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THE IMPACT OF MASS CULTURE ON THE SPIRITUAL AND MORAL EDUCATION OF YOUTH IN THE CONTEXT OF GLOBALIZATION AND MECHANISMS TO PREVENT IT

Arzikulova Dilnoza Bakhtiyor kizi
Bukhara State Pedagogical Institute
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Abstract. This article analyzes the impact of mass culture on the spiritual and moral education of youth in the context of the acceleration of the globalization process. The development of information and communication technologies, the widespread use of the Internet and social networks, has led to an increase in young people's direct contact with various cultural currents. The article examines the positive and negative aspects of the impact of popular culture on the worldview, values, behavior, and social activity of young people. It also proposes effective mechanisms for protecting young people from harmful ideas, spiritual threats, and negative information influences, developing media literacy in them, and educating them in the spirit of respect for national and universal values.

Keywords: globalization, mass culture, youth, spiritual and moral education, national values, information space, internet, social networks, media literacy, spiritual threat.

Today's globalization processes are significantly affecting almost all areas of society, including education, culture, spirituality, and youth education. As a result of the rapid development of information technologies, cultural products created in different parts of the world are reaching a wide audience in a short time. In particular, the active use of the Internet, social networks, video platforms, and other digital tools by young people has a significant impact on the formation of their worldview and life views.

Globalization itself should not be judged as a positive or negative phenomenon. Because globalization expands opportunities for science, education, technology, intercultural dialogue, and access to modern knowledge. At the same time, the uncontrolled spread of information of various content and the adoption of foreign cultural stereotypes by young people without critical analysis create certain problems related to spiritual and moral education.

From this point of view, enriching the spiritual world of the younger generation, forming in them the skills of independent thinking, analyzing information, and drawing the right conclusions is one of the urgent tasks of today.

The interconnection of the concepts of globalization and mass culture

Globalization is the process of increasing economic, political, social, cultural, and informational ties between different countries and peoples. This process results in the interaction of cultural values and lifestyles of different peoples.

Popular culture, on the other hand, refers to a set of cultural phenomena that are intended for a wide audience and spread rapidly through modern communication media. Movies, music, advertising, television, internet content, blogs, videos, and various materials on social media are the main manifestations of popular culture.

It is wrong to judge all forms of popular culture as negative. It can broaden young people's horizons, help them learn foreign languages, acquire new knowledge, develop creative abilities, and understand different cultures. However, some of its manifestations may contain negative tendencies

such as consumerism, excessive individualism, the promotion of violence, and the idealization of a carefree lifestyle.

Negative factors of mass culture on the upbringing of youth

Since youth are one of the most active and influential segments of society, they can quickly absorb the influence of various information and cultural flows. Especially for young people whose life experience and critical thinking skills are not yet fully formed, content with negative content can pose certain risks.

First, certain forms of popular culture can cause an increased consumer mood. In advertising and some content on social networks, a person's value is displayed by contacting his material capabilities, appearance or possession of valuable items. Such views are likely to have a negative impact on young people's life goals and value systems.

Secondly, a change in attitude towards national and family values can be observed. When young people perceive their content in the process of studying samples of foreign culture without critical analysis, indifference to national traditions and values may arise.

Thirdly, excessive attachment to virtual environments can affect young people's real social relationships. Spending too much time on social media can lead to a decrease in live communication, a waste of time, and in some cases, a decrease in social activity.

Fourth, the spread of negative stereotypes and behavioral models is also a significant problem. Content that portrays violence, aggression, irresponsibility, or behavior that goes against norms as normal can have a certain impact on the behavior of young people.

Utilizing the positive aspects of popular culture

In the context of globalization, the main task is not to completely reject popular culture, but to rationally use its positive aspects and form spiritual immunity against its negative effects.

Today's youth have great opportunities through access to foreign educational platforms, scientific resources, electronic libraries, cultural projects, and creative platforms. They can learn foreign languages, get acquainted with the achievements of world science, and study the culture and history of different peoples.

Therefore, it is important not to isolate young people from external information flows, but to develop in them the skills of sorting, verifying, analyzing, and evaluating information.

Mechanisms for strengthening the spiritual and moral education of young people

Improving youth education in the context of globalization requires an integrated approach. The cooperation between the Family, Educational Institutions, neighborhood, State and civil society institutions plays an important role in this.

The first mechanism is to strengthen family upbringing. The family is the initial socialization environment of young people. Parents should communicate openly with their children, not be indifferent to their activities on the internet and focus on the formation of a culture of the use of modern media.

The second mechanism is the development of media literacy in the education system. It is important for young people not to accept any information on the Internet as true, to identify the source of information, and to distinguish between false and manipulative information.

The third mechanism is the promotion of national culture and art in modern forms. It is important to present national values in understandable and interesting formats for young people. Using modern videos, podcasts, animations, social media projects, and creative media products can be effective in this regard.

The fourth mechanism is the meaningful Organization of youth leisure. Sports, reading, scientific and creative activities, cultural activities, volunteering and various circles increase the social activity of young people and help protect them from the influence of negative information.

The fifth mechanism is the development of critical and independent thinking. Young people should be taught to compare different views, analyze evidence, and draw independent conclusions. This skill is one of the most important defenses against spiritual threats.

The harmony of national values and modernity

National values play a special role in the education of youth. Values such as centuries-old spiritual heritage of the Uzbek people, respect for adults, self-esteem for the little ones, loyalty to the family, hard work, striving for science, tolerance and patriotism serve as an important basis for the formation of the spiritual and moral image of young people.

However, it is not enough to explain national values to the younger generation only in traditional ways. It is necessary to promote them in a form suitable for the modern information environment. For example, increasing the availability of quality video content, podcasts, e-books, documentaries, and educational projects related to national history and culture can increase young people's interest.

At the same time, studying the cultures of other peoples does not mean abandoning national values. On the contrary, young people who understand their nationality, think independently, and respect other cultures can actively participate in the processes of globalization.

Conclusion. The influence of mass culture on the spiritual and moral education of youth in the context of globalization is a complex and multifaceted process. While some positive aspects of popular culture expand young people's knowledge and worldview, its negative aspects can lead to a weakening of spiritual values, an increase in consumerism, and negative changes in behavior.

Therefore, it is important not to exclude young people from the processes of globalization, but to prepare them for conscious and active participation in these processes. To achieve this, family education, spiritual and educational work in educational institutions, media literacy, critical thinking, the promotion of national values in modern ways, and the meaningful organization of young people's free time should be carried out systematically.

The most effective way to strengthen the spiritual and moral immunity of young people is not to impose ready-made prohibitions on them, but to develop their skills of independent thinking, analyzing information, distinguishing good from bad, and making conscious choices. Only then can the positive opportunities of globalization be effectively utilized and its negative impacts reduced.

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