

Role of media for nation building processes

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Modern social transformations require the state to transform in all spheres and involve the active participation of the state in development information society and actualize the problem of scientific analysis of the state-building in the context management of the information sphere.

In any democratic country, mass media play an important role in creating and reflecting public opinion. Over the years, the media became so powerful that it soon acquired the status of the «4th power». This term describes media ability to significantly influence the system. There was a parliamentary debate in 1787. According to Thomas Carlyle, who in his book, *On Heroes and Hero Worship*, described the exact words: «Burke said there were Three Estates in Parliament; but, in the Reporters' Gallery yonder, there sat a Fourth Estate more important far than they all» [1].

Also, in some research and scientific works journalism termed as the 4th pillar of Democracy and it has a definite role to play in Nation Building [2].

Today's mass media has become so powerful that it can make or break governments. It is generally accepted that John F. Kennedy might never have become President of the United States if it were not for his brilliant performance on television. The same is true of Barack Obama, who led his Democratic Party to victory thanks to the dynamic credibility he conveyed through the Internet. President of Ukraine Volodymyr Zelensky communicates with the nation every day through the Internet and unites all people during russia-Ukrainian War. The role of mass media in nation building during the struggle for the country's freedom has its significance. Mass media are responsible for presenting events in their original form. Media efforts to inform people are important for nation building.

In the current era of information society, globalization, and liberalization of the world, the advent of the Internet and social media, the globe has shrunk to such an extent that the world can now be called a «global village».

It can be concluded that despite these deviations, mass media plays a huge role in nation building. Media owners and managers must be aware of their responsibility to society and strive to provide information that is clean, transparent, and reliable.

Ideally, mass media should play a communicative role means of society and be a connecting link between civil society and the state. The state is public power, the sphere of the general interests, civil society is the sphere of individual freedoms and private interests, and between them-mass media, the role of which in the development of democracy is decisive.

If mass media express the opinion of institutions of democracy, political parties, pressure groups and thus elevate civil society above the state, then there are reasons to talk about developed process of state building. If the mass media blindly fulfill their will power structures and subjugate civil society to the state, then this already a totalitarian regime. Availability of democratically organized mass media capable of objective to cover political events is one of the most important guarantees stabilities of a democratic state.

Defining the term nation building becomes obvious that the concept of it is a multi-dimensional process that deals with different components simultaneously. It considers the different historical and geographical perspectives of the country concerned, noting the peculiarities and diversity of its cultural ethos, including its social, economic, and political structures [3].

And one more very ponderable aspect is information and media influence. The informational aspect of social development acquires global importance, which gives grounds to state the existence of the information revolution phenomenon because of two parallel processes: constant growth of the role and volume of information necessary for ensuring the vital activities of society and improving the technologies of its accumulation and distribution [3].

As a result, the information sphere was transformed into a priority branch of social life and acquired the importance of one of the key objects state administrations.

So, in conclusion, it should be noted that the mass media is an integral component of the functioning mechanism democracy, its value, and regulatory foundations. It is mass media that can help an individual to go beyond the limits his direct life experience and get involved in political activity. To guarantee the possibility of freely obtaining information, it is necessary to limit the influence of government and business on means of mass communication, ensuring at the same time control over their activities by society.

Список використаних джерел

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