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## THE ROLE OF THE MEDIA IN INTERCULTURAL DIALOGUE

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*"The media contributes to intercultural dialogue development. The media gives us the opportunity to receive information, make it accessible to different cultures and peoples"*

*"People can be in touch with a wide variety of people because of Internet development"*

*"The media is an instrument through which we can access the intercultural dialogue"*

*Annotation:* The article explores the place of communication as an integral part of any culture. Communication is carried out through sign systems and is necessary for the preservation and transfer of accumulated social experience. Communication can take the form of imitation, management and dialogue, all of it depends on the purpose of the interaction, the nature of the information and the specific communicative situation. The modern socio-cultural situation is characterized by a significantly increased importance of information, communication, intensification of intercultural contacts. The social, political and economic changes that have taken place in recent years, as well as the rapid media development, have led to the fact that more and more people have crossed the cultural barriers that separated them and entered into a process of interaction with representatives of other cultures. Nowadays intercultural interaction is carried out in the most diverse spheres: in interstate relations, in entrepreneurial, scientific and educational activities, at the level of interpersonal communication. Therefore, various aspects of intercultural interaction - interreligious dialogue, the identity of cultures in the era of globalization, dialogue as the goal of culture, the strategy of intercultural dialogue, etc. - become the subject of study of representatives of various fields of scientific knowledge. Dialogue assumes partners and subjects relations, during which information is increased, enriched, expanded. In the process of dialogical interaction, the changes happen with both participants, while preserving the uniqueness of each. The goal of the dialogue is not just transfer information, but the acquisition of the participants a certain commonality. Hence the logical question: are modern intercultural contacts realized in the form of dialogue and is dialogue possible in the context of modern intercultural communications? On the one side, due to the level of technical development of mass media in the modern communicative process, a wide audience is involved. Consequently, it opens up opportunities for intensifying intercultural interaction at various levels. In addition, the openness of borders creates a new transcultural space that exerts a large (and sometimes decisive) influence on the public consciousness and the nature of intercultural communication. On the other other, globalization at the information level has transformed the transfer of cultural models into a way of cultural expansion, which levels social and cultural processes in all countries of the world and forms cultural stereotypes. Such aggressive sociocultural politics makes us talk about the problem of cultural compatibility (the consonance of mental structures of interacting cultures) as an important problem of the modern world.

*The intensification of the processes of globalization, integration, transculturation, special opportunities of mass media that participate in these processes require additional research of the role of the media in intercultural dialogue. The aim of the article is to explore, at first, the importance of the communication process as a meaningful and structuring social space. Secondly, the need for intercultural dialogue as a priority strategy for interaction between representatives of different cultures at the present stage of development of society. Third, the role of mass media in the cultural and national politics of the modern state, which have become not just informers, but - mediators of intercultural dialogue.*

At the present stage of the development of culture, the mass media intensified their activities. Thus, the one who controls them, largely manages the public consciousness. The main mass media - radio, television, the press, the Internet - have their own merits and demerits, therefore the greatest effectiveness of communication is achieved through their comprehensive impact on the audience. A representative of modern society is immersed to the culture through the medium of mass communication. Culture, in turn, uses signs to model the characteristics of its perception of the surrounding world. Consequently, the mass media is not just a mechanism for transmitting messages, but also a means of producing modern culture.

The impact of the media on all spheres of personal and social life of modern mankind is multidimensional. They not only provide information, but have the opportunity to interpret, analyze, evaluate and, ultimately, bring it to the mass consumer in a special, often biased form. In this case, the question of objectivity is questionable. Often, in pursuit of sensationalism and commercial gain, the media are no longer aware of the importance of their socially-positive mission. Based on the knowledge of mass psychology, information theory, PR principles, the media have the ability not only to transmit messages, but to refract, interpret and make information more colorful, manage the consciousness of consumers. This is clearly demonstrated by their information-semiotic analysis. The results of such activities are global cultural stereotypes, the replacement of symbolic systems of culture, simplification of the interpretation of the texts of modern culture. Under these conditions, we cannot talk about intercultural dialogue, since the blurring of boundaries between representatives of different cultures is obvious. A mixture of cultures is observed not only in the lives of individuals, but becomes a characteristic feature of whole societies.

### Conclusions

Sociocultural changes that occurred at the turn of the 20th and 21st centuries led to the intensification of intercultural interactions. For such changes are characteristic: belonging of the sender and recipient of the message to different cultures; signification of interaction process, conditioned by cultural originality; the possibility of communication at the interpersonal and group levels. In the frame of research of the mass media role in intercultural dialogue, an important intercultural communications was defined as an important condition for successful intercultural dialogue. Dialogue is a means of maintaining, maintaining and developing culture at the synchronic and diachronic levels. However, in the context of globalization, new principles of communicative and informational interaction are emerging, in which mass media play an important role.

Thus, every ethnos, state, society should perceive from the global system of general cultural ties and interactions what corresponds to their traditions, mentality, psychological make-up. In a single cultural space, the universally valid achievements of virtually all cultures should be accumulated while preserving their independence for solving complex global problems of our time. The single cultural space means, from one side, the possibility of involving peoples in the modern achievements of civilization in the spheres of science, technology, education, art; from other side - understanding the self-worth of the culture of each people, and seeking forms for their preservation and

development. And this is possible in the context of intercultural dialogue, which is based on the observance of existing legislation, competent information and cultural policies that promote cultural diversity.

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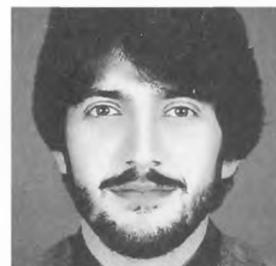
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### BREAKING FREE

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In order to penetrate through the deep-rooted reason to why Pakistan is deprived of freedom of speech to such an alarming extent, one must be well acquainted with the country's socio-political historic climate. In 1977, General Zia-ul-Haq imposed martial law in Pakistan, setting back the democratic system of the country that was yet to politically stabilize as it had only been 30 years to its formation. He not only disturbed the democratic process but also had strong social implications of his regime. During his era, he imposed the most violent laws which took the country to a very drastic condition. Setting aback the democratic structure of a country is equivalent to snatching away their right to free speech. The word democracy is derived from the Greek's dictionary. Demo means the common people and Kratos means strength. Together, the word means the unanimous power of the common people. In this system, the power by default is to lie in the hands of the masses and the elected representatives instead of one ruler. But this is exactly what the militant ruler did; he took away power from the common masses and took everything under his control, taking away basic rights from his people, even the right to free speech.

General Zia-ul-Haq's regime is one of the darkest regimes regarding freedom of speech, where he banned the publication of daily Musawaat (Equity). This resulted in the hunger strike of "Pakistan Federal Union of Journalists". The strike paid off and the bar was lifted by the government. But this resulted in a reverberation from the government and thus many other periodicals were banned such as weeklies including Al-Fatah