

USE OF SUSTAINABLE INNOVATION METHODS IN FIGHTING AGAINST THE INFLUENCE OF “MASSIVE CULTURE”

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Abstract: In today's age of globalization and technology, protecting our youth from the negative effects of “mass culture” is one of the most important tasks facing each of us. These issues have found their theoretical and practical expression at the root of all the reforms being implemented in our country.

As we mobilize all our strength and capabilities so that our people are no less than anyone else in the world, and that our children live stronger, more educated, wiser and, of course, happier than us, the issue of spiritual education is undoubtedly of incomparable importance in this regard. If we lose our vigilance and sensitivity, determination and responsibility in this matter, if we abandon this extremely important matter to our own devices and selfishness, we may lose our spirituality, which is rooted in and nourished by our sacred values, our historical memory, and ultimately stray from the path of universal development to which we aspire. A nation that does not know its history and has forgotten its yesterday has no future. The growing generation is the successor of today's creative work on the path of goodness. We are all responsible for the perfect formation and elevation of the aspects of our national spirituality in the minds of our future generation. In all historical periods, the issue of educating young people, their worldview and self-awareness has been considered an important factor guaranteeing the development, independence, and future of the country. As Abdulla Avloni said, “education is a matter of life or death, salvation or destruction, happiness or disaster for us” [1]. The issue of educating young people is gaining immense importance, especially in today's times, when the globalization process covers all spheres of our lives. The lessons of history have proven to some extent in any era how important the level of education of the younger generation is in the development of society. In this regard, it is worth highlighting the wisdom of the great Uzbek encyclopedist Abu Rayhon Beruni: “Show me the youth, and I will tell you what our country will be like tomorrow.” Today, 64 percent of the population of Uzbekistan is made up of young people under the age of 30. Youth are important subjects of the socio-political, economic, cultural and spiritual renewal of society, playing an important role in influencing the complex processes taking place in society and setting development in motion. Due to independence, the qualitative changes taking place in our society, especially in its cultural, spiritual, and educational spheres, are significantly affecting the consciousness and worldview of young people. Therefore, the spiritual and moral education of the growing younger generation plays a very important role in the development of the country. Raising the spirituality of our youth, instilling in them etiquette, communication, and dress.

Ensuring the harmony of nationality and modernity in order to form the ability to maintain standards in culture is an urgent problem of today. The increasing spread of various manifestations of "mass culture" among young people is mainly manifested in clothing, interests, leisure activities, shallowing of tastes, and attitude to national values. These, in turn, cause vices such as vulgarity and violence, and a careless attitude to national values and social interests. Today, it is observed that cases of imitation are increasing and are becoming more widespread among young people. In this regard, it is not difficult to notice that the moral and spiritual standards of behavior widespread abroad are in a certain sense poisoning the minds of our young people through films, fashion, and various advertisements. As a result, it is becoming more common for young people to spend time playing computer games and watching films of various genres that are shallow in content, rather than reading books. Today, there is no national spirituality that is completely separated from the spirituality of other peoples. "The culture and spirituality of the peoples of Central Asia, being located on the caravan routes connecting the East and the West, enjoyed both Eastern and Western cultures" [2]. The important thing is that our people not only enjoyed Western and Eastern spirituality and absorbed their positive aspects, but also approached them creatively and rose to new heights. This idea can also be confirmed by the example of scientific knowledge, religious beliefs, and masterpieces of art, which are components of spirituality. Reforms aimed at raising a harmonious generation, protecting them from ideological threats, and forming their immunity to foreign ideas are being consistently carried out in preschool educational institutions, general education, secondary specialized, vocational education, and higher education institutions. Of course, the role of the family in the fight against various threats to young people in our country, especially the threat of "mass culture", is extremely important. Increasing cooperation between the family and higher education will allow us to achieve our goals faster and easier. When faced with a difficult problem, a person takes one of three paths. To remain faithful to one's duty, to fight, to solve the problem, to silently abandon, to avoid the problem. At such moments, the devil advocates betrayal. He encourages ingratitude, to avoid fulfilling one's duty and responsibility. Then, situations such as poor-quality teaching, making repairs in one's name, coming to work late and leaving early, violating the terms of the contract one has signed, evading taxes, being beaten on the scale, concealing a crime, borrowing and repaying it late or not at all, submitting false reports, not solving a case that should be solved in the district, abusing one's position, pretending, reporting a sick person as sick and a sick person as healthy may occur. Then, the trust expressed in the areas of mentorship, construction, employment, cooperation, friendship, duty, professional, functional task, and service may not be justified. Such situations create major and minor obstacles to our national progress. People grow up witnessing small acts of loyalty and betrayal from childhood. For example, a parent promises something to their child and doesn't keep it. They say something on time but don't say it, they come early but come late. They leave on time but don't. They say, "Leave it to someone else" to do what they should have done. "Why did you do that?" you ask, "It's the first time. What did you do? You said it yourself! It's just a little. It passes. Everyone does it. No one noticed," they say, "They just excuse themselves." These are the milder, in other words, "excusable" manifestations of betrayal, symptoms, and signals. In such an environment, irresponsibility, going under the heavy and over the light are not considered a crime. Betrayal is not an innate defect, it is the product of poor upbringing. The result of parents and teachers not accustoming children to unity

of word and deed, responsibility, and loyalty in a timely manner. What should be done? Again, again, and again, spirituality, again, education. We must ensure that each child has a level of loyalty to the Motherland that is age-appropriate. In matters of upbringing, the heart and language of fathers and mothers should be the same. Sometimes the father says “no,” and the mother says “yes.” The child is surprised to see that there can be two different solutions to the same problem. Fathers often offer pleasure with hard work, and mothers - pleasure without hard work. What if a child achieves a goal ten times by working hard, and ten times without working hard? He learns to be cunning. This opens the way to lies, hypocrisy, and pretense. In the work of the writer K. Chukovsky "From Two to Five", it is proven that in most cases, intelligence and alertness, talent and ability, or deceit and cunning in a person are fully formed and manifested in children by the age of 2-6. Loyalty is a test. Loyalty is a sign of a strong character in a person. It is built on a person's understanding of his duty. To fulfill his duty, it requires not to retreat from obstacles and difficulties, not to slip, not to turn back, to overcome them courageously and patiently, to torment himself, not to fall for distracting interests, ease, tricks, no matter how difficult it is, to justify the trust entrusted to him and achieve results, to be steadfast. The basis of upbringing is the family environment. A child grows up imitating what he sees at home. In a family, the father should be noble, broad-minded, calm, thoughtful, and a little political, while the mother should be kind, compassionate, not scolding children unnecessarily, and gentle. Another idea that many people think about.

Today, we need to think more deeply about the “buds of popular culture” that are emerging in the dress, behavior, and relationships of some of our girls, from school and lyceum students to colleges and universities. It is regrettable to note that some children are entering the educational institution in revealing clothes. Indifferently looking at how they dress and what they wear also leads to disrespect for our national values. We all know that they get such dress codes from television, the Internet, and other media, which constantly promote and incite them. The most surprising thing is that while some parents themselves contribute to such dressing, it is also true that some are powerless to prevent this situation. On February 18, 2020, the head of our nation, Shavkat Mirziyoyev, signed a decree “On measures to improve the socio-spiritual environment in society, further support the mahalla institution, and bring the system of working with families and women to a new level”[3].

In order to improve the family and its environment in society and create conditions for young people to grow up as a harmonious generation in a healthy family, the Ministry of "Support to the Neighborhood and Family" was established on the basis of the "Family" Scientific and Practical Research Center and the "Mahalla" Educational, Methodological and Scientific Research Center. Until now, attention to the family and the youth raised in it has been among the issues on the permanent agenda in our country. The Ministry of "Support to the Neighborhood and Family", established as a logical continuation of this attention, clearly confirms that in the process of rapid globalization, the informational family needs to be protected and strengthened as the main link of society, and the future of any state is closely linked to the strength of the family. Today, it is no secret that "mass culture" poses a threat to our country in various ways, under various "noble" guises. Especially when computer games that "force" young people to sit for hours on end promote evil, TV series about women who are desperate to get a DNA test done without knowing who the father of their child is, and the "best advice" given to women and men on the Internet about pleasure invite them to the streets of obscenity and debauchery. The most dangerous aspect of "popular culture" is

that it does not come suddenly. First of all, it teaches and accustoms people to it through very small details and insignificant events. Then, even if our 3-4-year-old child sings as a rapper, we will be careless when our son wears earrings in his ears and our daughter wears torn pants, calling them "modern." Moreover, we rejoice in the modernity of our child. "We offer the following as innovative methods of combating such negative manifestations of popular culture.

1. It is necessary to increase the number of films on our country's TV channels that reflect our nationality. For example, the national film "Shabnam" reflects the dress, speech, and modesty typical of an Uzbek girl and the Uzbek nation. Such films should be increased.
2. Taking into account the use of mobile phones by young people in educational institutions, it is necessary to create mobile applications (games) to sharpen the mind. We propose to develop crossword puzzles related to science.
3. Understanding oneself begins with knowing history. Our national history should be made into a film and shown on TV channels. Because someone will watch it, someone will eat it, and someone will remember it by reading it.

List of used literature

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