

Ideological Goals of Ideological Methods of Prejudice Used in the Global Media Arena

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Annotation: this scientific article also describes the struggle of propaganda of the ideological struggles of today's global ideological media in the arena, aimed at the superiority of interests among different states.

Keywords: charming, popular, Socrates' "three sieves", the method of "distraction", the method of "Test balls", the method of "mental shock".

It requires those responsible for spiritual and educational work to first know the true purpose-provisions of propaganda technologies of destructive ideas and go to expose them in their speeches. Although the speeches of the speakers of destructive ideas and ideologies, which threaten to occupy the minds and hearts of the population, our youth, seem superficial "charming", "popular", but under this it is no secret that they are built on a very carefully thought out, developed, scientific technological basis. Because, their propaganda has a system of social influence, based on previous and current modern methods of ideological struggle. While the idea, purpose, and shape change, these processes continue continuously.

The destructive idea, the spread of rumors, has its own ancient history. Consequently, the experience of how to fight, prevent, react to them is also accumulated. An example of this is illustrated by the following philosophical dialogue, which took place in the presence of the great philosopher-speaker Socrates, who lived in 469-399 BC:

A man came to Socrates and said:

- Do I tell me what your friend said about you?

- Do not rush, pass through three sieves the message you want to say before!"Socrates stopped him from speaking.

- Three sieves?!

- Ha.

- Before you say something, make your message three times. The first is from the grain of truth. Are you sure that the message you want to say is true?

- No, I just heard it.

- So you do not know whether it is true or false. If so-the second, we will go through the grief of good. Do you want to say something good about my friend?

- No, on the contrary.

- So you want to tell me something bad about him. But you yourself do not know whether this is true or false. So, we will pass on your message, which you want to say, through our third goal - the elag of profit. Now, tell me, is there any benefit to me from hearing the message you want to say!?

- No, it does not bring any benefit.

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- Yes. Do not forget that you do not know that anything you want to say is true, that you do not have any reason for good, that you do not know it, then keep silent, " Socrates taught, concluding his word.

In the course of our research, we developed the principle of modernizing the philosophical rule of Socrates "three sieves", a blogger who disseminates nonlinear, disruptive, feykh information on various topics on social networks in improving the skills of propagandists, made a diagnostic analysis of group messages and presented them for use in propaganda activities against those responsible for spiritual and educational work. Below is a review of the purpose, form, ideological content of the 18 methods of ideological prejudice identified as a result of the study.

1. "Rewriting history"

The XXI century is a time of complex and threatening information. The strategic goal of this is to erase the knowledge accumulated on the basis of national historical experience in young people through the means of mind manipulation technologies, and instead fill the youth brain with information, knowledge prepared for an artificial, mercenary purpose, which they have developed as "rational".

The Media world, propaganda, popular culture, advertising begin to put him in a trance. In young people, this method of forming the worldview that he needs is called "rewriting history". In this case, artificial additions are consistently added to the review of any significant historical event. The result is an attempt to "brainwash" the whole society through wide-program manipulation, to change the common sense of several generations. The main goal from this is to weaken historical memory in young people. In them, it is to weaken the immunity to the history of their homeland.

In this regard, media technologies, films are considered effective in ideation. Cinema has an emotional impact on a person as a means of propaganda. He describes and instills in the mind the illusionized state by "reviving" it in the way of reality. Young people absorb "justice" from the hero of the cinema, the moral standards in it. This propaganda goes through an involuntary, believing method, and therefore also creates a wide range of possibilities for Mind Control. Because in such conditions, historical truths, facts, previously known to everyone, do not play a role. As a result, the image of Adolf Hitler, or Hizb ut tahrir, or Genghis Khan and others can be changed in a positive way through a strong direction and the performance of famous, talented actors. As a result, the justification of their crimes can even be shown as an act on the path of goodness. Unfortunately, examples of this are not uncommon. The phrase "glamour fascism", which is now known to everyone, is a sad example of this.

An example of "rewriting history" is manifested in attempts to rewrite World War II. English film director K.Locke says, " it is important for history to be written by us, because whoever writes history will rule today." In the Western press, the following dialogue about World War II is often given for some reason:

- A: "do you know how many Americans died in World War II?"

- B: "so much, I can say-that . . . fifty thousand".

- A: "what about the peoples of the present CIS countries?"

- B: "I Do Not Know . . . Certainly less dead than the Americans".

- A: "Why do you think that way?"

- B: "because they were united with the Americans at the end of the war".

However, the historical fact that in November 1944, when the peoples of the CIS were victorious over fascism, the Americans joined the war.

2. The method of " describing perspective from self-interest

In this method, only one side is given a word by some media resources, promising to provide information about the struggle of the two parties when covering an event. This opens the way for one - sided-self-consistent interpretation of phenomena. This is especially evident in the coverage of military



actions. That is, with an unapologetic and consistent deterioration of a state or people, a dispassionate attitude has been aroused in many people about it.

3. "Repeat" method

"The public perceives the familiar truth as information," wrote Josef Goebbels, an ardent promoter of fascism. - Ordinary people are simpler than we imagine. For this reason, the promotion should be delayed and repeated regularly. Anyone who can explain problems to people will succeed and have a chance that no one can achieve."

One of the conditions for promotion effectiveness is the repeated repetition of the fact over and over again. Then people get used to it. He eventually accepts it. A person always quickly accepts and quickly gets used to the return of simple facts. Antonio Gramsci, one of the famous philosophers, wrote: "with the absorption of some truth, consciousness cannot be changed. This work is done by returning a fact in a large amount of books, magazines, newspapers, brochures, articles, controversies. The result is collective will".

Repetition in propaganda work has its own psychological characteristics. According to him, a person should be given a message in the range of 4-10 seconds. The person receives the message within 8-10 seconds and moves in the next few minutes. Therefore, the editors of qualified tele-radio broadcasts pay special attention to its content, word game and intonation of its transmission when distributing the message. Repetition is the basic principle of deliberate propaganda. Because of this, it works well.

4. "Distraction" method

It is one of the "two standards" styles of play. It is used during unfavorable conditions, circumstances and actions. Its content is the forced justification of action. Suppose rudeness is a "demonstration of defiance". A band of callakesars - "freedom fighters", mercenaries - "Volunteers", hired and unreasonable critics of a state, its leadership, call themselves opposition politicians.

This method of propaganda was used most efficiently by the propagandists of the Third Reich. The Nazis made good use of the diversion priome to cross-examine genoside, violence, and humanism in their state policies. For example, the gestapo did not imprison civilians, but "sentenced them to be held in preliminary custody".

In contemporary media propaganda, distraction is an important method. Defiant political forces, funded by the special services of the West, are called by such shameless names as "National Fund for the support of Democracy", "International Democratic forum", "Open Society Institute", "free space".

5. The "dirty truth" method

The famous French propagandist Marquis Astolf de Costina (19th century) said that the propaganda battle should be based only on lies". In this sense, the chala method of truth is widely used in the world in propaganda work. During the former showroom era, the chala reality method became widely used. In it, the creation of a deliberately "enemy image" to hide the true truth from the people was in full swing. Also, the Allied republics were deliberately transformed into a raw material base. The Chala method of truth was addressed not only in the hasping of great political problems, but also in the interpretation of local events.

6. Method" test balloons"

Political and military propaganda information is prepared by experts from the field of psychology, advertising, marketing. And when announcing them, it is simply written "Agency reporter". Sometimes by conducting "social surveys", they develop effective tactics, Feik data. Sometimes a topic is made open and passed the "practice, test". To do this, several "sensational messages" are thrown into the mediabazar. Whichever message is not of public interest, it is removed from the subject's agenda.

7. Method of "mental shock"



This is one of the means of mental shock. We meet a lot of people who are in mental shock. Such situations occur when one sees in them some signs of violence, evil, reads vulgar messages. This path would in many cases have been done with a political goal in mind. For example, studies see that by showing the human dead, it is possible to instill in the public a spirit of hatred towards the opponent. For this reason, Western media transmit messages and plaques richly with Battle cadres to cross over "peace operations".

8. "Exaggeration" method

The publication of "Social Survey results" has an impact on public opinion. Between 10% and 25% of voters take into account the ranking of candidates when choosing candidates to vote. Many want to vote for strong people. For this reason, the media exaggerate the desired candidate rating "according to a public request".

9. The "hype" method

Fuss or agility is a way for people to play their nerves, to harass their psychological protection. This method excludes the critical approach of people in crisis situations. For this reason, nowadays, all media start reporting from the most "sensational" events. In fact, in most cases, instant messages will consist of feuds. Sometimes fuss serves to divert attention to the other side. For this reason, in most cases, a sensational or instant message is immediately forgotten. Professor of German history I. Schiller wrote of it: "advertising distracts from attention to Informationism. New technologies distract the individual from thinking by giving unnecessary images ". With a noise mask, it is possible to achieve a wink of the opposing side from an important reality. In this sense, this priome is considered to be "distracting" methods.

10. Method of "deceptive accents"

In emphasis, it is used in most cases when transmitting sound News. The essence of this priyom is well revealed in the following anecdote circulated during the Cold War: "well armed with a fist, the Palestinians attacked the Israelis who were sitting peacefully in their tank. The Israeli soldiers suffered a severe mental blow, while the Palestinians found only a slight death". This method is widely used by large news agencies, social networks.

11. "Generalization" (extrapolation) method

One of the methods that evokes a good or unpleasant mood in the public. In this sense, the following metaphors are notable:

- 1) show propaganda: "Stalin – Lenin today".
- 2) American propaganda: "Ben Laden – the Arabic-speaking Hitler".
- 3) Yugoslav propaganda: "NATO is fascism".

Such phrases prevent mental strain. It is in such phrases that the idea of the next propaganda will be hidden. Maintaining mental capabilities frees a person from the concern of deep study of a particular problem and finding a solution to it, relying instead on the power to generalize a person. In this case, things are referred to by false names, rather than by their real name. Those who do so are unconditionally convinced that they are right. Indeed, the figurative of phrases (for example, mem, slang, etc.k.) is rapidly absorbed into the mind. He keeps people distracted from common sense for a long time. To do this, people use the most beautiful figurative phrases to instill in their minds a false idea.

Sometimes verbal phrases are replaced by the corresponding meme, videokadr, photos. For example, preparing reportage by likening a political opponent to the Most Evil Geniuses will give the expected result. Also, generalization is initiated by all propaganda tools at the same time and stopped immediately at the same time. For example, today advertising in this regard performs such a function.

12. Method "creating informational dizziness"



This method is also one of the most impressive tools. In this, all media are forced to comment on the first form. The goal of this will be to prepare the ground for the "second primacy" ka. All this serves to purposefully influence a large-scale audience.

Informational dizziness can be based on various events. Today, more and more hype is being attributed to him. Often politicians seek to make the most of this method to overcome their opponents. Often, extremism, terrorist subversion, divination, political crime, etc., serve as a feed for the emergence of informational dizziness.

The emphasis on informationalism would ultimately form the basis of the information wave. Meanwhile, any sensational message "turns off" in 6-7 days, as a result of which it will have to be removed from the public consciousness. In order to continue the information attack, they try to consistently distribute media messages. In this way, they seek to spread the necessary informations anywhere and arouse attitudes among the public.

The information wave performs several tasks. First of all, it seeks to derail the stability of the social spiritual environment within the broad masses of people or a particular social group. The resulting instability is used "wisely" by external opponents and internal opponents for their political purposes. In addition, such activity provides the basis for turning certain individs or groups in the target directions. As a typical example of an information wave, it is possible to show the behavior that is done to raise or lower the prestige of a state.

13. Method "creating a problem"

1. Propaganda can not be said, in all cases, convince everyone of the desired reality. He cannot persuade people to think about what, but, on the contrary, the media, in an organized way, can get people used to what they can think about. Creating a problem is the masterful dissemination of a useful thought to oneself. With reality, his media coverage is not the same thing as both. It can also happen that the media "does not notice" an event or deliberately exaggerates it as a phenomenon that is important for the life of society.

2. In the 80s of the 20th century, political psychologists Donald Kender and Shanto Ayengar conducted a remarkable experiment. They replaced the late-night news program seen by those involved in the study. They exaggerated informations about the problems of the United States in the evening news of television. For example:

3. The first group was given the fact of America's weaknesses in defense;
4. The second group was supported by reports of environmental problems;
5. The third group heard only economic reports.
6. After a week, the experiment seemed to be important in the placement of TV cameras.

Participants in the experiment were unanimous in their support for those involved in the problems. Another interesting conclusion was then drawn: informational activity requires a person to deal with problems that do not apply to him, are not necessary. Exaggerated informations attract the public or raise its status. As a result, the worm thrown into the information space turns into an elephant.

14. "Data whisper" method

Researchers have found that there is an important connection between the information covered in the media and social problems that are of interest to the public, which are really relevant for him. That is, the most active people in society consider the messages given in the media very relevant. This is how the whipped information begins to control people's opinion. It engages them in dealing with issues such as crime, terrorism, social inequality, unemployment.

7. Sergey Kara-Murza, one of the scientists who conducted research on this in the field of propaganda, said: "going to the scourge of terrorism is three times less than a car disaster. 15 million Russian drivers claim the lives of 1 thousand people every year. Of the terrorist attacks, Russia received



\$ 1 million annually. one person is dying". The question arises: Why are we not afraid to get into the car, we are afraid of terrorists. Because the world is not interested in our fear of a car. For this reason, TV channels do not show us car accidents from dawn. If this situation continues to be consistently shown, we will not get out of the car."

8. In the opinion of Djefferi Preyffer, today the competence of the authorities is manifested in which issue to discuss on an agenda, what informations to declare and from which problem to turn a blind eye. Thus in modern times, Informationism has become an important weapon in the realization of good and evil.

15. Method "creating a threat"

One of the actions that has a "strategic" impact on the public is to create a threat. Its main task is to scare us with any means. People who are immoral or fearful approve of non-human behavior. In most cases, this tool is carried out through the following technology: some danger (for example, the scourge of terrorism) begins to be absurdly illuminated. The media begin to whisper information about the next "global threats", thereby panicking the public in order to prepare the minds of people for manipulation.

This propaganda has been used most effectively by the West for a long time. Previously, people were intimidated by the "silent threat". Now people are being intimidated by the "danger of Islam". People and time are changing, but the technology of creating a "global threat" remains the same as before.

This technology remains an important means of organizing people around the authorities. People's involuntary belief in the humanism of power goes beyond. Thus, with the creation of terrible threats, the authorities are turning people in a direction other than important political problems. The exaggerated coverage of the wars in Afghanistan and Iraq by the media distracts everyone from the problems of unemployment or corruption. After all, creating a threat is the most important factor in manipulating people's minds.

CONRED Lorend writes in "aggression "that" being able to direct aggression is the simplest and most important means in neutralizing it". In the New York tragedies of September 11, 2011, American experts used it to instill a sense of patriotism in people. They consistently promoted the slogan "Patriotism versis terrorism – patriotic terrorism kushanda". At the moment, some major countries are trying to increase their dominance in the regions under the guise of "counter-terrorism operationalism". To do this, people are advised to include simple phrases in wide consumption. For example: "counter-terrorism", "international terrorism", "global risk", etc.k. with this, it seeks to assimilate the underground wealth of the regions.

The creation of a threat is especially used productively in the process of elections. It is the cornerstone of current political technology.

16. Method of" social approval"

Social approval is one of the characteristic manifestations of psychological flexibility. According to this principle, we determine what is good and what is bad, depending on others. It's nothing but blindly joining the crowd. This technology is especially used by dorifurushes. They are advertising any drug as an elixir of life, youth. Only certain people will benefit financially from this. All of this serves to make the majority obey whatever the minority thinks.

17. "Preventive blow" method

This method is used in most cases in the distribution of negative informations. This involves reacting the opponent earlier, and the method is used by organizations to dampen the spirit of criticism. In the process of elections, this method is used for the comprehensive protection of the candidate. Thus the electorate requirement is "satisfied". The goal is to silence voters' interest in appropriate Informationism. So, preventive shock technology is one of the important factors of manipulation.



18. Method "bitter gourmets"

This method of propaganda is most effectively used in the transformation of a topic into a trend of information flow. It refers to a person's inability to realize the truth, and the commentator ends the information with negative conclusions, starting with a negative word, thoughts. With mastery, he will share the positive facts of the event.

The media use this in their "objective coverage of events" and seek to raise their profile by doing so. They repeat a lot the phrase "we only illuminate the fact and only the truth." Thus, the flow of unnecessary messages is increased.

The opposite of this method is "sweet Gumma". In it, performances begin with a positive word and end with positive thoughts, conclusions. Although the methods covered are very simple, they are important tools in the implementation of the goal. Therefore, every spiritual and educational work is responsible, the speaker should be able to analyze and interpret disruptive information from the point of view of which of these methods is used, to give them a worthy blow in his lectures.

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