

The Importance of the Phenomenon of Social Content in the Modern Media Space

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Abstract. *The article highlights the importance of creating social media content in the modern media space, along with relevant experiences and challenges. It emphasizes the need to consider several key factors in producing social content, due to the necessity of information objectivity and concise analytical formats in today's media space. The article outlines the findings based on analysis in this field.*

Key words: *social content, cultural content, manipulation, media literacy, social journalism, objectivity, influence, social topic, public service announcement, social advertising.*

INTRODUCTION. In the 21st century, media content is undergoing a trend of classification based on speed, impartiality, and specialization as a source of information. Naturally, the broadness of the audience and the abundance of reactions contribute to the enrichment of electronic content, and founders tend to specialize in the most popular direction. However, modern media content—whether electronic or print—must recognize its responsibility to represent the image of the state, changes, and modern demands by selecting styles that meet audience needs.

In this regard, there are two areas that directly influence the state's image and necessitate analysis of the current state and future development of media content: social and cultural content. Topics in both areas not only disseminate information about the population's way of life, national identity, and values, but also cause various forms of resonance (both positive and negative) on the international stage due to such information at the national level.

In the modern media environment, due to the necessity for information impartiality and concise analytical formats, we believe several important aspects must be considered when creating social content. Specifically: social content should be seen as a tool for forming civic positions; smooth and effective methods of manipulation (i.e., influencing thoughts and behavior) must be developed; skills-training that integrates domain awareness and media literacy for content creators should be organized; a generation of journalist specialists with critical information evaluation skills must be nurtured.

In this context, there is a need to study the concept of “social media content” separately. First, it is necessary to clarify what social journalism is, its functions, how this topic is covered in national media content (both print and digital), and the underlying causes of its current state.

To define the concept of social journalism, we must first clarify relevant perspectives, as journalism itself inherently possesses a social character. “Social topics” are usually understood as “social issues” or “societal problems”—matters that directly or indirectly affect human life.

LITERATURE REVIEW. Researchers have provided various definitions of social journalism, each focusing on different aspects of the phenomenon. According to T.I. Frolova, Associate Professor at the Journalism Department of Moscow State University (MGU): “Social journalism is journalism directed at the individual, reflecting all aspects of their daily life, developing a sense of citizenship, activating positive and creative qualities in each person, revealing the individual’s connection to the world, forming a genuine civic and social position in society, and using special creative approaches to achieve this.”

Among experts, there is a tendency to interpret social journalism narrowly, viewing it primarily as journalism that highlights painful societal problems. For instance, in social media content, this includes drawing government attention to social issues and advocating for support of underprivileged and disabled citizens.

However, the aim of social journalism is not merely to raise issues but to encourage active public participation in solving them. A social journalist must see themselves as a participant, alongside the audience, in addressing complex life problems.

Covering social problems requires journalists to have comprehensive knowledge of the topic and an understanding of the humanitarian context. This includes familiarity with thematic, functional, and communicative aspects of social journalism; creative analysis of how social issues are addressed; and the adoption of non-standard approaches when preparing journalistic material.

When analyzing the media landscape in Western countries, it is evident that their media includes a wide-ranging system for protecting the population socially, and purely social media content is widespread. Common topics include:

- labor market;
- social partnership;
- social protection;
- wages and labor safety;
- pension systems;
- youth policy as a key aspect of social policy;
- unemployment and employment;
- labor migration;
- problems of children, women, the elderly, family policy, and family rights;
- gender equality.

Monitoring the social media landscape leads to the conclusion that, in identifying the status of journalistic activity subjects, it is important to consider which objects are being covered and the nature of those objects. The social impact potential of journalism must be recognized as a fundamental criterion in the creation of social media content.

DISCUSSION AND RESULT . When journalism targets society, it implies specialization in social content. Social journalism itself is a broad category, and its themes can be clarified by dividing it into clusters. As a branch of journalism with high social impact potential, social journalism plays an active role in both highlighting and solving societal problems.

In the national media space, purely social content is relatively rare and limited in number. For example: The website <https://sharoitplus.uz/> covers specialized topics such as the rights of people with disabilities, the conditions created for them, and inclusive education; The online publication *kun.uz* features social issues through dedicated sections; In the print media, the newspaper *Ishonch* regularly addresses social topics (aligned with the founder's status and purpose of covering social issues).

At this point, it is also necessary to highlight the role of social videos and public service announcements (PSAs) in the modern media environment. Such videos and advertisements can help improve societal relationships, increase respect and understanding toward marginalized groups, and address issues such as the restoration of labor rights. For example, videos like "*Do Good!*" (Yaxshilik qiling!) (<https://www.youtube.com/watch?v=9pjKzsM2U3g>) are not typically broadcast in mainstream social content but are circulated independently on platforms like YouTube, Instagram, Facebook, and Telegram to attract audiences. While partially aiming to raise funds, these videos are valuable for fostering tolerance and promoting mutual respect and assistance among people. Their mission includes strengthening interpersonal understanding and mutual help, highlighting the emotional power and influence of such materials. Foreign experience also shows that PSAs are effective tools for encouraging positive social change, raising public awareness, and drawing attention to social issues.

According to the Law of the Republic of Uzbekistan "About Advertising" (No.776, dated June 7, 2022), "social information" is defined as: "Information that is not aimed at direct or indirect profit (income) generation, directed at an unspecified audience, and intended to achieve socially beneficial goals in areas such as charity, healthcare, environmental protection, energy conservation, crime prevention, social protection and safety, enlightenment and education, as well as securing public and state interests."

In this regard, we concluded that the following aspects should be considered when creating and disseminating social videos and PSAs:

- The content should embed messages that influence behavior to help solve social problems (e.g., increasing tolerance toward people with disabilities, promoting healthy lifestyles among youth, or protecting the environment);
- Emphasize short yet emotionally impactful materials that motivate action and reduce indifference (e.g., stories about children with disabilities can change public attitudes);
- Take advantage of the persuasive potential of social media to easily convey social, legal, and medical information to the public, as these platforms offer convenient access and reception;
- Recognize the superior ability of social videos and PSAs to spread rapidly on social networks and expand their influence. For instance, viral content can effectively draw widespread attention to social issues.

CONCLUSION. In conclusion, the creation of social media content in the modern media landscape is a crucial tool for achieving positive change in society, raising public awareness, and finding solutions to social problems. Through such content, it is possible to influence various segments of society, foster active civic engagement, and ensure social justice.

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