

MEANS OF COMBATING MASS CULTURE AMONG YOUNG PEOPLE

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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.

INTRODUCTION

Throughout their conscious activities, our ancestors strove to educate the younger generation in the spirit of kindness and high culture and fought against mass culture. During the years of Soviet power, our people were distant from their own culture and, to a certain extent, were inclined to accept mass and, in particular, European culture. In different epochs there was no unambiguous talk of the concept of "Mass culture" Popular culture is often associated with the culture of the West (of course, not all) and is evaluated as an idealess, tasteless, low-grade. Uzbek oral folk art, which has absorbed the ideas of folk pedagogy, is recognized as a means of developing the common culture of the people. And in this sense, mass (nationwide) culture has deep socio-cultural foundations. The emergence of mass culture is associated with the intensive development of industrial production. The growth of industrial production required the mobilization of labor. As a result of the destruction of the feudal system, industry began to absorb labor resources. These factors served as an impetus for the formation of mass culture, which became an expression of the cultural needs of a new social layer. The emergence and spread of mass culture during this period contributed to the "translation" of social values into a simple language accessible to all, the development of mass literacy, and the publication of mass production.

MATERIAL AND RESEARCH METHODS

Over the centuries, from generation to generation, the social worldview and ethical norms were passed on on the basis of the relationship "ustoz-shogird" (master-disciple) according to a single tradition. Therefore, in ancient times, in the transfer of historical and cultural experience and ideas to subsequent generations, mass media and their use were very limited. During the era of socialism, this process accelerated significantly. Especially during the times of the former union, all schools, technical schools and higher educational institutions of the union republics worked according to a single curriculum, standard programs based on the general content of education and uniform textbooks. National culture, as such, did not develop, the principle of a single universal culture dominated, which was introduced into the consciousness of pupils and students.

In the 20th century, with the advent of radio, cinema, television, and computer systems, mass culture acquired new forms and began to spread rapidly. Favorable conditions have appeared for the formation of values and views of a mass character. Therefore, from the very first days of independence, the President of the Republic of Uzbekistan I.A. Karimov persistently emphasized the need for a deep study of the heritage of ancestors, the propaganda of true values and traditions, the elevation of national spirituality and culture. The development of physical education and sports contributing to the physical and mental health of the younger generation. Thanks to all these measures, you can achieve the formation of a harmonious personality. In the work of the first President, "High spirituality but conquered power," the thought that "the spiritual world of youth should not be empty is a red thread. We must instill a healthy lifestyle in the hearts and minds of young people, and from childhood form a sense of deep respect for national and universal values. "

RESEARCH RESULTS AND DISCUSSION

Unlike popular culture, mass culture has a national character. In most cases, the belonging of samples of mass culture to any nation can only be determined by the language or artist.

Elite culture often has no specific purpose. Differs in inexplicability. And its representatives claim a special status in society. On the other hand, popular culture is very popular among the population. Folk culture is always associated with a specific place of residence of people and is different from mass culture, which is in no way tied to a particular country or region. It targets a wide range of consumers and tastes. An important place in mass culture is occupied by the reflection of feelings inherent in man, love, admiration for beauty, striving for success. In this sense, mass culture seems to be close to real life, but it creates a panorama of life, values and a model of behavior.

Today experts assess the phenomenon of mass culture in different ways. In a generalized form, the opinion of experts can be expressed as follows:

1. Mass culture is a reflection of folk culture, traditions, art, rituals.
2. Mass culture is a phenomenon associated with the development of the media.
3. Mass culture is a spontaneous culture that is aimed at disseminating samples of immoral content and at satisfying the base feelings of the consumer, and therefore is a negative phenomenon.

In modern conditions of globalization, mass culture is becoming an effective means of influencing the spirituality and consciousness of members of society, especially youth. Popular culture, being contradictory, mainly creates a consumer mood. It supplants humane culture. It destroys its essence, as a result, people are in a state of unhealthy excitement and turn into an uncontrollable crowd.

In modern conditions many mass media "work" for mass culture, including television communications, which become its main source. In these conditions, human sorrow and joy, all the problems important for a person turn into a product that is presented in stencil packaging. As a product of globalization processes, mass culture is rapidly spreading, while the social essence of values is radically changing, which leads to changes in the consciousness and activity of the individual. As a result, a person and society are separated from their spiritual and moral riches and gradually lose them. In this situation, it is required to create means and methods of struggle against the essence of mass culture and its consequences. One of the important tasks of the continuous pedagogical process is the modern communication of explanations to pupils and students about the immoral essence of mass culture.

Different peoples and nations living in conditions of intensive development of information and communication technologies, including the Uzbek people, should be protected from the harmful influence of mass culture and protected from ideological threats. Social and cultural globalization today encompasses all spheres of social life, science, culture, education and spirituality. The first President of the Republic of Uzbekistan I.A. Karimov expressed his attitude to this higher problem: "If in such a situation independent thinking is not formed, an attitude to the national values accumulated by his people, there is no healthy worldview and will, then various kinds of spiritual threats, in obvious or a latent form, will gradually and irreversibly affect him "

That is, the most important task of teachers today is to prevent the impact of mass culture on youth, to strengthen the spiritual and ideological immunity of pupils and students based on national values.

It was noted above that the influence of mass culture on the consciousness of young people is growing. The means of influence are also expanding. All kinds of clips, films, social networks, runways and models show in some cases negatively affect the consciousness and behavior of young people, since by such means a way of life and culture alien to our people are promoted. At the heart of which is lack of spirituality. The head of our state has resolutely declared that moral destruction and violence are hidden under the mask of "mass culture," individualism and egocentrism are spreading. Its spread undermines the foundations of millennial traditions and values of other peoples, their spiritual way of life, creates threats to morality and causes concern for people.

Many educators, political scientists argue that commercialization, material gain and political goals are the basis of mass culture. From time immemorial, trade and commerce were associated not only with buying and selling, but also with the spread of a certain ideology. In ancient times, merchants and traders informed the population about the news, spread religious ideas, a certain ideology. Cultural and spiritual values. This method has not lost its significance today. And today merchants are the disseminators of culture among the people. The danger lies in the fact that if in former times people in this way recognized the culture and traditions of different peoples. Nowadays, mass culture captures the minds and hearts of young people who perceive the national values, culture and spirituality of their people through the prism of mass culture. This lightweight, soulless product attracts young people. As a result, not knowing their own culture, "young people prefer an alien culture. This path leads to oblivion of the values of the native people. In order to prevent such a situation, it is necessary, based on the heritage of ancestors, to form the younger generation respect for national values, a feeling of love for their people and Fatherland, pride in spiritual wealth and great history. In this aspect, young people should be guided towards constant appeal to the works of outstanding thinkers, classics of past centuries. And also to the work of modern poets and writers.

CONCLUSION

The works of Alisher Navoiy, Zakhridin Muhammad Bobur, Sirojiddin Said, Muhammad Yusuf, Azim Suyun, Omon Matchon, praising the homeland of backgammon, should be recommended for memorization. Knowledge of true values, disclosure of their meanings will help to resist the onslaught of mass culture.

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