



THE NEGATIVE INFLUENCE OF "MASS CULTURE" ON SOCIAL AND SPIRITUAL PATTERN OF MAN

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ABSTRACT

This article highlights the issues of "mass culture" and its negative impact on the consciousness and thinking of young people, its prevention, the formation of ideological immunity in the minds of young people against it.

KEY WORDS: "mass culture", global, globalization, threat, world, risk, spirituality, idea and ideology, man, youth, consciousness, immunity and culture.

INTRODUCTION

It is becoming more and more obvious that "mass culture" is primarily an expression of uncivilization and, threatening the moral security of the people, promotes such fundamental vices as violence against people, obscenity, murder and fanaticism, completely alien to our national spirituality. It must be understood that these factors under the influence of "mass culture" destroy the age-old system of values and lead a person in a downward spiral. Today, propagandists of "mass culture" seek to separate the nation from its identity and history, extinguishing feelings of patriotism and love for the Motherland in the hearts and minds of people, depriving the people of ancient spirituality and faith [1]. Of course, in such a situation it is necessary to be constantly on the alert, sensitive and wary of the threats of "mass culture", which manifests its own fundamental flaws.

STATEMENT OF MATTER

Today we are trying to shed light on "mass culture" and its negative consequences, which are considered the main social and moral threats and dangers.

Serious threats to undermine the spirituality of any people and nation are hidden under the cover of the "mass culture" that is widely spread in the West. The threat of "mass culture", promoted as a culture on a global scale, has a serious impact on the spirituality, worldview and morality of our youth.

The fact that the "mass culture", which is today expanding and changing its forms, is accepted by a large part of the ignorant and inexperienced youth as "European culture" and "freedom", requires all of us to seriously think about it. Why, it is very disturbing that under the influence of "mass culture" in the form of culture, attempts are being made to endure the hearts, minds and spirits of young people. Moreover, this ideological and ideological threat promotes the idea of abandoning the individuality of any people and nation[1]. If you pay attention to the essence of "mass culture", it becomes more and more obvious that it undermines the development of the country, showing subversive and destructive ideas. According to information and analytical studies, the main goal of the supporters of "mass culture" is to seize the material and spiritual wealth of the national state by emphasizing its moral security by instilling distrust in the development model.

In this regard, our national idea, which serves the ideas of goodness and humanity, serves as the idea of humanity, kindness and the creation of a new Uzbekistan, which we are building. As the head of our state Shavkat Mirziyoyev noted on this occasion: "Of course, we are doing a lot of work to educate young people who have independent thinking, modern knowledge and skills, and a sustainable lifestyle. But, to be honest, if we take into account the intense struggle to master the minds and hearts of the population, especially young people, and the growth of such threats as religious extremism, terrorism, drug addiction, "mass culture" around the world, the world today, the education of our children, the spiritual - we must not slow down our work in the field of education for a minute, on the contrary, we must wait for a new Bosch"[2]. Indeed, in ensuring national moral security in our country, first of all, it is important to eliminate threats to the spiritual, moral and spiritual life of people.



In connection with this issue, President Shavkat Mirziyoyev emphasizes that “mass culture” damages our national traditions and values[3]. Of course, such threats as “mass culture” creep in without noticing or even suspecting it.

As the first President Islam Karimov stated, "...we must not forget that a "mass culture" completely alien to us, containing spiritual and moral vices, can penetrate" [4]. This is becoming more and more important in today's globalization.

“If we define mass culture in a philosophical sense, then it is a complex, specific form of cultural existence, which is not always interpreted in the same way”[5].

There is only a melody that attracts a person. Scientist Nigina Shermukhamedova expressed her opinion: “Popular culture is formed on the basis of individual culture and elite culture, mass culture is spread and created by the mass media - newspapers, popular magazines, radio, sound recording, cinema, television, tape recorder and video recorder. the development of writing instruments paved the way" [6]. Time (period) itself proves that the teacher's thoughts are almost 100 percent correct.

The philosopher and scientist A. Erkayev said: “Folk culture spread very quickly and widely in the world. Popular culture has a lot of negatives as well as some positives. First of all, mass culture turns a person into a consumer who has lost his individuality in all areas, including culture and recreation, and the organization of free time. The spiritual and cultural products and works of art that it consumes are standardized and our national image becomes a commodity. Genres such as rap, rock, action, mystic-fantasy, thrillers, blockbusters confirm our opinion in music and singing. Various social movements and groups that appear from time to time under the guise of mass movements (hippies, punks, rockers and the gay (bald) movement, anti-globalists, etc.), films promoting pornography and violence, vampirism and witchcraft, cassettes with frankly pornographic scenes, exposure disks, etc. lead to the decomposition of the human personality and the dehumanization of society.”[7]. These are the facts, and it is a fact that we should make the youth immune to these things, not eliminate them or limit them. What do you mean? A person is arranged in such a way that if you forbid something, condemn and put up a barrier, he will try to pass through this barrier.

Although many scientists and artists and cultural figures interpret the concept of “mass culture” in different ways, nevertheless, it manifests itself in its negative impact on the thousand-year-old classic, that is, the retroculture created by mankind. in the 50s of the XX century, and it began to attract young people to its course. Nigina Shermukhamedova includes “mass culture” among the main features of globalization and lists the following: mass culture, first of all, begins to actively develop in the field of cinema, music, literature, and the production of consumer goods; the invention of television and its subsequent transformation into the main promoter of popular culture and a symbol of globalization[6]. Increasing the speed of information exchange and the creation of door-to-door tools serve as a means of spreading this culture. And the youth becomes its wide consumer.

However, under the guise of "mass culture" elements of lack of culture, moral decay and violence, individualism and egocentrism, planting ideas of deviant behavior, profiting from it, disregard for the moral foundations of thousand-year-old values, traditions of people's personality and way of life, and the threats aimed at their destruction, of course put a person at risk. Today, as the world is in the process of integrating cultures, the growing trend towards such silent, colorful cultural ideas is a periodic need and necessity[8].

CONCLUSIONS

As for the ideological manipulation of the younger generation, there is wholesale trade in various Internet and media markets. In the current globalized era, the Internet and television are the "leaders" in capturing the consciousness and thinking of young people. Now these tools are doing more harm than good. Telephobia, telephobia, and internetphobia set the stage for harmful ideas and habits of others to become a normal way of life.

Telephobia is that we make the phone a part of our life and life, we imagine that without it we lack something, we spend most of our precious time on it, which should be spent on good deeds, and this is necessary and You need to protect him, not yourself.

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