

THE MASS CULTURE THAT IS SPREADING AMONG OUR YOUTH, LEADING TO MODERNITY OR LACK OF CULTURE

Xayridinov Abbosxon Anvarovich

Teacher of special subjects at Tashkent Academic Lyceum No. 2 of the Ministry of Internal Affairs of the Republic of Uzbekistan, Lieutenant Colonel in Reserve

Abstract: This article analyzes the influence of mass culture, which is widespread among young people, on the relationship between modernity and apathy. The concept of mass culture, its impact on the worldview, moral values, and national identity of young people are considered scientifically and theoretically. The study analyzes the positive and negative aspects of mass culture, its benefits and dangers to society, and the role of the family, educational institutions, and the media in forming the cultural consciousness of young people. The article also highlights the factors leading to apathy and gives recommendations on increasing the commitment of young people to national values.

Keywords: mass culture, modernity, apathy, youth, moral values, national identity, cultural consciousness, society, education, the role of the family.

INTRODUCTION

The globalization process has an impact on all aspects of society and is an important factor in shaping the worldview and value system of the younger generation. In particular, as a result of the development of modern information technologies and mass media, mass culture has become widespread and has a direct impact on the minds of young people. While mass culture in some cases serves to increase the possibilities of modernity, innovative approaches and creative thinking, in some cases it can lead to alienation from national and spiritual values, lack of culture, consumerism and moral decline.

Today, it is observed that the lifestyle, style of dress, cultural behavior and spiritual values of young people are being formed under the influence of mass culture. Social networks, films, music and advertising media play an important role in this process. Therefore, determining the boundary between modernity and lack of culture, ensuring the spiritual maturity of young people and preserving national identity are among the urgent scientific problems.

This article analyzes the impact of mass culture on the consciousness of young people, its positive and negative aspects, identifies factors that lead to lack of culture. It also

provides scientific recommendations for educating young people on the basis of national culture and increasing their spiritual maturity.

The concept of mass culture and its impact on the minds of young people

Mass culture is a type of culture that is formed through modern information technologies and mass media and is widely distributed. It mainly appears as a product of global culture and has various effects on the minds of young people. One of the main features of mass culture is its commercial orientation, in which consumer culture occupies a leading place. Today, the worldview of young people is being formed through cinema, music, fashion and social networks.

Mass culture directly affects the lifestyle, style of dress, speech culture, worldview and values of young people. In some cases, it serves to form a modern worldview, while in other cases it can lead to alienation from national identity, strengthening the spirit of consumerism and unculture.

The border between modernity and unculture

Today, the concept of "modernity" is interpreted differently among young people. Some young people understand modernity as the effective use of innovation, technology and scientific achievements, while others perceive it as complete adaptation to Western customs and lifestyles.

The difference between modernity and unculturedness is manifested in the following aspects:

Modernity is associated with the use of scientific achievements, creative thinking, the pursuit of progress and respect for national culture.

Unculturedness is characterized by indifference to national and spiritual values, a decrease in personal responsibility, spiritual poverty and moral decline.

Some young people abandon elements of national culture in order to look modern. For example, under the influence of some films and social networks, trends such as excessive individualization, disrespect for parents, and indifference to spiritual values are observed in young people.

Positive and negative aspects of popular culture

Due to the widespread distribution of popular culture among young people, it is important to evaluate its positive and negative aspects from a scientific and theoretical point of view.

a) Positive aspects:

Integration into the global information flow and the opportunity to acquire modern knowledge.

Familiarity with new technologies and innovations.

Increased interest in communication skills and learning foreign languages.

b) Negative aspects:

Alienation from national and spiritual values.

Spiritual poverty and increased consumerism.

Young people becoming more dependent on the virtual world than on real life.

The role of family and education in shaping the cultural consciousness of young people

The role of family and educational institutions in mitigating the negative effects of mass culture and shaping the cultural consciousness of young people is great. If children are not instilled with national culture and values in the family, they may be formed under the influence of mass culture and move away from national identity.

Therefore, parents need to educate their children about national values, traditions and spirituality.

Educational institutions should also develop measures to improve the cultural level of young people. Textbooks and curricula should pay special attention to topics related to national culture, and students should be given an understanding of the positive and negative aspects of mass culture.

Recommendations for increasing youth's commitment to national values

To reduce the negative impact of mass culture and increase young people's respect for national values, the following measures should be implemented:

Strengthen spiritual and educational propaganda. Organize spiritual and educational events, seminars, and round tables to instill national values in the minds of young people.

Promote national culture on social networks. Since young people spend most of their time on the Internet and social networks, it is important to promote national culture in this area.

Pay special attention to the topics of national values in the education system. Strengthen national culture and spirituality classes in schools and higher education institutions.

Creating positive content through mass media. Preparing quality content on national culture and history on television, radio and internet platforms.

CONCLUSION

Mass culture, while developing the modern mindset of young people, can also cause their alienation from national values. Therefore, the boundary between modernity and unculturedness should be clearly defined, and systematic measures should be developed to form the cultural consciousness of young people. Family, educational institutions and mass media play an important role in this process. By forming respect for national culture in the minds of young people, their spiritual maturity and intellectual development can be achieved.

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