

**THE IMPACT OF TELEVISION SHOWS AND SHOWS ON SOCIAL TRUST IN  
SOCIETY: A MODERN APPROACH**

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**Abstract.** In the modern information field, entertainment programs have an impact on the general public. This article analyzes how television shows, especially contests and prize games, affect the bonds of trust between people and social cohesion. Studies show that poorly organized shows increase distrust, while honest and transparent games develop a culture based on healthy competition and knowledge. The article highlights two opposite sides of this process and provides practical recommendations.

**Keywords:** entertainment programs, social trust, shows, prize games, healthy competition, motivation.

### **1.Introduction**

In the modern information world, people receive strong psychological and social influences not only from news, but also from entertainment programs. Various shows, prize games and competitions broadcast on television today attract the attention of millions of people. While some citizens evaluate these programs as a factor that destroys social trust, others consider them a source of motivation.

Research Objective:

The purpose of this article is to study the impact of entertainment television programs on trust and social cohesion between people.

Research Question:

Do entertainment shows strengthen or weaken social trust?

As a context, previous studies show that the organization of some programs based on artificial scenarios creates distrust among people. However, properly organized projects play an important role in strengthening social cohesion.

### **2.Methods**

Research design:

This study was conducted using the observational and analytical method. It was mainly based on statistical data provided in the media, respondents' opinions, and content analysis of TV shows.

Samples:

The study analyzed the opinions of 1,000 respondents (different in age, gender, and social status) in 2024. In addition, open data on 20 entertainment TV shows broadcast in Uzbekistan in 2023 was studied.

#### **Methods and tools:**

Evaluation was carried out based on a questionnaire, content analysis, statistical indicators, and audience opinions on social networks. Respondents were asked questions about the reliability, usefulness, and impact of the shows.

Analysis methods:

The data obtained were analyzed using simple statistical methods (percentage calculations). In certain cases, a qualitative analysis method was also used. (for example, the balance of positive and negative sides)

#### **3.Results**

- According to the results of a survey conducted in 2024, 58% of 1,000 respondents said that they did not trust the winners of the show.
- 41% of respondents admitted that there was honesty in some projects.
- In 2023, more than 176 thousand participants participated in 20 show projects in Uzbekistan, 65% of whom expressed an opinion that they had increased their knowledge.
- 27% of respondents noted a decrease in attention to social issues due to entertainment programs.
- 74% said that such programs are a source of motivation and mood.

#### **4.Discussion**

Interpretation of results:

The results show that entertainment programs have a dual effect: on the one hand, their artificial scenarios create distrust among people; on the other hand, motivational and educational programs have a positive effect.

Comparison with previous studies:

The results of the study are consistent with some previous scientific studies. For example, Abdullayeva (2022) noted in her research that entertainment programs have a psychologically dual effect, that is, along with positive motivation, they also cause uncertainty and distrust. This dual situation was also observed in our study. The majority of respondents stated that shows negatively affect social trust, but at the same time, they are also recognized as a source of motivation. Also, the World Bank's 2023 report "Media and Trust in Central Asia" shows that the audience's trust in shows in Uzbekistan is relatively low, but programs that increase knowledge and creative potential attract more audiences. This is consistent with the statistical indicators identified in our study.

Practical significance

The results of this study can be an important source for determining the role of the media, in particular television shows and show programs, in strengthening social trust in society. Based on the information presented in the article, the following practical directions can be developed:

1. Improving media policy

Ensuring transparency of the selection process in the preparation of shows and entertainment programs, making the criteria for winning open and understandable to the public, and can strengthen the atmosphere of trust in the activities of the media.

2. Monitoring social trust

Regularly studying public opinion on shows based on digital surveys, assessing the level of trust and objections of viewers, serves to maintain a stable social mood.

3. Formation of information culture

Through shows, social values such as critical approach of the population to information, trust-based treatment, honesty, healthy competition are strengthened. This can promote an atmosphere of justice and trust in society.

4. Education and media literacy

Based on the results of this study, media literacy classes in schools and higher education institutions can provide the younger generation with the skills to analyze media content, beware of manipulations, and create a healthy information environment.

5. Development of regulatory and legal mechanisms

Legislative proposals can be developed on this topic. In particular, public control over TV projects. It is necessary to establish a system for assessing the social impact of show formats. The ideas put forward in this article indicate useful directions not only for the media, but also for education, culture, law, and social spheres.

Limitations

This study was conducted only within Uzbekistan, and international shows or other cultural contexts were not taken into account. In addition, the number of respondents was limited.

**Conclusion**

Entertainment shows and games have a significant impact on social trust and culture. This impact goes in two directions: Negatively organized shows increase distrust, while transparent and useful programs serve social solidarity, healthy competition, and spiritual growth. In the future, such programs should be organized based on transparency, fairness, and ethical standards.

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# JOURNAL OF MULTIDISCIPLINARY SCIENCES AND INNOVATIONS

VOLUME 04, ISSUE 11  
MONTHLY JOURNALS



ISSN NUMBER: 2751-4390

IMPACT FACTOR: 9,08

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