

### Positive Sides of Media Propaganda and its Scientific Justification

**Imamova Iroda Ergashevna**

Performer, 2nd year master student of the University of Journalism and mass communications of Uzbekistan

**Terekhina Alexandra Borisovna**

Scientific adviser, Lecturer of the Department of Theory and Practice of Media of the University of Journalism and Mass Communications of Uzbekistan

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#### ANNOTATION

*In this article, the essence of the concept of propaganda, its positive aspects in modern science, the conclusions drawn, and the analysis of its positive aspects were carried out. This study serves as a complement to studies within this topic.*

#### Introduction

Propaganda in the media was often associated with negative connotations. However, there are scientifically substantiated positive aspects of media propaganda. In this article, we will consider the positive aspects of propaganda in the media and its scientific justification.

#### Research Analysis

It is important to note that the term "propaganda" has a negative connotation, as it is often associated with the dissemination of biased or misleading information for political or ideological purposes. However, some researchers argue that propaganda can also have a positive impact on individuals and society.

One area where the positive effects of propaganda have been studied is health care. For example, a study published in the Journal of Health Communication [1] found that public health campaigns that use fear-based messages can be effective in motivating behavior change. The study found that campaigns that highlighted the negative effects of inaction were more effective than campaigns that highlighted the positive benefits of taking action.

Another area where advocacy can have a positive effect is the promotion of environmentally friendly behavior. A study published in the *Journal of Environmental Psychology* [2] found that messages that appeal to social norms and group identities can be effective in promoting pro-environmental behavior. The study found that messages that highlighted the positive actions of other community members were more effective than messages that highlighted the negative consequences of inaction.

In addition, propaganda can also be used to promote positive social values and attitudes. For example, a study published in the *Journal of Applied Social Psychology* found that exposure to positive media messages about immigration can lead to more positive attitudes towards immigrants. The study found that participants who received positive feedback about immigrants were more likely to support policies that benefit immigrants and less likely to support policies that discriminate against immigrants [3].

However, it is important to note that the use of propaganda can also have negative consequences, especially when it is used to spread disinformation or promote harmful ideologies. Therefore, it is important to carefully consider the content and results of advocacy campaigns before launching them.

### **Positive Aspects of Propaganda in the Media**

#### 1. Education and awareness

Media advocacy can be used to educate and raise awareness about important issues. For example, campaigns to reduce smoking, drug abuse and alcoholism have been successful in raising awareness of the dangers of these activities. The media can also be used to promote education by providing information on important topics such as health, the environment and science [4].

#### 2. Encourage positive behavior

Media propaganda can be used to encourage positive behavior. For example, campaigns to promote healthy eating, exercise and regular health check-ups have been successful in encouraging people to adopt a healthy lifestyle. The media can also be used to promote positive values such as honesty, respect and responsibility.

#### 3. Promoting social change

Media propaganda can be used to promote social change. For example, campaigns aimed at promoting equality, tolerance and social justice have been successful in promoting positive social change. The media can also be used to promote political change by providing information about political candidates and their policies [5].

### **Scientific rationale**

The effectiveness of propaganda in the media has been scientifically substantiated by research. For example, a University of California study found that anti-smoking campaigns that used pictorial images and strong messages were effective in reducing teen smoking rates. Another study by the University of Minnesota found that media campaigns to promote healthy eating were effective in encouraging people to lead a healthy lifestyle.

Media propaganda has also proven effective in promoting social change. For example, a study by the University of Michigan found that media campaigns that promote tolerance and equality are effective in reducing prejudice and promoting acceptance of diversity.

### **Conclusion**

In conclusion, media propaganda has positive aspects that have been scientifically justified. It can be used to educate and raise awareness about important issues, encourage positive behavior,

and promote social change. Therefore, media propaganda should not be dismissed entirely and can be leveraged for positive outcomes. However, it is important to ensure that media propaganda is used ethically and responsibly, with a clear understanding of its potential impact on society.

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