

Section 2. Political science

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SOCIAL MEDIA AND MODERN SOCIETY

Abstract. Many scholars have called the information society the age in which we live, and no one disputes that the media plays a tremendous role in human consciousness. Today, in the 21st century, the most important and interesting source is the mass media, which includes the media (television, radio, print media, advertising, etc.), which have a practical impact on any society, they want and constantly have access to the new and exciting news. In one way or another, the media contributes to the formation of the society of the future and makes a significant contribution to its development both on a social and individual level. Today the whole world is interested in news, from any country.

Today's society is an "information-oriented society" because they receive information through mass communications. The modern world is becoming more interesting with new information and new media. The role of contemporary media is to introduce new thoughts, ideas, forms unique views, regularities, etc., to society. The influence of the media on the global community is becoming more and more powerful, establishing its frameworks and rules in society.

Today, it is impossible to ignore what is around us because the media covers all aspects of public life and attacks people directly. There are many times when the role of the press is harmful because it is very easy to abuse; there are often examples of "black PR" that needs to be observed and understood. It is difficult to understand what is right and what is wrong, And that is why there is a difference of opinion. Unfortunately, today society is being managed through various means. Communication is most important today, both for individuals and for society. Thoughts and relationships are formed through touch and then acquire meaning. People make today's essential institution of society.

The media is the most powerful tool for influencing the state, doing both light and heavy damage. These two opposing terms are a bit strange, though, at first glance, we might think this is true.

Keywords: media, social media, Internet, modern society.

The media is a potent mechanism to change a person's worldview. We should always ask the question, is what the media is telling us true. In the Georgian reality, people find it challenging to understand all this daily because the media has become dependent and biased. If we are to blame for being a democratic state, then we need to know that diversity is essential in all its aspects. We must fulfil the necessary and necessary components for developers to introduce the visions that will contribute to more civilized society in society. People should be perceived as a progressive society and not as zombies. We want to inform you that the media works on politics, healthcare, poverty, education and others.

People can develop cultural values, economic and social spheres, mobilize human resources, and, most significant, national development. The media should create opportunities for people to promote growth and development in all aspects. However, today we are dealing with more psychological influences; what was once unbelievable is now entirely possible and straightforward. Media power lies in being able to create a positive and also a negative impression on people with the same issue. The media can introduce misinformation in the community so that most of them do not even understand it, especially in places where it is complicated to verify the information. Mass media often hinders human thinking, and people's intellectual level decreases with consciousness.

Media control is exercised worldwide today, mainly by political forces that seek to bring the public together to share their views. It is the best object of media control. Judging by the legislation of Georgia, the media is free from state control, but in today's reality shows another picture. Properly providing information to the public is very difficult because obtaining facts is not available. Georgian media is mostly under political pressure, but I mentioned above that it is a business because of financial interest. At this time, unfortunately, no one thinks about society.

The business environment in Georgia is perceived as an illiberal and politicized environment. It is complicated today to assess the circumstance on which information source the trust factor is being strengthened by the public, as we have no information about it. It is crucial for the public to conclude not according to one source but to consider numerous and then reach the final stage through analysis. These sources cause distrust on the part of the people towards the mass media; people do not know what is happening in the country and what will happen in the future. The everyday life created in Georgia forces them to think about it. Every field of media has its viewers or readers. For example, people who drive a car are often listeners to the radio and get information. Unemployed people busy with various chores at home are frequent viewers of television. Young people are addicted to social media and face a lot of news that

can be both radio and television. The category of people who love crossword puzzles and magazines and newspapers and finally the people who try to find exciting information through all media outlets.

Today is the 21st century, and therefore, we have to live in the technological world. The Internet seems to have replaced other media outlets (radio, television, etc.), also crucial for society. Technological revolutions have gradually developed the world, common sense has emerged, and community has been challenged. Daniel Bell, a sociologist, notes that assembly is "manipulated by information." The Internet and social space are becoming addictive, and this dependence is gradually increasing with the quality and diversity of the Internet. Such "heavy" technologies often lead to addiction in adolescents and young people. Thanks to him, people realized that they were not alone. They are united in different groups and forums, which strengthens their worldview. While all of this leads to widespread activism and subconscious raising, the question still arises in society regarding the natural consciousness that can manifest in action and change.

It should be noted that without social media, all areas that are important for the state and society would have more minimal visibility. A "social network" is an association of numerous websites based on particular services that respond significantly to public opinion and expression, allowing the public to talk about any news and express their views that are publicly shared and evaluated by another community. In this way, we can see people's relationships from one point to another. Nothing is impossible. The attitude and quality of connections will increase, developing civil society.

It is essential to highlight the pros and cons of social media spreading around the world. First of all, it should be noted that social media is characterized by a high degree of freedom because traditional media provides people with information intended in advance. People on social media talk about topics that interest them, freely express thoughts, tell exciting news, and introduce different views. Many other positions and opinions on one question in the internet space. Social media gives people more leeway. Naturally, they like it, which is why there is a growing demand for these processes. Social media is fast; it is the quickest way for people to get any information in the blink of an eye. New data is received at lightning speed, I agree.

It is nice that we can be at the epicentre of the most important and exciting news during the day. As for the fewer pros and cons, we can also start with the trust factor that more or less prevails on the Internet. I want to say that we can not always trust him; he can be used by evil forces who want to confuse people and have a negative attitude towards this or that event and fact. Social media involves people from many different countries worldwide, and therefore we cannot understand who is telling the truth. When misinformation is spread on the Internet by someone, it spreads very quickly, resulting in a stalemate in society from which it is pretty difficult to escape.

One of the negative factors is that a person is reduced to a sense and perception of reality through social media, i.e. a person is disconnected from any reality. Everyday life already without the Internet makes human action and thinking impossible. There are frequent interpersonal and intergroup conflicts in the social space, which take on a factual background. (Deflor, For Understanding Mass Communication, p. 173. 2009).

Georgian society suddenly became fascinated by social media because it was all new and desirable. It was easy to introduce the news that the Internet has brought to their minds. If we rely on ACT surveys conducted in Georgia, the role of social media in society has significantly increased over the past year. Compared to the data of 2009 (43%), today, 70% of users already use the Internet. The daily life of society is almost transferring to the social network; the precise thoughts that come from them are available to any person, their views, reactions, comments are very transparent. Such large-scale involvement of the community in the social network in the future can be considered as a problem, as they will be easily manageable.

Georgian society must use the Internet space and any social network in general. People and the Internet are evolving and growing so fast that it will be complicated to determine what and how this will happen in the coming years. What used to be waste paper is now available on social media. In fact, with the click of a button, people can do what they want, it is desirable to the public, and it is this simplicity that they are accustomed to, which ultimately leads to their attitude. Information spreads so fast on the Internet and is suddenly read by thousands of people that neither the state nor the individual can comprehend it.

Such information is often left unverified, leading to uncertainty. People need to distinguish and identify reliable and unreliable sources to draw the correct conclusions accordingly. Those who read articles, news, important events and news related to the state on the Internet, such as sports, culture, religion, politics, education, and so on, are no longer interested in reading a magazine or watching TV, so social media can replace it. Traditional and separate their functions. The public must make the right choice, and the information must be redistributed; that is, I mean that the interest from one particular media outlet should not be satisfied.

We should choose according to the media's fields for a specific issue. For example, it would be better to discuss critical political events, economic news and other such essential problems on TV, listen to the weather forecast, sports houses on the radio, articles, blogs, statements of celebrities, advertisements and so on social media. Or through print media. Particular attention should be paid to political parties using social media concerning the electorate and the public. It is much easier for them to show the public their abilities on the Internet, trying to win the heart of the community through videos, polls and clips. One well-recorded video address can radically change public opinion and do what it did not think at all. Disseminating and sharing any information

today through social media has become so easy and accessible that it suddenly spreads to any part of the country.

What good is it when communication is so simple and convenient? Representatives from all walks of life, not just politicians, musicians, artists, directors, etc., connect inconvenient and accessible ways with their audiences. One of the writers, Iva Fezuashvili, notes that the Internet is so accessible to the public that they find it difficult to read a story and end it all and have the opportunity to comment and share it with others. However, the writer notes that the more people understand it, the easier and more accessible it becomes, and the easier it is to understand, the less quality it is.

The fact that everything spreads very quickly through the Internet is a substitute for danger, given that when, for example, cultural values are available to everyone and become known to the general public, it can lose the quality it once intended.

And yet, social media has the most significant impact on the human brain and subconscious. Individuals look at events very subjectively; they need to share life experiences. All agreed upon what is generally accepted and valid, but it is enough to spread one false information. No one checks it; it suddenly becomes admirable and causes chaos within the society and the state. The community must always be ready for radical change as adaptation and innovation become easily perceptible. The more exciting and diverse the social space becomes, the more the public needs for this event and issue intensify.

Given everything that is happening in today's reality, we can accurately determine that media outlets are helping society grow at an increasing rate. We can boldly call the media the "fourth government" because it is a potent mechanism and significantly impacts people's daily lives. Modern media is replacing traditional media and delivering healthier products to the public. Public involvement in current world events and news is as comprehensive as the speed and excess of information itself.

The human subconscious has a system that will help him form and develop common sense, and this is where the media plays a significant role. Today, when the world and society are growing fast, it is difficult to stop the processes that fascinate the world so much!

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