THE IMPORTANCE OF INFORMATION IN THE FORMATION OF THE INFORMATION SOCIETY

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Annotation. The article analyzes the formation of the concept of information, its transmission methods, and its role in societal development. It explores the evolution from ancient communities to writing, printing, radio, television, and the internet.

Keywords: information, mass media, press, audience, journalism, media, publication, awareness, technology, platform, communication, analysis, discussion.

Annotatsiya. Maqolada axborot tushunchasining shakllanishi, uzatish usullari va jamiyat taraqqiyotidagi o'rni tahlil qilinadi. Qadimgi jamoalardan boshlab, yozuv, bosma, radio, televideniye va internet rivoji yoritiladi.

Kalit so'zlar: axborot, ommaviy axborot vositalari, matbuot, auditoriya, jurnalistika, media, nashr, xabardorlik, texnologiya, platforma, kommunikatsiya, tahlil, muhokama.

Аннотация. В статье анализируется формирование понятия информации, способы её передачи и роль в развитии общества. Рассматривается эволюция от древних общин до письма, печати, радио, телевидения и интернета.

Ключевые слова: информация, средства массовой информации (СМИ), пресса, аудитория, журналистика, медиа, публикация, осведомлённость, технология, платформа, коммуникация, анализ, дискуссия.

Introduction. The information society is a form of society in which the processes of producing, storing, distributing, and using information and data have become the main activity of the society, and science, technology, and communication play a central role in economic and social life. In the information society, information resources are considered the main means of economic, political, and cultural development. Although the concept of the information society was formed in the second half of the 20th century, its roots go back to the historical stages of human development.

Analysis of literature related to the topic. When various scientific sources on the formation and development of social networks are analyzed, it is observed that there are different approaches by leading researchers. In his concept of the information society, Yoneji Masuda discusses the role of technology and acknowledges the impact of social networks on the development of society [1]. His research plays an important role in understanding the global development trends of the digital environment.

Manuel Castells, advancing the theory of the network society, considers social networks as a central element of information exchange [2]. According to him, the internet and social networks have a strong influence on the social, economic, and cultural spheres of modern society.

On the other hand, Boyd and Ellison focus on the structural features of social networks and analyze their role in forming connections among users [3]. According to them, social

networks have become not only a means of personal communication but also an important platform in the fields of business, education, and politics.

Research on the role of social networks in Uzbekistan also holds an important place. In particular, D. Karimov, in his studies, examined the impact of social networks on the local society, analyzing their influence on the consciousness of youth, the dissemination of information, and their role in political processes [4].

This analysis of the literature shows that social networks today are not only a means of communication but also appear as a catalyst for social change. This further increases the necessity of studying their significance in the development of society on a scientific basis.

Research Methodology. In the scientific article, methods such as analysis, a systematic approach, philosophical-logical reasoning, philosophical analysis, classification, and comparison have been employed.

Analysis and Results. The term “information society” was first used in the 1960s by the Japanese economist and futurist Yoneji Masuda (1926-2006) in his work “Information Society as a Postindustrial Society”. Yoneji Masuda divides the development of the information society into three stages:

1. Existing society (agrarian and industrial stages) – the agrarian society is based on harmonious coexistence with nature, where knowledge is formed through practical experience, and land is considered the main means of production, with stability and traditional knowledge being dominant. In an industrial society, however, relying on technology and scientific thinking, human control over existence is strengthened, innovation, and capitalist relations take a leading role. These stages define the sequential development directions of society and create the foundation for the transition to the information society.

2. The information society explains the changes in social structure, knowledge and power, labor, and economic relations. It emphasizes the transition from hierarchical systems to networked relations, an open communication environment, and the dominance of intellectual capital. Knowledge becomes a means of societal governance and power, while technologies have a profound impact on all aspects of human life. As a result, the information society represents a new stage in social relations, characterized by dynamic, interactive, and technological foundations.

3. The post-information society represents a fundamental change in the relationship between humans and technology. Power and knowledge management shift from centralized systems to algorithmic control, human participation in labor relations decreases, and the main driving force of the economy becomes automation and artificial intelligence. As a result, the post-information society signifies a new, technologically independent stage of human society. [5]

Later, American sociologist, historian, and civilization theorist Daniel Bell (1919-2011) views the information society as the next stage of the industrial society. Specifically, he states: "The main characteristic of the information society is the rapid development of new technologies, where knowledge and information become the central factors of economic development." [6].

The main characteristic of the information society is the central role of information and knowledge resources in production, distribution, and management through technological progress. Now, it is not the means of production or natural resources, but rather information and its processing capacity that have become the criteria for development. This process not

only changes economic structures but also social and cultural ones – almost all areas of human activity are transitioning to a digital format.

British sociologist and social theorist Frank Webster (1947-2020) studies the concept of the information society in connection with various theoretical approaches. In his opinion, "The concept of the information society means that information and knowledge have a dominant role in society, but this term has different theoretical directions." [7].

The information society is a new ontological space for the relationship between humans and technology. In this society, thinking, perception, and moral choices are formed in a new environment – against the backdrop of digital reality and artificial intelligence. Therefore, the information society is not only a set of economic or social changes but also a renewal of humanity's self-awareness.

"Information society is not only the product of technological progress but also the result of social and cultural changes" [8], emphasizes British sociologist David Lyon (1948-2023).

The information society is distinguished by the central role of information and data in all areas of society. In this society, the production, storage, and distribution of information have become the main components of economic and social activity. With the development of information technologies, including computers, the internet, and digital platforms, the information society forms a new economic system, which strengthens global connections and additionally creates a new social structure. Furthermore, in the information society, knowledge and innovations become the primary resources, and their effective management becomes the key factor in the development of society.

The information society develops through the production, storage, distribution, and use of information and knowledge. With the help of new technologies and digital information tools, the volume, speed, and impact of information have significantly increased compared to previous eras.

When discussing the information society, it is essential to understand what information itself is. Information is a set of data about the environment, events, processes, and objects. It is perceived, processed, and transmitted by humans. Information can exist in various forms – text, images, sound, video, and digital form.

The main characteristics of information are accuracy, relevance, reliability, and comprehensibility. It plays an important role in various fields, from everyday life to science, technology, and economics. With the development of digital technologies, the processes of information production, storage, and distribution have changed dramatically, making information the primary resource of global society.

"Information exchange has existed at all stages of human history, and its development is a crucial factor in the progress of society" [9], writes N. Yoldoshev, a prominent Uzbek sociologist, scholar, and social theorist. He emphasizes that information exchange is a historical process, highlighting its significant role in societal development. According to him, the continuous development of information has directly influenced the formation of social structures.

The historical development of information has directly impacted the progress of humanity, and various stages of this process have transformed the social, economic, and cultural aspects of society. Below, we will provide an overview of the historical development of information.

Oral speech. Speech is an inseparable foundation of human civilization. It is the basis of the process from a person's self-awareness to their interaction with society. Through speech, a person not only expresses their thoughts but also demonstrates their worldview, social status, and cultural level. Therefore, speech is not just a simple means of communication, but a product of consciousness and reasoning, and a decisive factor in the historical and cultural development of humanity.

Therefore, oral speech should not be regarded as a simple form of information transmission, but as a carrier of social consciousness and moral values within society. Oral communication is direct, live, and emotional in nature, and through facial expressions, intonation, and body language, it clearly expresses a person's inner feelings and intentions. In this process, words go beyond their function of simply conveying information, becoming a means of interpersonal trust, sincerity, and mutual understanding.

The perspectives of some scholars on speech help to further understand the importance of oral communication and its role in society.

The famous Turkic scholar, philosopher, musicologist, logician, and encyclopedic scientist Abu Nasr Muhammad ibn Muhammad ibn Uzlug‘ Tarxon al-Farobi (870–950) wrote, "Speech is the fruit of human thought, and it is an important tool for the formation and transmission of ideas" [10].

According to Farabi, there is an inherent, dialectical connection between speech and thought. Thought is the highest form of human consciousness, in which complex processes such as analysis, synthesis, understanding, and reasoning take place. However, these internal thoughts can only reach society or other individuals through speech.

Speech, in this sense, is the fruit of thought; that is, a person first forms their thoughts in the mind and then expresses them through speech. While thought is an internal process, speech is its external manifestation, a cultural and communicative form.

One of the main theorists of communication, Jerold D. Leswell (1902-1978), emphasized the social significance of oral communication. He argued, "In the communication process, the sending, receiving, and analyzing of information hold equal importance. Oral speech in this process is not just a means of transmitting information, but also an element that shapes the social perception of the listeners" [11].

Communication is the process through which information travels from the source to the receiver. However, in human communication, this process is not one-way: the information, crafted meaningfully by the sender, is perceived in the receiver's mind within a social and cultural context.

Oral speech allows for the expression of the content of information, imbuing it with emotional and cultural connotations, shaping the audience, influencing them, and even impacting their worldview.

"Oral speech is not only a means of transmitting information but also a tool for maintaining social conditions and values in interpersonal interactions" [12], writes Canadian sociologist Erving Goffman (1922-1982), who defines oral communication as a form of social conditions shaped in social roles, self-expression, and conversations.

Speech in communication between individuals serves not only to convey content but also to transmit cultural, ethical, and traditional contexts. Each utterance is not just an exchange of information, but an expression of the norms and values established in society, a communicative act that ensures their stability.

The communication model developed by American mathematician, engineer, and father of information theory Claude Shannon (1916-2001) and researcher, mathematics professor Warren Weaver (1894-1978) examines the necessity of addressing noise and ensuring the accuracy of information transmission. In his work “The Mathematical Theory of Communication”, Shannon states, "In spoken information transmission, many factors, including language, context, and the audience’s ability to understand, play a crucial role in ensuring that speech is clear and effective" [13], analyzing the ambiguities and misunderstandings that arise in spoken communication.

The oral creativity of the Uzbek people - epics, proverbs, fairy tales, and legends - has turned spoken language into a living form of cultural memory. This oral tradition continues to shape the people's way of thinking, moral norms, and social cohesion to this day.

Any oral communication is not merely an exchange of information, but a social resonance between minds. Through speech, a person not only expresses thoughts, but also reveals their worldview, values, and social status. Therefore, every oral expression derives its power precisely from its context—speech detached from context loses its meaning and may even be misinterpreted.

Over time, as oral knowledge became increasingly unstable, humanity began to seek stability and permanence through writing. As a result, a contradiction arose between oral speech and written communication—forming a dialectical opposition that left a deep imprint on the historical development of thought. It is precisely this contradiction that propelled the evolution of thinking and became a key principle in the growth of consciousness and culture.

Written Information. The invention of writing marked a new stage in human thought and intellect, as it enabled the transmission of information across time and space. Writing not only ensured the preservation of information but also reinforced it, as through writing, humanity began to preserve its history, knowledge, and culture in a lasting form.

The earliest forms of writing, such as pictograms and ideograms, were designed to represent specific concepts of the time. These systems conveyed information visually, but they consisted of symbols that were specific to certain social groups or regions. The emergence of these writing systems marked humanity's desire to structure its world and develop complex social structures.

Writing systems of ancient civilizations such as Sumer, Egypt, and China provided the first tools for preserving and transmitting information. With the advent of writing, historical events, decisions, and scientific discoveries began to be recorded and passed down through generations. This allowed human thought to transcend the boundaries of time and space. Writing laid the foundation for the development of science, philosophy, literature, and art, because information could now be preserved and transmitted to future generations with greater ease and accuracy.

At the same time, the emergence of writing enabled humans to express and analyze their thoughts more deeply. Storing information in written form and organizing it within a specific system eventually led to the rise of new questions and problems in human thought. Through the influence of writing, logical thinking became more complex and structured, supporting the development of analytical reasoning. Furthermore, writing played a crucial role in shaping and expanding social relationships, as it allowed for more stable and widespread communication across both time and space.

"Initially, people exchanged knowledge through spoken words, but with the emergence of writing, it became easier to preserve and spread the truth" [14], says the famous Persian poet, thinker, and Sufi scholar Jalaluddin Rumi (1207–1273).

With the existence of writing, information was no longer confined to a specific group or society; instead, the possibilities for its dissemination expanded. Through writing, humanity gained the ability to convey its knowledge to a much wider audience and to develop global connections among people.

The English anthropologist and historian Jack Goody (1936–2015) expressed the following view about the role of writing in the development of social systems: "Writing brought a revolutionary change in the storage and transmission of information, going beyond the limits of mere speech. Through writing, processing and comparing information became easier, which in turn contributed to the scientific, social, and political development of society" [15].

Goody views writing not just as a tool for storing information, but as a fundamental instrument for transforming social structures and making societies more complex. He emphasizes that through writing, knowledge and information can be preserved and passed down from generation to generation, enabling the long-term development and continuity of human societies.

"The emergence of writing changed the distinctive features of oral speech and created new methods for storing memory and information. It not only transformed the transmission of information but also revolutionized the way people think," [16] writes the American philosopher, linguist, and cultural historian Walter Ong (1912-2003). According to Ong, writing did not merely create a new form of information exchange but also altered people's worldview and the way they reason.

Writing not only changed the process of information transmission but also created new forms of thinking, communication, and social interaction. It became of great importance in preserving historical events and knowledge, providing a stimulus for the advancement of human reasoning and information processing.

British-Canadian philosopher and philologist Eric Havelock (1903-1988) emphasizes that the invention of writing not only remained a method of information exchange but also had a significant impact on the development of human thought. In his view, "The invention of writing shifted human thinking from short-term memory to long-term, preservable, and retrievable memory. Writing also ensured that thinking became orderly and logical" [17].

The emergence of writing strengthened social systems and gave them new forms. It created the possibility of storing and transmitting information and knowledge. The invention of writing led to significant changes in several aspects. Specifically:

Political governance: With the help of writing, governments began to issue laws, decrees, and orders in written form, which helped to systematize and organize political systems.

Economic systems: The writing system helped make trade and economic activities more efficient. The ability to store and process information in written form facilitated economic relations and resource management.

Cultural heritage: Through writing, cultural and scientific achievements were preserved and passed down from generation to generation. With the invention of writing,

people began to record their history and knowledge in written form, which had a significant impact on the cultural development of humanity.

The process of writing was long and complex, making it difficult for information to spread widely. Therefore, the development of printing technologies became a major turning point, and this process reached its peak with the printing revolution.

Printing technology. The development of printing technology in the 15th century became one of the most significant revolutions in human history. Initially, information was mainly spread through manuscripts, a process that required a long time and was only accessible to a limited group of people. Since manuscripts were expensive and few in number, the spread of knowledge was very slow. However, the invention of movable type printing by German inventor Johannes Gutenberg (1398-1468) paved the way for the printing revolution. This method allowed books to be produced more quickly and cheaply. Gutenberg's most famous work, the "Gutenberg Bible" (1455), was the first widely circulated printed book. "Gutenberg's printing press changed the methods of information transmission and had a direct impact on the progress of science and art," [18] said German scholar and statesman Johann von Bock.

German-American psychologist, educator, and social activist Elizabeth Einstein (1885-1965) emphasized the role of the printing press in Europe, noting that “the printing press revolution ushered in a new era in the dissemination of knowledge and radically transformed the scientific, cultural, and religious structures of Europe.” [19] This revolution not only accelerated the dissemination of information, but also accelerated the development of scientific thought and cultural traditions.

The printing revolution expanded science, culture, and religious thought, democratizing the process of knowledge acquisition. This process not only laid the foundation for the spread of news and knowledge across Europe but also across the entire world. Thus, printing transformed humanity's relationship with knowledge, creating new scientific, cultural, and religious forms.

The development of printing technology led to an increase in literacy rates. Scientific knowledge spread widely, giving a great impetus to the development of science and technology. “The printing revolution affected not only the transmission of information, but also the formation of knowledge” [20], states the English writer, translator, theorist and literary critic George Steiner (1929-2020).

With the invention of the printing press, scientific works and philosophical views reached a wider audience. The proliferation of books stimulated the expansion of scientific and philosophical discourse. As a result, knowledge that had previously been restricted to certain groups in the Middle Ages was now available to a wider audience. This, in turn, led to the rapid development of new ideas and scientific discoveries.

Uzbek researcher H.Abduganiyev notes that writing and printing technologies have led to revolutionary changes. “Writing and printing technologies have revolutionized the process of storing and distributing information, playing a decisive role in the formation of social consciousness” [21]. This idea means that the emergence of writing created the opportunity to systematically store information and distribute it to a wide audience.

The transition from the printing revolution to the digital revolution drastically changed society and its structure. Both revolutions created new methods for distributing and storing information, as well as significantly influencing the development of social, cultural, and

economic systems. The digital revolution not only brought technological advancements but also transformed the ways people interact with each other.

Digital revolution. The digital revolution, which began primarily in the late 20th century and early 21st century, refers to the global changes in information and communication technologies. This revolution is linked to the development of computer technologies, the internet, digital networks, and mobile devices, which fundamentally altered humanity's methods of acquiring, transmitting, and processing information. Initially, computers were large and complex, primarily used by governments and large corporations. With the emergence of the early forms of the internet in the 1960s, global information networks began to develop. Although the internet was originally created for scientific and military purposes, from the 1990s onward, it spread to the public and created new opportunities in communication, commerce, education, work, and many other areas.

"The digital revolution allows people to communicate, exchange ideas, and produce in new ways. The Internet and new media are accelerating the transformation of society," [22] says Clay Shirkey (1964), an American writer, consultant, and researcher on social networks, technology, and media. He acknowledges that the Internet allows people to share ideas and act together more.

Although digital technologies initially posed a threat to many traditional jobs, they also created new types of employment, such as in IT, digital marketing, online education, and other sectors. In particular, the internet provided small and medium-sized businesses with the opportunity to access global markets.

Eric Brynjolfsson (1962), an American economist and a leading researcher on technology and the digital economy, argues that "the digital revolution is changing the way we run our economies. While technologies are enabling people to work faster and more efficiently, their impact and distribution are changing." [23] In his opinion, while technologies are increasing labor productivity, their distribution and impact on the economy remain a critical issue.

"As a result of the development of information technologies in the 20th century, digitization processes in all spheres of society have accelerated, which has led to a fundamental change in human activity" [24] – notes D. Karimov. He emphasizes the incomparable role of modern technologies in the formation of the information society, emphasizing the rise of human activity to a new level.

One of the most important aspects of the digital revolution is the increased access to information and knowledge. Through the internet, anyone can quickly access various data, academic papers, courses, books, and other resources. This, in turn, has developed the education system and created a global education network.

The digital revolution also enabled individuals to organize their lives in new ways. Through mobile phones, smartphones, and tablets, people gained the ability to manage various aspects of their lives, save time, quickly access necessary information, and interact with others, while also changing social connections and communication methods. One of the greatest features of the revolution is the speed and widespread distribution of information. Digital information refers to data that is stored, transmitted, and processed using electronic devices. During this period, the speed of information storage and transmission significantly increased, bringing information exchange to a new level globally. The ability to access and distribute information via the internet, remote work and learning, and the new forms of

communication between societies via digital networks were all enhanced. With the help of the internet and mobile technologies, data can now be transmitted worldwide in a matter of seconds. This transformation not only facilitated the distribution of information but also created new types of connections between individuals and organizations, new business models, and global economic systems. The application of digital technologies in e-commerce, online education, digital art, healthcare, and many other fields has rapidly developed.

The digital revolution in Uzbekistan is manifested not only as an external transformation but also as an internal awakening, a synchronization of consciousness with the digital environment. Now, the state governance is striving for greater transparency, which serves to increase citizens' awareness of their own reality and their demand for social justice. The education system, with the help of digital tools, is opening the doors of knowledge even to children in remote areas, serving the modern manifestation of equality, justice, and spiritual awakening.

In business, artificial intelligence, e-commerce, and digital services are renewing economic thinking and steering society toward an innovation-based future.

Conclusion and Recommendations. The information society has become the main driver of information, knowledge, economic, and social development in the modern world. This concept emerged in the second half of the 20th century and has been interpreted in various ways by scholars such as Yoneji Masuda, Daniel Bell, Frank Webster, and David Lyon.

The development of information technologies has radically changed the processes of information production, distribution, and consumption. Social networks have accelerated information exchange, resulting in the emergence of a global interconnected society.

The historical development of information includes the transition from oral speech to writing, and later to information systems based on digital technologies. Therefore, the information society is not only a product of technological advancement but also the result of social and cultural changes.

In the formation of the information society, deeply studying the evolution of information holds significant importance. It is necessary to analyze in more detail the process from the earliest forms of information to modern digital technologies. Additionally, the impact of technologies such as radio, television, the internet, and artificial intelligence on information exchange should be explored more comprehensively. Identifying the future directions of information transmission and storage technologies is also one of the urgent issues, requiring scientific conclusions about the influence of cloud technologies, blockchain, and quantum computing systems on the information society.

The impact of information exchange on the social, political, and economic structures of society should be thoroughly analyzed. In the information society, issues related to individuals and information security must not be overlooked, as the growth of information flow brings issues such as disinformation and the protection of personal data to the forefront. At the same time, examining the process of forming the information society in Uzbekistan within a national context and evaluating the pace and prospects of the development of information technologies in the country would be valuable.

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