

**THE ROLE OF THE INTERNET AND FOREIGN MASS MEDIA
IN THE MODERN MEDIA LANDSCAPE**

Mamajonova Soliha Ma'rifjon qizi

First-year student of Foreign Philology

Adulpattayev Hasanboy

Media Literacy and Information Culture

Abstract: *This article analyzes the role and opportunities of the Internet in the modern media environment, as well as the influence of foreign mass media and their impact on the national information space. The features of information acquisition, dissemination, and analysis through Internet technologies in the global information flow are discussed. In addition, the article examines the positive and negative aspects of international media platforms and evaluates them from the perspective of information security and national interests.*

Keywords: *Internet, media space, information environment, foreign mass media, global communication, information security, media literacy.*
Introduction. In today's era of globalization, information has become an inseparable part of human life. The Internet and digital technologies have become not only tools of communication but also active participants in social, political, and cultural processes.

Particularly in the field of mass media, the Internet has significantly expanded its influence, forming a new communication culture. Through the Internet, it is now possible to obtain information not only from national but also from foreign sources quickly and easily. This process strengthens the mutual integration of the global media system. However, it also raises important issues related to information security and the protection of national interests.

1. Internet Opportunities and Transformations in the Media Field. The main advantages of the Internet are speed, openness, and interactivity. Today, through social networks, blog platforms, online publications, and news portals, every



individual has the opportunity to become an information creator. Hence, the term “citizen journalism” has gained wide usage. In Uzbekistan, the expansion of Internet networks in recent years has led to the digital transformation of local media. Official news agencies such as UzA, Daryo, and Kun.uz have expanded their reach via online platforms. Moreover, independent bloggers and social media activists are now playing an increasingly important role in shaping public opinion.

2. The Influence of Foreign Mass Media and Global Media Integration. Foreign mass media such as CNN, BBC, Al Jazeera, Reuters, and The Guardian play a decisive role in shaping global public consciousness. Through multilingual online platforms, they can reach large audiences worldwide, thereby influencing the global flow of information.

4. Foreign Media and National Information Policy. National information policy refers to the state’s system of managing the flow of information, providing citizens with reliable sources, and protecting them from misinformation. In Uzbekistan, the laws “On Freedom of Information,” “On Mass Media,” and the “Concept of Information Security” are key legal foundations in this regard.

Cooperation with foreign media, learning from international experience, and at the same time protecting the national information environment are the main directions of media policy. Therefore, it is crucial to critically evaluate foreign sources, analyze their content, and adopt their best practices where appropriate. Conclusion. Internet technologies have fundamentally transformed the media landscape; information has become global, fast, and interactive. The activity of foreign mass media has unified the global information system, but at the same time, it has made information security an increasingly important concern. Therefore, in modern society, every citizen should strive to be media literate, use trustworthy information sources, and preserve national values within the global information flow. Rational use of Internet opportunities and balanced information exchange with foreign media are vital elements in protecting national interests.



Uzbekistan is also an active participant in this global media environment. Among the population—especially youth—interest in foreign media sources is growing. On one hand, this broadens worldviews; on the other, it poses certain challenges to spiritual and informational security. Every country's media represents its own interests and often uses information policy as a tool of influence.

3. The Internet and Media Literacy. Media literacy is the ability of citizens to critically evaluate information available online, identify credible sources, and protect themselves from false or manipulative content. In the modern information age, these skills are more essential than ever before. It is therefore necessary to integrate media literacy education into the national education system, teach young people to use social networks responsibly, and promote fact-checking culture. Every piece of information shared online has the potential to influence public opinion and affect social stability.

REFERENCES

1. Law of the Republic of Uzbekistan "On Freedom of Information."
2. Karimov, I.A. High Spirituality is an Invincible Force. – Tashkent: Ma'naviyat, 2008.
3. McQuail, D. Mass Communication Theory. – London: Sage Publications, 2010.
4. Government documents and media reform policies of Uzbekistan (www.gov.uz).
5. The Concept of Information Security of the Republic of Uzbekistan – 2020.