

## MECHANISMS OF THE INFLUENCE OF MASS MEDIA ON THE DEVELOPMENT OF PERSONALITY UNDER THE CONDITIONS OF MEDIA

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### ABSTRACT

Modern society is going through a difficult stage in its development. The changes involve the transformation of ways of performance and conduct. A person becomes a subject of his own life, actively implements the right choice in self-realization. In this context, there are new requirements for education, as the socio-cultural system, largely defines the nature of the development of society. Measure of wealth of any State to become its intellectual resources that naturally defines priorities in the development of society, namely, the quality of education. It is impossible to imagine modern life without interacting with the means of mass communication. The world experience shows that without knowledge of laws of the information society and the mechanisms of the influence of mass media on the development of the individual cannot be the progressive development of the education system. Rapidly growing qualitative changes in all spheres of public life, including education. And in this area we cannot do without a certain influence on the media as participants and the education process itself. It is impossible to imagine modern life without interacting with the means of mass communication. The world experience shows that without knowledge of laws of the information society and the mechanisms of the influence of mass media on the development of the individual cannot be the progressive development of the education system. Modern mass media perform many functions: information, education, entertainment, etc. But the audience is absorbed huge quantities of information, often controversial and introduced the character. Essentially, the modern media system of non-formal and informal learning in various sectors of the population. The mass media have an enormous impact on the assimilation of people of all ages a wide range of social norms and value orientations of individuals.

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