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THE ROLE OF ETHICAL VALUES IN THE FIGHT AGAINST INFORMATION ATTACKS

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ABSTRACT

The article philosophically discusses the issues of rational use of moral values created by our ancestors and passed down to us in the fight against information attacks that constantly threaten people's lives. In it, the fact that every citizen lives in the information world today and the existence of threats of various information attacks around him, and the issues of forming his ideological immunity against them are studied.

KEY WORDS: *society, man, spirituality, morality, information attack, information society, nation, state.*

Each era possesses a unique informational domain, enriching the processes of social development in society through reliance on innovations. In this dynamic, vigilance and awareness become imperative as societal demands, necessitating protection against various information assaults, particularly from the influence of information technologies in economically developed nations. The emergence of an information-oriented society has led to the evolution of informational-technical, socio-informational, socio-technical, and socio-anthropological characteristics. The informatization of society, driven by the proliferation of mass media, mobile communication, and the internet, has resulted in the escalation of new social challenges and an increase in information-related threats.

In an era where informational assaults are intensifying globally, we are witnessing the integration and globalization of ethical values while they retain their original essence. This process involves the eclectic synthesis of cultures, potentially leading to the adoption of foreign customs and the reevaluation of spiritual principles. However, the issue of informational assaults remains a socially significant matter due to its direct connection to societal progress.

Today, researchers emphasize the importance of studying concepts such as informational assaults, information expansion, information warfare, and cultural hegemony from the perspective of security, given their influence on human consciousness. In a world where informational assaults are expanding daily, it is crucial to prevent the degradation of ethical values and ensure their sustainable preservation.

As noted, “Today, threats aimed at corrupting the hearts and minds of our youth and leading them astray are intensifying around us. To combat such ideological assaults, we must collectively strengthen the foundation of our national ideology and enhance the cooperation among families, schools, and communities” [1, p. 367]. Only through such measures can the role of information in shaping the destiny of youth be effectively addressed with a strong sense of responsibility.

The family serves as the primary institution in fostering ideological immunity against informational assaults in society. This is because the family is where a child receives their first exposure to information and begins adapting to moral values. In today’s rapidly changing world, the preservation of ethical values and national traditions represents a moral obligation for both the state and the nation.

The increasing penetration of social networks into the spiritual realm of individuals has led to a concerning trend: families from nearly all nations are being drawn towards so-called “new moral values” influenced by informational assaults. The propagation of certain harmful ideologies promoting foreign cultures and lifestyles has had a detrimental impact, causing some young people to gradually lose their sense of identity and distance themselves from traditional values. The replacement of one’s moral values with those of another is an alarming phenomenon.

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As noted, "If we consider that the family plays a central role in shaping an individual, excessive use of social networks is creating a sense of detachment among family members. This, in turn, leads to a weakening of genuine relationships between generations, which cannot be overlooked" [2, p. 70].

To counteract such issues, it is essential to strengthen the ties of closeness and kinship among family members. Experts emphasize the need to cultivate mutual respect, open communication, emotional support, and consistent moral development within families to mitigate the negative effects of various informational assaults.

Every nation, within the framework of its reforms, prioritizes addressing potential scenarios where informational assaults might occur, aiming to develop the ideological immunity of its population against such threats. If we remain aware of the conditions under which informational assaults infiltrate—through which methods, channels, or actors—they can be countered effectively. By critically evaluating the sources of the information we consume and conducting thorough, impartial analysis, we can ensure that no one, under any circumstances, can impose their threats or influence upon us.

Rather than detaching our youth from social media, we must focus on teaching them to use it effectively, enabling them to distinguish between credible and non-credible information. This approach will empower them to become intellectual members of society capable of navigating the complexities of the digital world [1, p. 12]. Such measures encourage every individual to remain vigilant and to live with independent and well-informed ideas.

It is beneficial for every parent to monitor whom their children associate with, which social networks they use, and the entertainment content they consume, including photo-video clips, as well as whom they admire or follow in life. In Uzbek culture, traditional Eastern values and the Eastern educational system sometimes positively contribute by appropriately limiting the rights and opportunities of children. Today, various groups on social media attempt to infiltrate the minds of the youth with informational assaults, promoting discussions on freedom and criticizing existing conditions, which pose a serious risk to society. We must counter the influence of such idle and subversive ideologies by aligning our efforts with the national ideology and worldview, employing national methods and tools to reinforce our modern ethical values.

Today, it is no secret that under the guise of "mass culture" foreign ideologies are continuously infiltrating our national mentality and ethical values. However, we must not forget our beautiful Eastern ethical principles and national upbringing, even as we embrace Western democracy.

"When considering our future and the fate of our heirs, and our responsibility to protect them from misfortune and disaster, the first step is to elevate our own culture of thought. In a time when we are surrounded by aimless ideologies and illogical television series, it would be appropriate to adopt the method of educational hours within the family as a way to counteract these influences" [4, p. 8]. In every family, the child's behavior, eating habits, sleep patterns, choice of clothing, and what they view on social media are of utmost importance.

In the world today, the increasing infiltration of informational assaults into the minds of youth and children has been causing a range of socio-economic issues. It is essential to recognize that the responsibility for each child's development in the family extends beyond the parents to include the entire community. The harmful influence of various social networks and media outlets, which promote immoral behavior through certain television shows, is alarming as they draw numerous young individuals into their sphere.

In the family, cultivating a sense of patriotism in young people to combat informational assaults is vital, as it fosters love for the country, loyalty to the family, and respect for parents, all of which are high moral virtues. Providing education and guidance to children while protecting them from the external informational environment is essential. Social media plays a crucial role in introducing them to the achievements and progress of different nations.

However, it is necessary to learn how to prevent various informational assaults, engage in ideological struggles, and overcome ideological contradictions through the development of ideological immunity. In a time when the assault of shallow and superficial information on social media is intensifying, it is crucial for every individual to accept only information that contributes to national progress and the development of national culture. This depends on the high moral and intellectual level of each citizen, their sense of responsibility toward the progress of the nation, and the extent to which their ethical development is shaped. However, the widespread presence of pornographic sites on the internet calls for vigilance, as these sites often clash with our moral and aesthetic standards. In engaging with media and social networks, we must prioritize high-quality, morally and aesthetically valuable works. Otherwise, informational assaults may drag each of us into their sphere, leading to societal fragmentation. Today, social media is increasingly distancing itself from collective values and attempting to instill Western individualism in the minds of the world's youth. The rising tide of informational assaults, which encourage emotional responses over rationality, stresses the importance of

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creating a healthy spiritual and educational environment that shapes our children's instincts for self-governance, self-preservation, and striving for goodness.

In society, it is essential to strengthen traditional cooperation, mutual respect, and humanistic feelings among young people based on our ethical values, while reinforcing national identity through both the rich historical experiences of our ancestors and modern innovations. Alongside constantly enriching this process, safeguarding our national heritage and improving the spiritual and moral environment are our key responsibilities.

Across various regions of the world, informational assaults, ideological intrusions, and disruptive foreign ideologies are on the rise. The threat of "mass culture" is increasingly drawing youth into its grasp, while the scourge of terrorism and its machinations are jeopardizing human lives. There are also individuals who forget their true identity, confusing extremism with the righteous path. Thus, we must remain vigilant and aware of these dangers. For this reason, the need for mechanisms that continuously engage with young people and monitor their activities is becoming more urgent. The ability to counter informational assaults through social and philosophical thinking does not easily shape new worldviews; it requires time and effort. Protecting young people, who are often naïve, trusting, and lacking sufficient life experience, from such informational threats relies on our moral values, which serve as a distinct standard for safeguarding them.

Today, in Uzbekistan, there are many citizens who are able to shape their own destinies, understand their worth, live a dignified life, and effectively utilize the opportunities that humanity has achieved and implemented in practice. "The spiritual and educational level of citizens, in turn, alters the general condition of society" [5. 43]. This reflects a unique process in which each member of society develops a form of ideological immunity that enables them to resist informational assaults.

In general, it is well-known that informational assaults are being introduced to individuals through psychological means and are gradually infiltrating through various forms of entertainment. In this context, raising the cultural awareness and vigilance of society to ensure that individuals use information effectively has become one of the most urgent and indispensable tasks of our time. Only then will every step we take lead us toward creating a meaningful and productive social environment that is free from harmful informational assaults.

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