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## THE ROLE OF TELEVISION IN THE FORMATION OF PERSONALITY

**Abstract.** The article examines the role of television in the formation of personality. Physiological, psychological and sociological development plays an important role in the formation of personality. Specialists, researchers and scholars approach different aspects of the factors that play a role in the formation of personality. Specialists take heredity, upbringing, and some of the environment as key factors in the formation of personality. In the article, the author presents television as a means to protect and promote values, emphasizing its role in shaping personality. Because television does not only transmit information, it also has a direct impact on human emotions.

The article gives an overview of the importance of child-centered television programs, the impact of today's television shows, and the positive and negative impact of television on personality formation.

The author notes that television was invented here as a technical means of transmitting information from a distance, and then began to play an important role in democratizing society, expanding the information space and shaping individuals as individuals. The article draws attention to the fact that television, which provides socialization and human existence in a confused and conflicting environment, creates a special cultural environment by establishing functional mechanisms to determine whether human behavior and desires are right. The author states that the cultural level of the personality is determined by the programs he chooses to follow.

**Key words:** personality, television broadcasts, information, spiritual values, children's programs, education

**Introduction.** Television is such a means of mass communication that its main activities can directly influence one's consciousness and make certain

changes. From the date of birth, a person receives information in a variety of ways. The emergence of television has a direct impact on the formation of their identity by channeling people in the process of transmitting values as a social agent. From this point of view it is necessary to evaluate the formative role of television in modern society. Let's look at the impact of television as a means of communication that has its pros and cons in terms of its impact on society. Television is a key factor in the formation of practical social knowledge and helps to solve the problem of identity. This is a positive aspect of it. The downside is that it has a direct effect on the minds of the masses, separating them from the reality and virtualizing it. Television has the power to actively intervene in the individual's social life, weakening the influence of important and traditional social institutions such as family, school and environment. The time spent by a young man in front of the TV is several times longer than the time spent communicating with his parents. As a result, individual opinions about life and their position on many issues are largely influenced by television. A number of factors play a role in the formation of personality. The fact that television has an important impact here is an indisputable fact.

**The interpretation of the main material.** Mass communication plays an important role in shaping the moral values of the individual. Recently, rapidly evolving technologies have made some changes in the interactions of individuals in society. Television, which is one of the means of mass communication, is responsible for the promotion of moral values and the transmission of future generations to individuals.

Television is always available. This feature can sometimes pose a threat to society. Thus, the availability of television can turn viewers into passive viewers and consumers. This happens when television does not transmit high-quality information to its viewers, and distances itself from information, enlightenment and entertainment. The main importance of television in the medium of mass communication is its role as a social institution of society. The power of television is measured by its cultivation, not by conveying special attitudes and ideas.

The formation of an individual as an individual begins at an early age. Assuming that the child's formation period is 5–6 years old, then the low number of children programs in our television broadcasts shows that the situation is not satisfactory. There is a need to prepare programs for children and adolescents, young people who are interested in science and education,

and to enhance their intellectual level. Through these programs, individuals who are children today become more of a moral person in the future. Television plays an important role in the formation of children's personality and intellectual development through their educational function. We can see this in the practice of television in Europe, North America and Asia.

Children's broadcasts have a very important impact worldwide. In addition, television is a kind of "window into the world" for many children. Researchers have repeatedly proved the impact of television programs on children's intellectual level. Television shapes children's knowledge of the world and their position in life through the dissemination of values, normative and behavioral models. Particularly in children under 6, the process of personality formation is underway, with specialists paying close attention to the effects of on-screen images on children. Because these images have a special effect on the formation of the child's personality.

Despite the international popularity of children's programs, many countries prefer the production of locally produced children's programs. In this case, the main indicator is the national moral values.

The first children's programs were broadcast on major national television channels – public or state, and on commercial television networks in the United States. Since the 1980s, commercial broadcasting has begun to develop globally, with the beginning to devote time to children's television programs [4].

There are 12 national and 11 regional television broadcasters in Azerbaijan. Of these TV channels, the only ARB Gunes children's TV is. The 24-hour broadcast, which runs from April 1, 2015, is broadcast on satellite, cable, internet and other platforms. Before the channel started operating, children had to watch foreign TV channels. This also had a negative impact on the national upbringing of children. ARB Gunes channel pays special attention to the protection of national and moral values in children's programs and cartoons. The age limit on the broadcast is to be monitored by the parents. TV shows such as "When I was schooling" "We will come" "From small to great" "Be aware" not only children but also their parents watch 80% of the ARB Gunes television broadcast are animated films and 20% are television broadcasts. These figures show that the education of Azerbaijani children in the national spirit. However, the activities of a single broadcaster alone are not enough to shape the younger generation as a reflection of national and moral values.

The colorfulness, shape, and capacity of the programs that play a part in the intellectual games and the usual knowledge that play a direct part in the process of teaching children's television play an important role in front of every TV channel. Presentation of children's programs in a fun, colorful way, close to the child's language and world; dynamic, well-organized game of intellectual games; The perfect way to present information about intimate, kitchen or other vital areas is to provide artistic, well-organized presentation to the creative team. As important as the accuracy, professionalism, and resourcefulness of the content here, it is also important that it meets the highest requirements in terms of visual resolution, artistic aspects, and aesthetic taste. According to researchers, children who sit in front of the television an hour every day are better than their peers who are less interested in television, because of their level of development and interest [3, p. 305].

Article 3 of the Law of the Republic of Azerbaijan "On Television and Radio Broadcasting" encompasses, among other important issues, the principles of the protection of national and moral values, professional ethics and ethics, and the quality of programs. Chapter 5 of the Law (Television Broadcasting) regulates the terms of broadcasting in the country, requirements for the program, protection of children and minors, advertising and other matters. Article 32 highlights the need for prioritization of educational and cultural issues, as well as the prevention of commercial, informational or other broadcast content by balancing programs, as well as the preservation of national and moral values and the organization of social media. Chapter 6 of the Law (Broadcasting Rights and Duties) defines the rights and obligations of the broadcaster.

Many researchers believe that value orientation is shaped by social institutions, including the media. From this aspect, television provides people with exemplary models of revolution that form the moral values of personality.

**Conclusion.** Television is the main distributor of information. In this regard, any broadcast block, the target audience, is taken into consideration by the television when developing the rubric. Television creates a reality that meets the expectations of the publisher. The average person is unable to focus on what is happening around the world. Almost everyone receives information from television. Just as television transmits this information, so does the society. This is a clear example of why television has a very powerful mechanism of influence on society. Not only does television achieve this

goal, it also creates a new social structure, shaping the moral values of the individual.

Television has the power to influence one's thoughts and decisions. Psychologists claim that excessive television viewing of children destroys their reading skills. In addition, this means of communication weakens communication between individuals. Thus, children sit for hours in front of the TV screen, instead of playing games and communicating with their parents. At this time, children grow up shutting themselves out of communication. As a result, such children cannot be assimilated into society.

Modern television directly influences society and the work of social institutions. When describing the process of socialization of today's youth, the most noteworthy point here is their intellectual, educational, cultural, and spiritual decline. In addition, changes in the standards of mass culture and the stimulation of young people are constantly being discussed by sociologists of different countries.

There is an urgent need to increase the efficiency of television channels for active socialization of young people. From this point of view, television has to take on the responsibility of encouraging young people to choose their profession, to study, to improve their intellectual level and to develop their intellectual capacity. In order to achieve this, television must first convert young people who prefer to spend time on social media with their innovations to their audience:

- TVs need to change and develop. This development must show itself both technically and aesthetically;
- TVs have to educate their audience by using the fun feature to shape their personality;
- TVs should pay special attention to the target audience.

Finally, we can say that television will not solve all the moral problems, but well-organized work in this area will help in the most important goal – the formation of a comprehensive and harmoniously developed moral and moral personality.

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**Şəxsiyyətin formalaşmasında televiziyanın rolu**

Məqalədə şəxsiyyətin formalaşmasında televiziyanın rolu nəzərdən keçirilir. Şəxsiyyətin formalaşmasında fizioloji, psixoloji, sosioloji inkişafın mühüm rolu var. Mütəxəssislər, tədqiqatçılar və bir sıra elm adamları şəxsiyyətin formalaşmasında rol oynayan amillərə müxtəlif aspektlərdən yanaşırlar. Bir sıra mütəxəssislər şəxsiyyətin formalaşmasında irsiyyəti, bəziləri tərbiyəni, bəziləri isə mühiti əsas faktor kimi götürür. Müəllif məqalədə televiziyanı dəyərləri qoruyan və təbliğ edən bir vasitə kimi təqdim edərək onun şəxsiyyətin formalaşmasında mühüm rol oynadığını vurğulayır. Çünki televiziya yalnız informasiyanı ötürmür eyni zamanda insan duyğularına da bir-başa təsir göstərir.

Məqalədə şəxsiyyətin formalaşmasında hazırlanan uşaq verilişlərin əhəmiyyəti, bugünkü televiziyaaların bu istiqamətdə gördüyü işlər, televiziyanın şəxsiyyətin formalaşmasına müsbət və mənfi təsiri təhlilinə geniş yer verilib.

Müəllif burada televiziyanın uzaq məsafədən məlumat ötürmək üçün texniki vasitə kimi ixtira edildiyini, sonradan cəmiyyətin demokratikləşdirilməsi, informasiya məkanını genişləndirməsi və fərdlərin bir şəxsiyyət kimi formalaşmasında mühüm rol oynamağa başladığını vurğulayır. Məqalədə qarışıq və ziddiyyətli mühitdə sosiallaşmanı və şəxsin mövcudluğunu təmin edən televiziyanın insanların davranışlarının, istəklərinin düzgün olub-olmadığını müəyyən etmək üçün funksional mexanizmlər quraraq xüsusi mədəni mühit yaratdığı nəzərə çatdırılır. Müəllif şəxsiyyətin mədəni səviyyəsini onun izləmək üçün seçdiyi proqramların seçilməsi ilə müəyyən edildiyini bildirir.

**Açar sözlər:** şəxsiyyət, televiziya verilişləri, informasiya, mənəvi dəyərlər, uşaq verilişləri, maarifçilik

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**Роль телевидения в формировании личности**

В статье рассматривается роль телевидения в формировании личности. Физиологическое, психологическое и социологическое развитие играет

важную роль в формировании личности. Эксперты, исследователи и ряд ученых выделяют различные факторы, которые играют роль в формировании личности. Подчеркивает, что он играет важную роль в становлении телевидения. Ряд специалистов принимают наследственность в формировании личности, некоторые из них как воспитание, а часть окружающей среды – как ключевой фактор. В статье автор представляет телевидение как средство защиты и продвижения ценностей и подчеркивает его роль в формировании личности. Поскольку телевидение не только передает информацию, оно также оказывает непосредственное влияние на человеческие эмоции.

В статье дается обзор важности ориентированных на ребенка телевизионных программ, влияния сегодняшних телевизионных шоу, а также положительного и отрицательного воздействия телевидения на формирование личности.

Автор отмечает, что телевидение было изобретено здесь в качестве технического средства передачи информации на расстоянии, а затем стало играть важную роль в демократизации общества, расширении информационного пространства и формировании как личности. В статье обращается внимание на тот факт, что телевидение, обеспечивающее социализацию и индивидуальное существование в запутанной и противоречивой среде, создает особую культурную среду, создавая функциональные механизмы для определения правильности поведения и желаний человека. Автор утверждает, что культурный уровень личности определяется программами, которым он выбирает следовать.

**Ключевые слова:** личность, телевизионные передачи, информация, духовные ценности, детские программы