

THE ROLE OF MEDIA IN THE DEVELOPMENT OF RATIONAL THOUGHT

Huseynov R.

Military Institute named after Heydar Aliyev, Baku, Azerbaijan

The free and independent activity of the media gives any member of the people, without representatives, the chance to participate in political processes and prove that they are a rational force by directly expressing their attitude to the government's policy. Thus, political participation does not only mean elections, rallies, demonstrations, etc., but also becoming a participant in the political process by being properly informed about the government's activities through the media and expressing opinions and suggestions about its policy [1, pp. 91-95]. The freedom and independence granted to the media in democratic societies is explained by the fact that the media should become a means of educating citizens, forming their political consciousness and political culture, promoting universal ideas, building a civil society, and serving the triumph of democracy, transparency, and justice [2, pp. 192-195]. The main goal of every government that has made democratic governance and integration into civilized states its main strategic goal is to achieve democratic development of the country and ensure the transition to an information society through the widespread use of information and communication technologies. Expanding the capabilities of Internet resources, electronicization of the state administration apparatus, in short, achieving the formation of an "Electronic Government" management system will accelerate this transition [3, p. 20-21].

The function of informing citizens - in this way, both state bodies and society as a whole get the opportunity to be informed about political processes in the country. Other functions of the media are the function of education, enlightenment and socialization. They are closely related to each other. They create conditions for people to assimilate political values, norms, realities, understand their essence, and correctly direct the attitude of citizens to political processes and laws. One of the important conditions for the effectiveness of state policy in democratic societies and its implementation is public opinion. One of the important aspects of public opinion is that in a democracy, citizens have the opportunity to participate in the process of political participation in a more organized and rational manner. Public opinion exists in almost all areas of society's life. As a rule, it arouses public interest only in relevant problems, facts, and events and allows for very valuable interpretations. On the other hand, the correct information of the media creates a chance for the correct formation of public opinion and, as a result, for the media to implement its control mechanism. This situation necessitates the government to act in accordance with public opinion formed through the influence of the media. One of the main functions of the media is the integration and mobilization function. It is an opportunity to unite interest groups in society and encourage them to work more closely for a common goal. Sometimes, the media can establish a connection and relationship that different groups cannot establish with each other. Here, the role of the media as a mediator is also of great importance. All the functions mentioned above serve to implement the

mobilization function as a whole. This function finds its expression in encouraging people to take certain political actions and involve them in political processes.

Thanks to the opportunities provided by the media, people have acquired values such as correctly understanding political truths and events, thinking independently and making decisions based on the information received, etc. The harmony of the media's activities with the internal need of citizens to be politically informed is of great social significance. The operation of free and independent media in a democratic society gives people the opportunity to obtain more complete information, as opposed to alternative - government-controlled - information sources, and to independently express their positive and negative opinions about the policies implemented by the government and its characteristics.

References

1. Huseynov R. (2023). Political mechanisms of democracy: establishment of political institutions. *Sciences of Europe*, 114, pp. 91–95. <https://doi.org/10.5281/zenodo.7811562>
2. Huseynov R. (2013). The activity of Mass Media on increase of effectivity of democ-ratic management and political participation. "International communication" journal. Tbilisi, № 20, pp. 192-195
3. Hüseynov, R. (2012). "Azərbaycan Respublikasında iştirak demokrasiyasının formalaşması" mövzusunda s.e.ü.f.d. dissertasiyasının avtoreferatı. Bakı, 24 s.

ALTERNATIVE ENERGY TECHNOLOGIES

Adiyev G., Imanov E., Suleymanov T.

Military Institute named after Heydar Aliyev, Baku, Azerbaijan

The unanimous decision to host the 29th session of the UN Climate Change Conference (COP29) in Azerbaijan reflects the international community's recognition of the country's growing role in environmental protection and climate change mitigation. As global interest in "green energy" intensifies, Azerbaijan has demonstrated notable achievements in the development of renewable energy sources, particularly hydropower, solar, and wind energy. This article focuses on the role of wind energy in the country's energy transition and highlights the operational principles, structural components, and technological evolution of wind turbines. Wind energy harnesses the kinetic power of moving air to generate electricity, with wind farms transmitting energy to the grid to power residential, commercial, and educational infrastructure. The article explores both horizontal-axis wind turbines (HAWTs), dominant in large-scale energy production, and vertical-axis wind turbines (VAWTs), typically used in smaller environments. It further examines the design and functionality of turbine components, such as the rotor, gearbox, and generator. With advances in turbine technology, larger and more efficient turbines are being developed to maximize energy output. Azerbaijan's growing commitment to clean energy not only supports national energy security but also aligns with global sustainability goals.