MEDIA PRODUCTS AND CONTEMPORARY YOUTH

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Abstract. *This article analyzes the impact of media products on the lives of contemporary youth. Media technologies provide young people with easy access to information, opportunities to develop creative abilities, and expand their worldview. However, media products also carry negative effects such as inefficient time management, misinformation, psychological pressure, and weakening of social connections. The article discusses solutions to these problems through enhancing media literacy and promoting conscious media consumption.*

Keywords: *media products, youth, information, social networks, media literacy, negative impact, modern technologies*

Annotatsiya. *Ushbu maqolada mediamahsulotlarning hozirgi zamon yoshlari hayotiga ta'siri tahlil qilinadi. Mediatexnologiyalar orqali yoshlar axborotga oson kirish imkoniga ega bo'lishadi, ijodiy qobiliyatlarini rivojlantirishlari va dunyoqarashlarini kengaytirishlari mumkin. Shu bilan birga, mediamahsulotlar orqali keladigan salbiy ta'sirlar - vaqtni samarasiz sarflash, feyk axborotlar, ruhiy bosim va ijtimoiy aloqalarning susayishi kabi xavflar ham mavjud. Maqolada mazkur muammolarga yechim sifatida media savodxonlikni oshirish va ongli foydalanish masalalari muhokama qilinadi.*

Kalit so'zlar: *mediamahsulotlar, yoshlar, axborot, ijtimoiy tarmoqlar, media savodxonlik, salbiy ta'sir, zamonaviy texnologiyalar*

Аннотация. *В данной статье анализируется влияние медиапродуктов на жизнь современной молодежи. С одной стороны, цифровые медиа открывают молодежи доступ к информации, способствуют развитию креативности и расширяют кругозор. С другой стороны, они несут и риски: потеря времени, распространение фейковых новостей, психологическое давление и снижение качества живого общения. В статье рассматриваются пути решения этих проблем через развитие медиаграмотности и осознанного потребления медиаконтента.*

Ключевые слова: *медиапродукты, молодежь, информация, социальные сети, медиаграмотность, цифровые технологии, влияние медиа*

Introduction

Today, media products have become an integral part of society. Television, the Internet, social networks, e-books, mobile applications, and online platforms—all of these constitute media content. Contemporary youth, in particular, maintain constant

and direct engagement with media products. Media influence directly affects their consciousness, psychology, social relationships, moral perspectives, and lifestyle.

This article examines the role of media products in youth life, their positive and negative impacts, associated problems, and ways to address them. Additionally, practical recommendations for enhancing media literacy are provided.

Media products are various forms of content designed to deliver information to the public [3]. They can be classified into the following categories:

Traditional media: television, radio, newspapers, magazines

Digital media: websites, online videos, electronic publications

Social media: Instagram, TikTok, Telegram, Facebook, YouTube

Interactive media: mobile games, AR/VR applications, online platforms

Young people utilize these media products not only for obtaining information but also for entertainment, communication, education, and self-expression.

The majority of today's students and young people spend an average of 4-6 hours daily on the Internet and social networks. In their lives, media products serve as:

• A source of entertainment

• A source of inspiration and motivation

• A means of self-expression

• An educational and research tool

However, positive outcomes are achieved only when these opportunities are utilized productively. Otherwise, media products can lead to time wastage, psychological stress, and social isolation.

Positive Impacts of Media:

Educational and Knowledge Source

• Acquiring knowledge through online courses on platforms such as YouTube, Coursera, and Khan Academy

• Conducting research via Wikipedia and Google Scholar

• Utilizing e-books, podcasts, and webinars

Creative Development

• Developing video editing and performance skills through TikTok and YouTube

• Learning graphic design and visual creativity through photo and video editing tools

Rapid Access to Information [2]

• Staying informed about global events

• Keeping abreast of developments in technology, science, and economics

Negative Effects and Risks of Media

Just as everything has both positive and negative aspects, media also presents certain risks and negative impacts:

Information Pollution (Information Noise)

Thousands of pieces of information are disseminated daily. Young people may struggle to distinguish authentic information from fabricated content.

Improper Time Management

Excessive time spent on social networks reduces time allocated for studying, homework, and sleep, consequently leading to various health problems in children.

Negative Psychological Impact

- Self-deprecation through comparison with others
- Dissatisfaction with life due to portrayals of "ideal lives"
- Feelings of loneliness and diminished social connections

Violence and Age-Inappropriate Content

Unfiltered content may implant harmful ideas and negative habits in young minds.

Media Literacy: A Contemporary Necessity

Media literacy encompasses [1]:

- Analyzing information
- Selecting reliable sources
- Critical evaluation of content
- Recognizing manipulation techniques

Implementation in Educational Institutions

By introducing "Media Literacy" courses in schools and colleges, young people can be taught:

- To analyze information critically
- To properly understand freedom of expression
- To conduct themselves appropriately on social networks

The Role of Parents and Teachers

The role of parents and teachers in this endeavor is paramount:

- Monitoring how young people utilize media
- Serving as role models—the most effective method of influence
- Viewing and discussing active and beneficial content together

"Life Without Internet": A Return to Reality

Conducting experimental activities such as designating one day per week as an "internet-free day":

- Reading books, engaging in sports
- Communicating with family
- Spending time in nature—essential for youth mental health

Such practices help young people appreciate life without technological mediation.

Media products open vast opportunities for today's youth. They serve as crucial tools for accessing information, personal development, demonstrating creative potential, and connecting with the global community. However, the manner in which

these opportunities are utilized represents a critical issue for every young person and society at large.

The media sphere is not merely an entertainment medium but a powerful domain that influences consciousness, impacts values, and even shapes personal decisions. Therefore, teaching the younger generation to navigate the media environment consciously, critically, and responsibly constitutes a collective responsibility of families, educational institutions, and society.

Rejecting media altogether is not the solution. Rather, providing proper guidance to youth, enhancing media literacy, and developing skills for analyzing and filtering information can protect them from potential dangers. Beneficial and purposeful media utilization represents one of the most essential life skills of the 21st century.

From this perspective, media products can represent not only a threat but also an opportunity, a path to development and success for young people. What matters most is the approach taken on this journey.

References

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