YOUTH - OBJECT OF MASS CULTURE IDEOLOGY

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ABSTRACT
The intensifying ideological struggle in the modern world to master the minds and hearts of the younger generation requires us to be vigilant and able to deal with destructive ideas. Popular culture participates in this struggle on the side of the reactionary forces. With its tested methods, it seeks to perpetuate values that are not characteristic of the millennial traditions of peoples. The study of "Mass culture" sets the task of examining the essence and its role in the modern ideological struggle, to show its destructive power in the life of society.

KEYWORDS- *Cultural adaptation, Underground, Westernization, Globalization, Dehumanization, Inculturation.*

DISCUSSION

The years of adolescence are considered the time of the formation of the inner world of a person, the norms of worldview and morality. In other words, youth asks a person the questions "Who am I?", "Why do I live?", "What needs to be done to improve the world?" - these are eternal questions that always face young people. If the answers to these questions are not found, this is fraught with violation of the norms and rules of a creative life. Some young people are not ready for this and make hasty conclusions, making mistakes. Young people, as a rule, are looking for answers to questions about the truth and pressing life questions, they direct their feelings towards the comprehension of the truth and the feeling of the spiritual perfection of the world.

The concept of youth as a socio-demographic group entered scientific circulation in the late 18th and early 19th centuries. Since the XIX century the public's attention to the problems of young people is increasing, especially to such issues as personal development, the problems of educating citizens of the corresponding society. We find these questions in philosophy, pedagogy, psychology, especially these questions are scientifically substantiated in the philosophy of modern times. People from 14-16 to 25-30 years old are young people. "Youth, as a special socio-psychological type, is determined by a special status in society, the laws of socialization, opportunities for education and upbringing."[1]

Young people are considered the main social group for the normal life of society. The relevance and increasing attention to the study of youth problems are associated with the issues of the continuity of generations and the reproduction of society. The life of society is largely connected with the positions of young people, their worldview, modern appearance, health, attitude to modern life.

The study of the influence of "mass culture" on young people from the point of view of socialization in society is relevant today. Socialization begins in childhood. This process especially plays a significant role in the upbringing of children and adolescents, since the basic moral norms are formed at this time. In a traditional society, eternal values were passed down from generation to generation. Undoubtedly, the life of young people, their socialization are associated with the traditions and way of life of society. On the other hand, at the present stage, the role of innovations is increasing. These two opposite tendencies today coexist in one social space, which leads to objective contradictions. That is, in the new socio-economic conditions, finding one's place, advancement in the social space, adaptation, inability to socially adapt, determines the culture of youth behavior today.

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[1] Philosophy-encyclopedic dictionary - T Shark. 2004. 121 pages

Today, the culture of self-expression, youth identification is associated with growing socio-economic inequality in society, its change, the crisis of the main institutions of socialization - family, school, army, labor collectives, replacement of the basic models of socialization, and an increase in the role of the media.

In these conditions, in the West, in some CIS countries, significant problems arose among young people associated with an increase in crime, drug addiction, alcoholism, suicide, unemployment, moral decline, remoteness from spirituality, breaking of stereotypes of thinking, attitudes towards work. For example, there have been many reports of suicide among young people recently in the media. Recent studies show that the Internet today has a strong psychological impact on people, in which pressing the "Escape" button forms the idea and fear of the end of life. Or the growing number of children and adolescents who want to change their sex, which is often supported by parents and doctors. Today, these issues cause heated debate among politicians and statesmen in the United States and Europe. The youth environment has a certain strength, therefore it is considered the main link in the socialization of society. If this activity is uncontrolled, it will usually be directed in a different direction.

According to psychologists, the concept of "ideal" appears mainly as a community of moral norms, becomes significant in life, is a model that personifies the best human qualities. The moral ideal in secondary socialization plays a major role in society.

The problem of modern society is that its ideals are formed under the influence of mass culture. Today, the concept of the ideal in society is being replaced by the concept of "idol". All this is an object of imitation for young people, which does not correspond to objectivity.

What kind of heroes does the mass culture of today's youth cultivate? Popular culture today has its heroes. In particular, the heroes of "mass culture" live in an environment where the manifestation of heroism is not required, they live in conditions where there is no room for heroism. These are, as a rule, gangsters, devoid of moral standards, police detectives, murderers, skillful demagogues or mastering the "Wild West" white people, comics or fantastic characters in "soap operas". Their names are constantly repeated in advertisements. Among them are Billy the Kid, the strongest of the scouts James Bond, the romantic gangsters Bonnie and Clyde, capable of everything Superman, Spiderman, Catwoman and others. The mass character of "mass culture" does not last long. In "popular culture" heroes are quickly replaced by new heroes known to the audience. As a rule, well-known heroes are created by advertising and mass media, directors and image makers using mass media create false ideas about personalities, politicians, movie stars, writers, etc.

In this regard, the heroes of mass culture are introduced to the consumer without obstacles through the image, taking advantage of the modesty of youth. Discussing the lives of the heroes in a childish way unites the interests of young people, which creates a special emotional environment, separate from the parents. It is known that high school students spend 30% of their time discussing the problem of "heroes" with their peers. Thus, the connection from parents directly passes to peers, traditional family ties of mutual understanding and faith are violated, relations between children and parents are aggravated, which leads to the undermining of family relations.

Researchers and specialists distinguish among the many problems of young people the "narcotic subculture" formed in the 20th century, more precisely, the traditions of consuming active psychotropic drugs, systems and methods of their distribution, searching for various psychotropic means of experimenting with them, protecting it from the encroachment of ill-wishers.

According to official data, there are 70 million drug addicts in the world. Most of them are people from 12 to 25 years old. This is a specially prepared audience for the distribution of drugs. This activity for profit is similar in nature to crimes, murder of adolescents, mass pogroms, wars, slavery, concentration camps. Such an attitude directed at children is contrary to morality. Various social studies have shown that the media plays an important role in the dissemination of information about drugs, 56.6% of young people receive information about drugs from the media.

All information received by young people from the media can be systematized into groups:

1. Promotion of sex. Sex associated with personal love and sexual intercourse is replaced by sex deviation: promiscuous sex, paraphilia, homosexuality, propaganda of open mass sexual intercourse, as a manifestation of supersensitivity).

2. Youth fashion. Promotion of clothing without distinction of gender (unisex). Disco fashion - consisting of elements of different cultures, that is, shameless clothing that is contrary to the modern accepted fashion.

3. Deviation - deviation from the accepted norms of morality of society and crime.

4. Mythology - extreme, oversensitive, drug propaganda under the guise of devilish temptation, astrology, UFOs, aliens from other worlds, etc.

5. Rock stars, rock music. Advertising of popular stars, royalties, distribution of information about fans, coverage of wealth of successes, personal

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dramas. Spreading news about deviant behavior as a main part of their life.

6. Venues (entertainment of the soul) - clubs, rock concerts, discos, mass celebrations in entertainment establishments.

Ideological colors are clearly visible here. This ideology destroys social norms, this is the ideology of withdrawal from society, the ideology of crime. It leads young people to create small groups with their own norms of behavior, leads to drug use.

Thus, popular culture denies the laws and norms of society, poses a threat to millennial prohibitions, calls into question the basic value of a person - his life. Its goal is to oppose young people to society, deviate from the right path, use the mechanism of self-destruction of the individual, open access to the consciousness of young people with myths about drugs.

Today, most people, especially young people, get ideas about the necessary style of behavior, lifestyle, career, relations between people precisely through mass culture. Food, clothing, housing, household appliances, household items, education also come to a person through the mechanisms of mass culture. Today, a product is considered prestigious and valuable when it becomes an object of mass demand. We can say that popular culture is becoming a means of stimulating consumption, for which advertising is actively used.

Popular culture is becoming the foundation of world culture, erasing and eliminating national boundaries. The works of mass culture are based on universal psychological (psychophysiological) characteristics and mechanisms of perception, which work regardless of the level of education and the degree of preparedness of the audience. Moreover, education is even harmful for her, since it interferes with the direct emotional perception that popular culture is aimed at. The main characteristics of mass culture can be formulated:

- focus on a homogeneous audience: reliance on the emotional, irrational, collective unconscious;
- fast availability and fast forgetting; tradition and conservatism;
- operating with an average linguistic semiotic norm; entertaining.

Popular culture surrounds the modern student at every step. Popular culture products play an important and sometimes a decisive role in the socialization of adolescents and young people. Hence the need for a serious study of mass culture, the ways of its influence on human consciousness. Who, no matter how a social science teacher, should show a teenager the difference between works of high culture and products of mass culture, interaction, interpenetration of mass, elite, folk cultures, teach

him to make a choice? Popular culture is inseparable from the media of communication. Channels for the dissemination of mass culture: radio, television, video, sound recording, cinema, Internet, etc. Thanks to them, the systematic distribution of cultural products through the press, radio, television, cinema, global computer networks is ensured.

It is known that the Internet today is the main and guiding force in the information space, an integral part of people's lives.

There are 1.5 billion Internet users in the world today.

In Uzbekistan, 8 million citizens use the services of this network.

On the Internet there are 10,000 negative and harmful sites promoting suicide, and even more terrorist and extremist sites that are contrary to the upbringing of children. The Internet today is skillfully used by political forces for their own selfish purposes.

Whoever owns information today rules the world, this thought is the leading one among the people of the planet today. Today, the activities of the Western media are associated with destructive processes that form negative emotions in a person of severe stress, fear, horror, immoral sexual feelings, pornography, the use of suspicious facts and events that negatively affect people's behavior. As a result, a rich, aggressive, false virtual world of threats and dangers is created that leads people to stress. A person creates a whole emotional spectrum of threats, fear, horror, hopelessness, disbelief, apathy. All this leads to inhibition, suspension of intellectual and moral activity of people, slows down or destroys the formation of a person as a person, thereby a person gradually breaks away from real life, the processes of personality development are disrupted.

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