GLOBALIZATION PROCESS AND MASS CULTURE

Ganiev Kamalidin

Associate Professor, Samarkand State University

ABSTRACT

In the 21st century, in the era of globalization and information, humanity is living in a very tense and difficult period, which is changing rapidly and radically different from the period that we have experienced before. Today, relations between peoples and countries are becoming stronger, more diverse and complex.

KEYWORDS: *globalization, localization, community, society, civilization, integration, development.*

INTRODUCTION

There are different views on the essence and image of the new century. Some call it the age of high technology, some call it the age of thinking, and still others call it the age of general information. But in the minds of many, this period seems to be a period of globalization. [1]. The constantly intensifying process of globalization, which does not recognize borders and territories, systems, makes humanity think.

Another feature of the globalization process is that under current conditions it has become an extremely acute instrument of ideological influence serving the interests of various political forces and centers. [2]. If we take the process of globalization only in the field of information, its influence is reflected in the incessant struggle to lead the world, to poison the minds of mankind, especially the minds of young people.

METHODS

Factors of globalization:

➤ economic, predetermining the perspective of the movement of cultures within the boundaries of modernization;

➤ social, predetermining the globalization of social action;

➤ a risk factor moving from local to global.

Depending on which processes - homogenization or fragmentation - will prevail in the course of globalization, the following concepts stand out:

✓ globalization based on the real diversity of the world (multiculturalism);

✓ the third direction, which stands somewhat apart, is the concept of localization as hybridization, which is an attempt to synthesize the global and the local. For the social structure, globalization means an increase in the possible types of organizations: transnational, international, macro-regional, municipal, local. Not only these types of organizations are important, but also those informal spaces that are created within them, in between: diasporas, emigrants, refugees, etc. Another dimension of hybridity is associated with the concept of mixed times: the alternation of premodernity, modernity, postmodernity. Within the boundaries of this direction, globalization is seen as interculturalism;

✓ despite a number of fruitful moments in the study of globalization, localization, the above theories have a common drawback: the problem is considered at an empirical, external, phenomenal level.

RESULTS AND DISCUSSIONS

The material superiority of an individual community over other communities led to conflicts - an inevitable clash of interests in the possession of even greater material wealth through the seizure of foreign territories and material values through wars. Thus, technocratism stimulates the emergence of the process of globalization, on the one hand, and, on the other hand, leads to the destruction of the equilibrium of civilization based on the destruction of the

equilibrium of the world communities that make up civilization, and to the emergence of a nonequilibrium state in the development of civilization, which causes the emergence of the process of localization, the collapse of empires into smaller communities, and, in the event of an extreme state of imbalance in the social system of civilization, wars arise. On the one hand, war is a negative phenomenon as an indicator of the extreme imbalance in the development of civilization, since in war there is a tendency to achieve the material superiority of one community over others through violence. Considered in this aspect, the war is an indicator of a sharp lag in the spiritual development of the ruling community from the constantly growing material potential of this community. At the same time, war has a positive impact on advancing high technology.

The process of globalization that the world is going through today opens up great opportunities for young people. However, some forces in the world seek to further complicate such a complex world. In particular, the forces that have always amassed wealth through violence and hegemony are widely promoting the idea of "mass culture". Today, this process includes music, videos and films of various genres, TV series, colorful entertainment shows, games. Anti-culture under the guise of "mass culture" arises and spreads. "Naturally, under the cover of "mass culture" the spread of ideas of moral depravity and violence, individualism, egocentrism, and, if necessary, enrichment, ignoring the thousand-year traditions and values of other peoples, the spiritual basis of life, and dangerous threats to destroy them [4]. Modern science also recognizes that this culture is based primarily on commercial and material interests. Works that disguise "popular culture" and promote ideas such as corruption and violence, which destroy the human spirit and poison the minds of young people, have nothing to do with real culture. Unfortunately, modern popular culture as a product of the civilization of the twentieth century is understood in a narrow sense as a combination of standardized consumer goods and "free" patterns of behavior.

Today, with the development of technology and the growth of wealth, consumer psychology is becoming more and more popular in entertainment literature, shallow adventures and detective stories, books about "free love", various TV and film series, shows, etc. Unfortunately, in the face of fierce competition, some entrepreneurs have gradually created a modern anti-culture, multiplying topics that arouse low passions in a person in order to make a wax profit. This has absolutely nothing to do with not only elite, but also with mass culture. That is why one should not confuse the real mass culture with the anti-culture disguising it. This is the demand of the times - to fight against anti-culture, its bad taste and immorality, products that offend and humiliate people.

It should not be forgotten that it cannot be denied that the undeveloped taste of some young people matches the presence of shallow foods that are common in popular culture.

Today, some young people perceive any information as an absolute truth. In addition to information that positively affects the worldview of young people, there are materials on the Internet based on destructive ideas, materials that promote unhealthy lifestyles, habits and skills. The international community is concerned about the perception of such alien ideas and information by young people on the Internet.

CONCLUSION

The most dangerous aspect of spiritual threats is manifested in the threat to the moral foundations of society. A form of aggression against morality, which to some seems insignificant, even pleasant, is associated with the phenomenon of "mass culture". It is important to understand the difference between the concepts of "mass culture" and universal values, their purpose and essence. To minimize the negative consequences of globalization under the guise of "mass culture" and attacks of various biased, biased information, it is necessary to raise the political consciousness, legal, moral and aesthetic culture of young people.

First, young people must fight these attacks with their intelligence, knowledge, and intellectual potential. To do this, parents should consider raising children as the most important task in the family. Thus, young people will be brought up self-respecting and strong-willed.

Secondly, the Internet today is one of the media influencing the minds of young people. Young people get all kinds of information from them, read it and accept it as truth, because they have a strong sense of confidence. Therefore, it is very important to form their ideological immunity.

In a word, to educate the younger generation in the spirit of universal, national values, cultural masterpieces from childhood, to form in them a critical attitude to the attack of alien elements, certain aspects of "mass culture", anti-culture.

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