INTRODUCTION

Sociology of mass communication studies the social context of the media, as well as the characteristics of the changes that mass media have put into social life. It is a special kind of sociology, and the study of the media is used to find out more about the society in which the media work. Today’s society is massive in its character, so it can be said that it is a public society that is overwhelmed by the media, modern means of diffusion, suitable to reach a large number of people and to convey the same message. The reassessment of the consequences of mass media is impossible without a fundamental sociological category - social power because it is important to know whose messages and knowledge is flowing through the communication channels and who possesses or controls those channels. The goal of mass communication sociology is to achieve a degree of understanding of the relationship between society and its communication system. The sociology of mass communication has become more diverse and increasingly takes into account empirical data by abandoning aesthetic attitudes and overlapping generalizations. More recently, research has started a newer way after influencing functional theories. In particular, it is doubtful that the social system provides an adequate “working framework” for what is known about the process of mass communication, regardless of whether access through the social system can still be used as a “coherent and logical starting point for empirical research”.
Mass communication sociology is theoretical and empirical science that explores social phenomena related to mass communication, their social function, and the regularities that manifest themselves in the field. As the media are not the source of the society’s reflection, its passive complement, an active and dynamic factor in every society, sociology of mass communication also studies the repercussion of mass media on society in the near and whole sense. Sociology of mass communication is conditioned by the development of general sociology and other specific sociological disciplines (e.g. sociology of radio and television, sociology of culture, etc.), but also of growing social problems that seek adequate analysis and explanation of the mass media - society. On the other hand, mass communication sociology has experienced its expansion with the development of mass media as a social phenomenon which, through its massive explosion and the participation of people in their use, demanded the solution of a series of open and urgent issues. Sociologists believe that sociology of mass communication studies the media to find out more about society. In this
regard, it is often emphasized that it is studying the interplay between the mass communication system and the structural and structural elements of social reality. The structural elements include the public, the mass, the audience, the “social aggregate” and so on. The structural elements of social reality form various types of social structures such as: the global social structure, social groups (classes, layers, professions, ethnic groups) as well as various types of demographic structures (gender, age, etc.). This division is only conditional and is more often done for analytical reasons. Structural elements are not separate from the foundations of social structure, for even occurrences such as, for example, the audience and the mass contain the basic features of social relations. They are considered to be non-structural due to their short duration and because they do not have relatively stable relationships. Because of this, the structural phenomena make up the surface, the “basis” of social reality, but are exposed to direct and immediate influence of mass communication. This made it possible for sociology of mass communication to pay special attention to collective behaviors (“we”, “the public,” “the mass,” “the audience,” “the crowd”, etc.).

Mass communications sociology has long been concerned only with the content of the transmitted messages as if it was the only important one. Only with the appearance of Canadian sociologist Marshal McLuhan, who insisted on the fact that the nature of the communication medium should be taken into account in addition to other things (the “media message”), began exploring the nature of each media individually about the relationship of the media with his the public, his contextual plane (social and cultural contexts). McLuhan noted the centrality of the media, determining and following their special characteristics (independently of the people who serve them, the organizational structures within which their providers operate) as well as the purpose for which they are used. McLuhan, who was educated for literary criticism, was not so concerned with what the content of the message was, but in what form it transmitted. He put his attitudes into striking expressions such as “media message”, “hot” media (radio, cinematography) and “cold” (television and phone). Unlike McLuhan’s point of view, it is generally accepted that the changes in the media had important social and cultural consequences. Sociological study of mass communication means putting it into the social context and establishing the link between the one who imagines and sends the message and the recipient of the message. It is very important for the feedback of the audience. Today it is about virtual reality. Mass sociology must point out
not only how media can distort reality, but how society demonstrates its power to create virtual reality.

Sociologists point out that this is a “masification” century; mass society is associated with mass and mass relations, but also with a huge increase in all its dimensions - mass production, mass consumption, mass media, mass organizations, mass culture, mass spectacles. Basically, mass society is a large-scale social activity: massive industrial production and consumption, massive urbanization and urban growth population. Changes in lifestyle break away traditional human ties, direct contact between men and man and nature; the original primary communities are destroyed and replaced by secondary, occasional and anonymous relationships; Migration of a large scale increases social mobility and leads to an accelerated deployment of society. Large uniform political, ideological and cultural organizations are emerging; concentration and centralization of social power and decision making becomes the dominant framework of the mass society; the cultural audience is transformed into a massive, because it allows for technical modification of mass media that are in the hands of strong state institutions. The main features of the mass society are:

- the concentration of social power and centralization of decision-making;
- significant weakening of mediation between individuals and society as a whole;
- isolationism and “vacuum” in family relationships and relationships.

Mass society is a term and an analytical construct used in sociology to denote a series of peculiarities of contemporary society, where no particular society corresponds fully to this scheme and to an ideally typical representation.

REFERENCES