

## MEANS OF COMBATING MASS CULTURE AMONG YOUNG PEOPLE

**Miralieva Dilafruz Takhirovna**

Senior Lecturer, Tashkent State Economic University, **UZBEKISTAN**

### ABSTRACT

The article highlights the problem of the spread of mass culture and its influence on youth. The essence of the concept of mass culture is revealed, various assessments of this phenomenon are given. The discrepancy between the goals and content of the national culture of the Uzbek people and modern mass culture was especially emphasized. Born in the face of globalization. In this regard, the need was identified for the formation of respect and pride among young people for the national spiritual values and high culture of their people.

**Keywords:** Mass culture, young generation, social worldview, impact, consciousness, ethical norms, historical and cultural experience, traditions, national values, mass media, universal values, spiritual threat.