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ВЛИЯНИЕ ИНФОРМАЦИИ СМИ НА ФОРМИРОВАНИЕ ОБЩЕСТВЕННОГО МНЕНИЯ

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Аннотация. Как известно, способность средств массовой информации определять информационную повестку дня, привлекать внимание публики к нескольким основным общественным проблемам, оказывает широкомасштабное и очевидное влияние. Через СМИ люди не только получают достоверную информацию о важных государственных проблемах, но и определяют уровень значимости той или иной темы, исходя из того, насколько большое внимание уделяется этой теме в процессе освещения ее в эфире. В статье обобщено представление о влиянии опубликованной медиа-информации на общественную жизнь, в том числе на формирование общественного мнения по любому вопросу, с использованием метода сравнительного анализа. Традиционные печатные СМИ подчеркивают важность тем в ежедневных выпусках заглавными буквами, в то время как телевизионные новости передают значимость события через вступительный сюжет, продолжительность и внимание к деталям в информационной программе, а новые медиа отдают предпочтение онлайн-материалам с преимуществом прямой коммуникации. Использование этих средств помогает эффективно передавать важность каждой темы. Другими словами, СМИ могут задать повестку дня, привлекая внимание общественности к конкретному вопросу, формирующему общественное мнение.

Ключевые слова: средства массовой информации, повестка дня, новости, общественное мнение, политика, подбор кадров, влияние, аудитория, влияние на активных участников, новые СМИ

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Аңдатпа. Бұқаралық ақпарат құралдарының ақпараттық күн тәртібін анықтау, қоғамның назарын бірнеше негізгі қоғамдық мәселелерге аудару қабілеті – бұл ауқымды және нақты дәлелденген ықпал екені белгілі. Адамдар бұқаралық ақпарат құралдарынан маңызды мемлекеттік мәселелер туралы нақты ақпарат алып қана қоймайды, сонымен қатар хабар тарату процесінде тақырыпқа қаншалықты мән берілетініне қарап, белгілі бір тақырыптың қаншалықты маңызды екенін анықтайды. Салыстырмалы талдау әдісін қолдана отырып, медиа құралдарында жарияланған ақпараттың қоғамдық өмірге, оның ішінде нақты оқиғаға қатысты қоғамдық пікірдің қалыптасуына ықпалы туралы ой қорытындылады. Дәстүрлі БАҚ алғашқы бетіндегі негізгі мақала, ірі әріптермен жазылған тақырыптар арқылы күнделікті шығарылымдардағы тақырыптардың маңыздылығына назар аудартады, теледидардан берілетін жаңалықтар да оқиғаның маңыздылығын жаңалықтар шығарылымындағы кіріспе әңгіме, уақыт ұзақтығы және басқаларға көңіл аудару арқылы жеткізсе, жаңа медиа онлайн режиміндегі ерекшелігімен, тікелей қарым-қатынастың артықшылығымен басымдық алады. Күн сайын қайталанатын бұл белгілер әр тақырыптың маңыздылығын тиімді жеткізеді. Басқаша айтқанда, бұқаралық ақпарат құралдары қоғамдық пікірді қалыптастыратын нақты мәселеге қоғамның назарын аудару арқылы күн тәртібін белгілей алады.

Түйін сөздер: БАҚ, күн тәртібі, жаңалықтар, қоғамдық пікір, саясат, фрейминг, әсер, аудитория, ықпал ету акторлары, жаңа медиа

INFLUENCE OF MEDIA INFORMATION ON THE FORMATION OF PUBLIC OPINION

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Abstract. The media's ability to set the information agenda, to draw the public's attention to several major public issues, is known to be a large-scale and clearly proven influence. People not only get accurate information from the media about important state issues, but they also determine the level of importance of a particular topic based on how much attention is given to that topic in the broadcasting process. The article summarized the idea of the impact of published media information on public life, including the formation of public opinion on any issue, using the method of comparative analysis. Traditional print media emphasize the importance of topics in daily issues with capital letters, while television news conveys the significance of an event through the opening

story, length, and attention to detail in the newscast, while new media prioritize online features with the advantage of direct communication. These signs, which are always in use, effectively convey the importance of each topic. In other words, the media can set the agenda by drawing the public's attention to a particular issue that shapes public opinion.

Keywords: *Mass Media, Agenda, News, Public Opinion, Politics, Framing, Influence, Audience, Influencing Actors, New Media*

Introduction

Public opinion has a great influence on society itself, the functioning of its political system and political regime. In democracies, public opinion plays an important role in the governance and decision-making process, for which channels and mechanisms of influence of public opinion on public authorities have been created. This is done directly through institutions of democracy, civil society institutions, the media, the Internet, etc. The study of public opinion is especially relevant in the context of global macro-social changes in society, especially during the transition from post-industrial to information society, as well as the role of new media and the Internet. Also, in the process of social dynamics the requirements for the functioning of public opinion are changing, as well as its functionality and role in society. The sphere of influence of public opinion is constantly expanding, its functions are becoming more complex, and the range of issues that constitute the essence of public opinion is growing. Public opinion is a clear reflection of public assessment of current reforms and modernization processes and plays an important role in this. Public opinion is formed on the basis of two sources, the first is the direct experience of a person, perception through sight and hearing of certain actions, phenomena, statements, etc. The second source is the media. Under the influence of the media, the «zeitgeist» (the spirit of times) is formed, which determines the main themes of public opinion. It affects the attitudes and behavior of a person, that is, public opinion.

The ability of people to speak openly and publicly on topical issues of public life, the influence of this position on the development of socio-political relations and decision-making on pressing environmental issues reflects the importance of public opinion as a social institution. In addition, public opinion is a set of many individual opinions on a particular problem affecting society. If we regard public opinion as a state of public consciousness that expresses society's attitude toward phenomena, events, and facts in everyday life, then the actors influencing the formation of public opinion are irrelevant.

Research methods

The methodological basis adopted is descriptive, normative and value-based method, which allows us to control the principles of formation of public opinion and identify the main actors. The method of comparative analysis allowed to

identify general and specific features of the impact of traditional and new media on public opinion, on the basis of which the degree, duration and mechanisms of influence of the respective media were determined.

Research results

Technologies of formation of public opinion is a set of consistent approaches, techniques and methods aimed at forming views, opinions and attitudes on certain facts, events, processes of everyday life in a particular group of people or society. The main subjects of public opinion are state authorities, local authorities, civil society institutions (political parties, movements, organizations) and the media (traditional and new).

A special role in this process is played by the media and the Internet, since they are now not only means of expressing public opinion, but also the main means of shaping it. Their main role in the information space depends on the wide coverage of the audience, the speed of information transmission, and the interactivity of the information transmission process. But the main factor is their maximum accessibility.

Human life is carried out in a unique information environment inherent in human society. In this environment, on the basis of media messages, a kind of «information agenda» for society is formed, a «subjective reality», the influence of which is no less than the influence of objective reality. Currently, information is actively used by social actors to influence the psyche of people, to change their behavior, to psychologically control a person. Social, political and media actors play an active role in shaping the political content of the information agenda. This is actively and vividly reflected in the political struggle, which has turned into various forms of information and psychological confrontation of political opponents [1].

In today's political and communication processes, the information agenda has become an important tool for influencing public consciousness. Public opinion often determines the life of society and determines the direction of some social institutions, including in some cases the media. However, public opinion itself is formed under the influence of various factors, in particular the propaganda work, under the influence of the media engaged in this propaganda. The mass media is defined as a system of dissemination of information through print, radio, television, cinema, computer systems in order to strengthen the spiritual values of society and actively influence the perception, values, opinions and behavior of people, the public consciousness [2, p. 86].

As mentioned earlier, as one of the key components in the process of shaping the information agenda and thus influencing public opinion, the mass media, in turn, form their own media agenda. Through the media, political actors put issues of interest on the public agenda, and sometimes the agenda of the media, including traditional and new media, includes topics that benefit political actors. Given the widespread availability and accessibility of media (traditional and

online) and social media, the importance of the media in modern society, and its overall impact on society, should be noted as a great platform for political actors to showcase the public agenda.

In order for political actors to effectively promote their interests and ideas, it is important that these interests and ideas correspond to the specific topics that make up the public agenda. Given that various political actors and society as a whole play an active role in the process of shaping the public information agenda, it is understandable that it will not be easy for a political actor to promote his interests, values, and ideas through topics that constitute the public agenda.

The agenda-setting theory of media influence on the public agenda was first proposed in 1972 by McCombs and Shaw. They studied presidential campaigns in the United States and found that there was a very high correlation between the media agenda and the public agenda, and that this was due to the role of the media in agenda-setting. According to them, the theory of agenda setting the public agenda shows that the importance of an issue is determined by the number or location of articles and the public's awareness of an issue according to the issues covered in the media. Confirming the theory, it has changed significantly and evolved in two directions. One is to increase the influence of agenda setting, and the other is to expand the media that sets the agenda. This process has also developed conditional variables that influence the effect of agenda setting [3].

There is a perception that the current agenda influences «what to think about» in terms of the importance of the issue, but it also influences «what to think about» and «how to think. From the notion that the focus of media attention is on a particular issue or object, it has evolved and expanded to a certain stage of influencing the importance of the «attributes» that make up the issue and object on the audience. In other words, if the presentation of an object of thought is the primary focus of the agenda, this attribute value is passed on to the audience and influences public thinking by defining specific object attributes and the problem beyond mere measurement.

The second agenda direction is divided into two attributes: «cognitive attribute» and «emotional attribute». Cognitive attributes are based on the thoughts applied by the audience in the media in relation to some problem or «information» about a person and in inferring or evaluating about certain objects. Emotional attributions are usually related to an issue or «feedback» in which a person is evaluated positively or negatively and reflect different images in the media depending on the nature of the coverage. That is, the cognitive attribute is closely related to the rational aspect based on information, and the emotional attribute is closely related to the emotional aspect.

It is found that this rapid agenda-setting affects various areas, such as economic, regional and environmental issues, as well as electoral campaigns and politics, which is the basis for studying the impact of agenda-setting. First, reports about political leadership and someone's reputation in the political sphere, the media had a significant impact on voters' understanding of the leadership

and credibility of a particular politician, political party, having a rapid impact on agenda setting. When there is more negative political news than positive news, the audience perceives the future political situation negatively. The influence of second agenda setting is confirmed through attributive relevance in the broad sphere.

Gradually, as agenda building theory developed, an attempt was made to combine it with framing and priming. Both agenda-building theory and framing theory are consistent in terms of the choice of news content and the impact on readers' perception, according to which the position on both theories is proposed. The content of media messages, that is, how journalists organize and offer news, depends on it. On the other hand, there is a point of view that the theory of framing agendas will differ not only in the definition of «significant shifts» of specific issues and attributes, but also in the cognitive scheme available to the audience. Current research reflects such conflicting views, and there are studies that view the second position of agenda and framing as similar concepts [4].

In Western communication studies, frame is defined as the central idea of the communication text, revealing the essence and content of the main plot of the information message. At the same time in this central plot line, as a rule, a description of the problem situation, certain moral opinions and a description of the chosen methods of solving problems are given. A frame, then, is the surrounding reality presented to the audience through the media. Thus, any frame initially contains not only an element of subjective perception of reality, but also manipulative potential [5].

And the priming effect is a process whereby the media pay attention to specific issues and change the criteria for evaluating candidates and politicians during a public political campaign. So, in this process, the media changes the criteria of people's thinking by choosing specific issues to publish, not including certain issues, in this sense it has a similar aspect to the theory of agenda building. The theory of priming is more advanced than the theory of agenda building, because along with the delivery of «relevance», it includes the function of defining or changing the criteria of the audience's thinking.

Thus, the measurement of the media's effect on agenda setting comes first from the first conclusion of the agenda, the formation of the first agenda marking the transmission of the object and the issue, and then from the second agenda corresponding to the specific attributes that constitute the object and then the goal. It even deepens to the effect of priming, setting standards of thought and influencing attitudes and behavior.

Walter Lippman, in the chapter «The Outside World and Our Perceptions» of his classic 1922 work *Public Opinion*, noted the main manifestations influencing the setting of the media's agenda. He noted that the media is a wide world of public affairs-the main source of information about the world, which for most citizens is «reckless and inaccessible». Our view of the world is shaped largely by what information the media have given us. In particular, this indirect view of

the world is caused by the strong influence of media priorities on the priorities of society as a whole. Elements that are high on the media's agenda are visible in the public consciousness [6].

As a rule, political scientists who study the influence of the media on society, setting the agenda, pay attention to political issues. A news organization's agenda is determined by how it covers political issues during a certain period, week, month, year. During that time, it pays a lot of attention to some issues, publishes some issues, and rarely or never talks about many. Here we should speak only of the characteristic meaning of the application of the term «agenda». But this does not mean that the media has an «agenda» that is always pursued as a goal. The media agenda is the result of the daily countless decisions of journalists and their executives, editors of publications about current news.

The media's influence on agenda-setting is not limited to the initial stage of public attention to a topic. The media influence the next step in the communication process, our understanding of news topics and our views on them. If we look at agenda setting as an abstract term, we gain a broader understanding of the potential for a broader approach to media influence on public opinion. Objects are items that define an agenda in the abstract. For all agendas, public issues are objects, but they can be other items or topics, such as the campaign agenda of political candidates. Objects are what attracts media and public attention.

In turn, each of these objects has many attributes, characteristics, and properties that characterize that object. There is also a program of attributes for each object, because when the media and the public think and talk about an object, some attributes receive more attention, others receive less attention, and most receive no attention at all. This program of attributes is another aspect of the media's role in setting the agenda.

Which aspects of an issue are covered in the news, and the relative reactions to different aspects of an issue, have a significant impact on how people perceive an issue. By the nature of the news coverage as a whole, the public knows what journalists consider important and who were the most active and prominent public figures of the time. Depending on the nature of this publication-the attributes provided by the media-the public will form its own image and views on these issues and the political figure. Influencing public attention is an important role, but influencing the characteristics of an issue or the agenda of a political figure is a manifestation of political power. Determining the methodology of the survey, setting the basic rules of discussion can significantly affect the final result.

While the influence of the media agenda is significant, it cannot help but shape the public agenda in and of itself. Information and observations about the objectivity and significance of attributes provided by the media are not the only determinants of the information agenda. This important influence of the media does not override the basic premise of democracy that people are wise enough to determine the direction of their nation, their state, and their local communities

as a whole. In particular, people can determine the basic relevance of topics and attributes presented by the media, both to themselves and to the general public. Citizens can shape the information agenda only when they perceive media news to be relevant.

The media's influence on agenda-setting can be explained by a major psychological characteristic: our need for orientation. All of us have a need to understand our environment. When we are confronted with a new situation, we have a negative psychological feeling until we are fully convinced of the situation and at least mentally understand the overall scheme of the situation. There is also an innate need for this kind of civic orientation, which arises especially during political campaigns when citizens are faced with unknown candidates or referendum issues they do not fully understand. In these and many other situations, people feel the need to orient themselves [7].

Because it is a psychological trait, the need for orientation varies from person to person. For some people, the need for orientation in any situation is high. For others, there may be no need for orientation at all. That's because such people just aren't interested. The need for orientation has two components: relevance and uncertainty. Relevance is the main determinant that determines the level of each person's need for orientation. If a topic is perceived as irrelevant or too low in importance, there is no need to focus on it. In this case, people pay little or no attention to media messages, and this has little effect on agenda setting.

For people who have a high attitude toward the topic, the degree of uncertainty they have about the topic determines the level of the need for orientation. If this uncertainty is low, i.e., they feel they understand the topic, then the need for orientation is moderate. The importance of the situation and the low level of uncertainty cause people to seek out and follow new developments in the media, and sometimes even look up additional background information. But these people are unlikely to be passionate consumers of news reports on this topic. The influence on agenda-setting in this group is moderate.

And among people with high relevance and situation uncertainty, there is a high need for orientation. These people are usually consumers who are addicted to the news, and strong agenda-setting effects are common among these people.

Communication and behavior are usually governed by cognitive processes – what one knows, thinks, and believes. Thus, the agenda-setting function of the media represents the potential effects of the media.

Let's focus on the relationship of the significance of objects in the media to the shaping of audience opinion. For example, as the amount of information about a political figure in the news increases and the level of popularity increases, many people move away from their previous neutral stance and form their opinions about these people. Similar relationships have been found between the importance of an issue and people's views.

However, in some cases people fear isolation, rejection of opinion, fear of misunderstanding and cannot express their opinion, their choice, in this case we

see signs of the «The Spiral of Silence» theory. According to Elisabeth Noel-Neumann, the founder of the Spiral of Silence theory, everyone forms their own idea of public opinion, but behaves quietly, fearing to face the dominant opinion in society, because it can lead to dissatisfaction and isolation in their environment. A person's opinion (based on public opinion) is determined by the relationship that determines how he sees, hears and understands his environment as a person [8]. And the media should be diverse in its news coverage, that is, it should allow «people» to have different views and opinions. This is due to the fact that the media play an important role in determining the prevailing opinion, since only a small percentage of the population can follow a particular event.

Paying attention to some issues, ignoring others, such as television news (as well as other media), affects the standards by which governments, presidents, politicians, and candidates for public office are judged.

For example, Iyengar and Kinder's extensive set of agenda-setting experiments provided evidence of the influence that television news has on people's opinions. Among those who were more aware of the five different issues of defense, inflation, gun control, civil rights, and unemployment, the president's action assessment on the issue was more effective than among those who listened less to the news about the president's position [9].

The impact of mass communication can be the result of great influence. First-level agenda-setting effects reflect this phenomenon. But also, the attributive framing of the agenda, as priming shows, provides detailed insights into further views and opinions based on the actual content of the media messages and what those views are concerned with.

The nature of television news coverage of key campaign events of election influenced voter choice, e.g., national television coverage of a candidate for a political party increased the number of supporters. Conversely, negative information about the opposition campaign/candidate decreases the number of supporters of the candidate of the party.

Some information will be easier or faster to remember, that is, they will be accessible. An important factor in determining accessibility is the rate at which information is encoded or erased from memory. The real argument for media coverage is that information that is of primary importance to viewers in the coming days and/or is broadcast several times a day is more likely to be on the public agenda.

A number of recent elections have shown the paradox of the socio-psychological and political situation in modern society: at this stage the majority of the population cannot make a political choice based on their interests. This is primarily due to the fact that a stable social structure and system of political movements and organizations that would represent the interests of specific social groups and strata of the population in a political movement have not yet been formed. This phenomenon is the leading objective factor. And the lack or low level of political culture is the main subjective factor, and the main component is

the lack of individual political choice and the ability to consider it as a long-term consequence for their future.

Therefore, a large part of society and the population makes their choice not on the basis of a rational assessment of certain political movements and programs of their leaders or their decisions and actions, but on an emotional level, based on whether they like or dislike, trust or distrust specific leaders and organizations, and to what extent, how information about them is distributed, in a positive or negative form. There is also a personal orientation of political movements and parties. With some exceptions, leadership is not based on the programs of political movements and parties, but on their leaders - celebrities.

With the development of information technology, especially with the active use of social media by the people, the centuries-old right of traditional media such as newspapers, magazines and television to set the agenda began to disappear. Now, thanks to the simplification of «publishing» technology, former readers can write and distribute their texts, that is, become media authors [10].

From now on, viewers will decide for themselves what they care about and what to think about. Before the advent of new media, the media had complete control over the flow of information and was a source of news, but now, with the advent of social media, people have been able to satisfy their various needs. This, above all, is the need for «freedom of speech». There is no censorship on the Internet, it is possible to remain completely anonymous on the Internet, and it is very difficult to trace the author. Secondly, there are many sources of information, many opinions about this or that situation. You can compare different aspects of an issue, from different points of view, from different people in different countries. Thirdly, you need speed and mobility. The 21st century is the century of information, people try to get it quickly and to disseminate it. For example, it took 38 years for radio to reach 50 million people and 13 years for TV and Internet reached this number during 4 years. Today, the number of Internet users worldwide exceeds 4.5 billion [11].

Thus, today Internet technology has become one of the most important attributes of political activity as a means of free expression, mobilization, dissemination of information. With its help, statesmen, politicians and ordinary citizens manifest their political activity at different levels. Modern social networks, located on various Internet platforms, constantly play an important role in the functioning of society. They take an active part in various social and political practices. Many socially significant problems are solved in these practices, when dozens and hundreds of users of various social networking platforms take the initiative and support the ideas put forward by other users to solve certain socially significant problems. All this characterizes social networks as one of the most important institutions of modern society, which contributes to the aggregation and articulation of public interests. However, the degree of influence (social networks) and reach are never limited to the expression of public interests and participation in certain socio-political events.

However, we should not forget the flip side of this phenomenon. Blogs are often used to disseminate extremist materials and mobilize the masses for illegal forms of political resistance. For these reasons, many countries around the world try to control the blogosphere. Also, blogs on the Internet are not only written by professionals; anyone can create a blog. Consequently, this leads to a decrease in the quality of information. No one checks its authenticity, and often published information can be «fake» or just a rumor.

Conclusion

We are convinced that the media, in particular television, radio, and print media, play an important role in shaping public opinion, and in the modern development of information and communication technologies, the influence of electronic media as well as social networks has increased significantly. The information agenda is an image of the world filtered through the media, that is, if we consider the media as an integral part of reality, the most influential among public opinion, among the media can be both television and new media.

The following factors actively influence the formation of the «agenda» on television:

- ✓ Channel competition. In order to hold a leading position, it is always necessary to attract the attention of the audience. In this case, channels try to spread the most sensational information, we get uniformity of information on all channels.

- ✓ As a result of the political (or economic) order, events of no national or public importance are displayed on the screen.

- ✓ The agenda is also influenced by the personal preferences of the TV management. They determine the editorial policy of the channel, the main component of which is the «agenda». And the information agenda to a large extent contributes to the formation of the personal agenda. It should be noted that in recent years, the rhythm of the entire television field, the effectiveness and dynamics of television has changed significantly.

Today, there are certain trends in the nature of TV channels' programming policy: on the one hand, there is a decrease in political journalism and sharp discussions, and on the other hand, there is an increase in talk shows and entertainment TV programs. Another feature is the striking standardization of the broadcasting network - the precise fixation of TV genres by broadcasting time and day of the week. Entertainment programs on weekends and holidays, while talk shows and TV series dominate on weekdays are, on the one hand, commercial projects, channels broadcasting messages that bring advertising revenue and high ratings. On the other hand, they are strictly limited by the «national» ideology of the state, which does not allow any doubts and disputes about the actions of the authorities.

The peculiarities of the influence of social networks on the formation of public opinion can be seen in the following:

✓ Information is collected on social networks, which can further influence the formation and operation of public opinion. The volume and content of social media content depends on the social importance of a particular issue, the activity of forces that intend to use social media as a means of protest.

✓ Social networks provide direct and vertical (between state institutions and members of society) communication between people and social groups. This allows public authorities to provide feedback to the public, to determine the views, attitudes and intentions of the authorities.

✓ The peculiarity of communication in social networks is that the information is bidirectional, that is, the parties are both senders and receivers. Also, the fact that the information here is presented in different formats: text, image, video, audio; increases its perception.

✓ Segmentation of its participants in social networks is based on their interests, needs and values.

Thus, television remains the most influential and effective means of influencing the consciousness of modern society. It is the most powerful and effective channel of influence on the psyche and consciousness of the person. The accessibility of television, the wide coverage area, the needlessness of additional tools and devices, and ease of use make it the most popular among other electronic media. Consequently, it has many levers and opportunities to influence and exert pressure on public consciousness and opinion.

The rapid development of information and communication technologies is accompanied by an increase in the volume and diversity of information produced, which in turn significantly affects the spiritual life of people: their values are changing, the basic processes of perception and understanding are changing. That direction of the media is associated with a significant change in the information space and a qualitative change in the nature of the communication process, describing the peculiarities of the influence of social networks on the formation of public opinion. In this context, various Internet resources, including social networks, are seen as fundamentally new channels of public opinion.

And if the media substitute their primary task - the function of informatization, aimed at the formation of certain ideas, views and opinions among the population, then they can play a very dangerous and negative role in society.

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