

## **INFLUENCE OF MASS CULTURE ON THE FORMATION AND DEVELOPMENT OF THE SPIRITUAL AND MORAL IMAGE OF THE YOUNG GENERATION**

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### **ABSTRACT**

This article discusses the specific influence of mass culture on the formation and development of the spiritual and moral image of the young generation, it discusses the characteristics of national culture, the prevalence and history of the formation of mass culture, as well as changes in world culture. The article also describes the negative impact of mass culture on youth in the modern world and on its national development.

**Keywords:** Mass culture, national culture, world culture, youth, traditionalism, pedagogical factors, psychological influence.