

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.

INTRODUCTION, LITERATURE REVIEW AND DISCUSSION

The XX-XXI centuries are characterized by the development and deepening of integration processes. One of the manifestations of integration and globalization is the consolidation of mass culture throughout the human race.

Ensuring the continuation of reforms in Uzbekistan and the formation of a democratic civil society depend on the formation and culture of the spiritual and moral image of young people, especially the younger generation.

Today, mass culture is becoming the basis of world culture. Works promoting mass culture rely on general psychological characteristics and cognitive mechanisms. Because he has the opportunity to achieve his goals, regardless of the level of education of people.

At the same time, the education of community members is detrimental to such an event. So, as a person's level of education directly interferes with emotional perception. So, as mass culture is a phenomenon designed for emotional perception. On this basis, it is possible to formulate a basic description of mass culture. These are: mass culture is intended for a homogeneous audience: because it is based on an emotional, logically abstract, collective unconscious state; mass culture is a phenomenon that is easily absorbed and forgotten, condemning traditionalism and novelty and endorsing the old; popular culture is based on average standards of verbal communication.

It is generally accepted to interpret popular culture as a phenomenon associated with Western culture, and to consider it as an example of lack of ideology, poor quality and unaesthetic. At the same time, popular culture is interpreted as a form of mass culture. Mass culture has deep socio cultural roots.

Mass culture is a combination of moral values, which corresponds to the level of development and the taste of mass consumption of society. It was formed in the second half of the 20th

century during the formation of this society. The concept of a "cultural industry" appears, which shows not only the use of modern technology, but also the standardization of products - books, films, popular music. As a result, cultural texts became available to a large number of people from different social groups and social groups at the same time.

In the encyclopedia of pedagogy it is determined that "Mass culture (in Arabic - universal, related to the national)" - 1. A concept that expresses folk culture, customs, rites, art, etc. 2. An event related to the development of the media. 3. Mass production. 4. Complex, not always equally identifiable complex, peculiar form of culture". [1; p. 49].

Mass culture includes various cultural phenomena of the 20th century, spreading through scientific and technological development and the constant updating of the media.

The development, distribution and consumption of mass culture products are commercial in nature. The sphere of mass culture is wide: from primitive things (early comics, melodrama, pop, etc.) to complex, rich forms of content (some types of rock music, "intellectual" detective, pop art).

The emergence and formation of mass culture can be divided into two periods:

- passive dissemination of mass culture (the period before its development - XIX-XX centuries, so as the era of technology development);
- wide distribution (from XIX-XX centuries – to present). However, this period of activity pursued a negative goal (immoral qualities), which led to the disappearance of the full form of mass culture and turned it into a mass culture with negative characteristics.

Since ancient times, peoples have been divided into countries by common culture and traditions. This was undoubtedly a mass process. For example, traditions and customs developed in accordance with the mass structure of culture. But this development was passive.

Then, from the XIX-XX centuries, the development of technology, the appearance of numerous detective novels and works led from the appearance of mass culture to the transition to the stage of its development. As a result, cultural processes have become a culture in quotation marks. Taking advantage of this situation, some malicious political forces seek to instill such a "culture" in people's minds and make the world a standard one.

Theorists and historians of culture disagree on the period when mass culture became an independent social phenomenon.

In recent years, the Russian scientist E.Orlova [2] has developed a substantial theoretical basis for studying the social functions of mass culture. The main function of popular culture is to give people a more orderly presentation of the complex modern realities and provide a more widely used language of social communication. Mass culture creates an information environment in which all members of the community can receive information about stereotyped socio cultural situations and standard relationships due to the fulfillment of a number of socialization tasks [2; p. 4-10].

According to L.P. Morina [3], the goal of mass culture is not to fill leisure and overcome human stress, but to stimulate the consumer consciousness of the recipient (audience, reader, listener), this forms another type of passive, non-critical perceptions of man. Mass culture is the most common way of culture in modern society, where mass culture develops day after day, around the clock [3; p.13].

As you know, the main function of the mass media is to inform the public about events in the state and the world, about politics, economics, science, culture, the external environment and the inner life of a person, about the infinite variety of realities. Therefore, it is no coincidence that in the modern world there is an ever-increasing and fierce struggle for access to the media information resources, and their resources are undoubtedly the predominant component of the entire public information system. It satisfies human needs at the moment, takes into account and reflects any new phenomenon. That is why the samples of mass culture quickly lose their relevance, become obsolete and go out of fashion.

Critics for a long time evaluated mass culture and sought to reveal its negative aspects. At the same time, they argue about the low level of mass culture, the promotion of its inferiority products, consumer-oriented low level, focus on consumption and not on creativity, do not create a high demand for art in people, and suggesting unaesthetic. Among the main shortcomings of mass culture, experts also point out that this is just a fascinating way to spend time.

Numerous works promoting mass culture emphasize the purpose, meaning and value of life. Such works are of poor quality, lack of aesthetic values and contribute to the formation of a popular world view that is not based on critical thinking.

Mass culture also has its positive aspects. Firstly, due to popular culture, the general literacy of the population is increasing to some extent. Most people will have the opportunity to learn cultural values. To do this, you have to create many less proven products. They are published in such a way that people have to read other works together with these works. Secondly, popular culture plays an important role in overcoming.

Therefore, the formation of immunity against popular culture, informing young people about its harmful effects through national and universal values, centuries-old traditions of the Uzbek people, the heritage of our ancestors, based on the formation of students' analytical thinking, high taste and knowledge, should be one of the main tasks of the educational process in continuing education institutions.

Nowadays, popular culture negatively affects the consciousness of young people. At the same time, it can harm national development. This feature of mass culture harms the "origin" of man. Its real dangerous consequences could be the following:

- incorrect formation of the cultural consciousness of a person;
- violation of national culture;
- doubts about universal cultural values;
- departure from national spirituality;
- priority to profit;
- The secondary nature of spiritual consciousness and human morality;
- neglect of the elderly and the new generation;
- the formation of people who recognize an easy life as a basis.

So, as we see, if a person's "origin" is violated, it's easy to manage, and without realizing it, he will follow the stream of "mass culture".

According to the Russian scientist V.G. Fedotova, we can say that mass culture forms a "rootless individual." She believes that "through the media, masses of rootless people will be created, and society will be in a state of anomaly (loss of tradition and discipline)" [4; p.3].

If discipline is lost in society, then values and morality are lost. Accordingly, if morality is lost, a society will arise with a morally improved human mass. And this is the main goal of "mass culture."

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