesthetic objects with technical means, the creation of images, symbols and artifacts, the popularization of individual images, metaphysical complexes, the reaching of a wide audience, the dissemination of intellectual power in the media, radio, television, newspapers, magazines, Internet sites. [4]

In our opinion, the first step should be to get rid of the media centers' activities in order to achieve the goals of social development. The goals of social development are the basis for strategic planning of the activities of media centers. If society wants democratic change, media outlets should serve this purpose, and their capabilities and means should help them achieve it. One must keep in mind that in no society is there a complete absence of social purpose, no free newspaper, magazine or television, and even when a blogger declares his private opinion, he is always acting out of the curiosity of the social environment in which he lives and solving the problems of that environment. A second important factor influencing the strategic regulation of media center activity is ethnicity. Whereas in the West,

individual rights and freedoms were once again recognized as an ethno-culture, and the activities of all institutions were directed toward the protection of individual interests, in the East, this ethno-culture was reflected in communitarianism. Communitarianism is characterized by the strengthening of community life, the sharing of beliefs, the strengthening of one another's way of life, the tradition of putting the interests of ethnicity, people and race above personal desires. Media centers cannot ignore these ethnicities when strategically planning their activities, because their news products must be specific to the moral demands of the people, the population, and the ethnoenvironment. Could media outlets in Uzbekistan, for example, be a reflection of the democratic changes taking place in our society? Can they not recognize the signs of the disappearance of Uzbek ethnicity and communitarian lifestyle, while relying on democratic tendencies? Of course not. Uzbekistan has made it a strategic goal to build not only a democratic society, but also a democratic society that is in line with the historical and cultural development, mentality and aspirations of the Uzbek people, aimed at addressing the specific interests and needs of our people. So media centers and media outlets can help, guide and facilitate this strategic goal. There are different views and conceptual ideas about the inner workings of media centers. Whether they are democratic institutions, centers of social influence, is determined by their inner activity, their position. In developed countries, media centers have been able to identify and solve problems of the social environment on a national and ethnic scale. Journalists, too, are eager to turn a personal query into a national or ethnic issue, and to make a sensation out of a simple story is considered a career move. In their eyes, the fact that the OAS is a democratic institution is because it has captured both the simple and the precious reality and has attracted the attention of society and the state. This kind of internal organization, on the one hand, gives media outlets autonomy, and on the other hand, removes the need for them to assume responsibility.

Conclusion: Keeping information technology up-to-date and modernized is a requirement of the information age of scientific and technological progress. The dissemination of information technology should be consistent with the dissemination of news. The latest news, the latest technology, when it's disseminated, it's effective, it's popular, and it's educational. In the current era of scientific and technological development, the "third revolution" (Karl Schwabs) is characterized by the rapid dissemination and popularization of new information technologies, and media centers are not exempt from these processes and opportunities. The scientific and technical discoveries that are being made today are the products of the intensification and deepening of knowledge. Nanotechnology, websites, bloggers, and news organizations are disrupting the way that media outlets are infiltrating healthcare, commerce, finance, government services, and social communications. Now, while we need to keep up with the latest news, we also have to struggle to ensure that it has a quick and effective impact. It's what drives us to live in a world of innovation and discovery.

Trust is one of the requirements of a functional market economy. And in a market economy, the CBA is also forced to rely on it. It is the duty of the media to ensure the security of the news and media services, as well as the right and freedom of the person to receive information. The news disseminated by the OAW should not cause conflict between people, and should not be considered as a threat to human dignity and dignity of others. The safety of news and media services is primarily due to the ability to provide objective news and to address humanitarian trends in society.

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