



## THE NEGATIVE INFLUENCE OF POPULAR CULTURE ON THE MIND OF YOUTH AND ITS SOCIAL PSYCHOLOGICAL CHARACTERISTICS

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### ABSTRACT

in this article, the social and psychological features of "mass culture", which is gaining momentum in the world today, and its negative impact on the minds of young people, socialization of young people and their formation as a person are mentioned.

#### Key words

Popular culture, globalization, globalization, consciousness, psychological, ideas, Internet.

### АННОТАЦИЯ

в данной статье упоминаются социально-психологические особенности «массовой культуры», набирающей сегодня силу в мире, и ее негативное влияние на сознание молодежи, социализацию молодежи и формирование ее как личности.

#### Ключевые слова

Массовая культура, глобализация, глобализация, сознание, психологическое, идеи, Интернет.

### INTRODUCTION

The 21st century presents humanity with a number of universal problems. Relying on the material and spiritual achievements of humanity in its development, creating a new, modern, democratic, humanitarian, civil society based on the principles of civil society and fair for all nations, peoples, regions, and the formation of which is accelerating under the influence of globalization. is entering the process.

It is recognized that among the political, economic, and military threats known in the history of mankind, there are also ideological and spiritual threats. It is no secret to anyone that the forms of ideological attacks such as exporting foreign ideas and democracy, promoting obscenity as culture in other countries, showing violence and violence as art are increasing day by day. Young people are the target of these attacks, and the fundamental threat to our society is increasing.



That's why it is necessary to establish the principles of a healthy lifestyle among young people, to protect them from drugs, immorality, threats and dangers under the guise of "mass culture" from all kinds of harmful influences coming from outside. It is natural that the various attacks, malicious attempts to capture the minds and hearts of our youth are growing stronger and more, it calls us all to be more alert and aware.

For this reason, it is necessary not to ignore the issues of establishing the principles of a healthy lifestyle among young people, protecting them from drugs, immorality, all kinds of harmful influences coming from the outside, threats and dangers under the guise of "popular culture". .

The main task of ideological education in the conditions of Uzbekistan is to explain to the general public the essence of the ideology of national independence, and especially to inculcate in the minds of young people the age-old dreams and goals of our people to build a free and prosperous Motherland, a free and prosperous life. Because the 21st century in which we live is the century dominated by intellectual wealth.

Whoever does not realize this fact in time, if the pursuit of intellectual knowledge and intellectual wealth does not become the meaning of daily life for every nation and state, such a state will inevitably be left out of the way of world development. It is important to study the ideological and spiritual threats, their appearance and consequences on a scientific basis, and draw conclusions that prevent the young people growing up today from entering life as a well-rounded generation in all respects.

Certain recommendations and conclusions were given in the article, and a number of tasks were defined in order to prevent the emergence of ideological gaps in the worldview of young people, to protect them from various ideological and spiritual threats and pressures:

- to be consistently aware of the social and political events taking place in the country and the world, to react to them with political literacy and to be able to explain them to the students;

- creating a detailed understanding of the ideological pressures, spiritual threats facing our youth today, various political forces, religious currents and their essence;

Based on the above tasks, it can be emphasized that "Strengthening the faith of our people, first of all, our youth, strengthening their will, raising them to become well-rounded people with their own independent opinion. To establish in their thinking the virtue of not forgetting their identity, preserving and respecting the sacred values of their ancestors. It is to make them live with pride that I am an Uzbek child."



## MAIN PART

Mass culture is a set of cultural elements that are produced in large quantities in an industrial way and satisfy the needs of the whole world. Today's modern science recognizes that "Mass culture" (English-mass culture) is based on commercial, material interests. This way of life is promoted, distributed, implemented through mass media and other means. The content of popular culture consists of modern industrial production, film and television, books, newspapers, magazines, sports, tourism and others. It is consumption of products - mass consumption, because the audience that consumes this culture is a mass audience consisting of fans of large halls, stadiums, movie screens, and television.

Today, most young people learn manners, dress, and manners mainly through popular culture. Advertising also serves this. For example: singing in a new direction, various musical shows, blockbuster films, while serving to profit and gain wealth, affect the education of young people. This paves the way for "Popular culture" to open its arms. Manifestations of "mass culture" are forming certain patterns that determine the taste of society members, which at first glance seems harmless, even pleasant. It is dangerous because the creators of the new society are not only pulling young people into their trap, but also turning them into propagandists of this culture.

By the 50s of the last century, it became difficult to imagine a person's life without mass media. By means of new means of propaganda, they are trying to realize their goal of subjugating peoples and establishing rule in new territories by fundamentally changing the form of colonial policy.

The negative aspect of "mass culture" is that it opposes the free thinking of mankind tooth and nail. At first glance, it seems that "mass culture" is superstition and a supporter of human will, but if you pay attention to the basis of its science and practice in all areas, it becomes clear that it is contrary to human thinking and thinking. First of all, "mass culture" does not allow the socialization of an individual. On the contrary, it creates a generation that is indifferent to the events and processes happening around it, completely indifferent to the fate of the country, and in general, it encourages any kind of action that serves the prevailing mood of indifference in the society.

In his works, the President always expresses his opinion about the need to create a strong mechanism to fight against this danger, and emphasizes that it is possible to bridge the gap between concepts under the guise of "popular culture" and universal human values. "Popular culture" pursues the spiritual and moral values of the society, in a word, the national and domestic life. It is worth noting that there are even cases of alienation from national and religious education and



traditions, and calls to disregard them. Those who seek benefit from this become victims of various alien forces.

If we think about the methods of combating this evil, we would say that as a solution to this problem, education should be national, and young people should be brought up on the basis of national ideals.

Every nation in the world has its own traditions, customs and national values. The spiritual standards that sprouted in a certain land and were formed and polished over hundreds of years are the priceless wealth of this nation and people. In the processes of technology and technology, which are rapidly entering our lives, a deeper understanding of the essence of such wealth is of urgent importance. The "mass culture" that is taking a sharp turn today is also one of the spiritual threats.

Keeping pace with modernity and rapid development is becoming the way of life of our youth. Of course, this is a good thing. Because the ability to speak several languages, access to the Internet and learn about world news indicates that their knowledge and worldview are expanding. However, it is no secret that the struggle of different ideas, information attacks, and ideological pressures are increasing in the process of globalization. Even a small message that seems insignificant today can be a force capable of changing the lives of people, especially young people.

At the moment, the corrupt forces that forcefully promote the "single and standard" of democracy, freedom, and transparency in the world are trying to use different ways to influence people's minds. In this way, "mass culture" serves to subdue a very important task - human spirituality. In their opinion, the national culture, spirituality and values of every nation, country are "old fashioned", and the "culture" they are "eye-to-eye" is based on free use of freedom of everyone, which does not restrict human rights.

### **CONCLUSION**

The most effective way to fight against "mass culture" is to educate our boys and girls from their youth to be of high cultural level, possessing taste and insight, independent thinking, enlightened. Young people with such qualities are afraid of examples of "mass culture" in which destructive ideas are born.

One of the most dangerous threats of today, without a doubt. Religious extremism and terrorism. This danger, along with other evils, first of all tries to capture the hearts of young people, thereby filling their ranks. Religious extremism and terrorism also try to mask their evil goals with different ideas. They are "building an Islamic state", "religious purity". Under the guise of the idea of uniting people on a religious and national basis, and disguised as the idea of uniting people on a secular and national basis, they try to commit subversion and bloody crimes in different regions of the world. The worst thing is that they try to commit all these heinous acts by the hands of young people.

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Of course, we touched on only some of the modern threats against the lives of young people. In fact, this list can be continued for a long time. But all of them are essentially the same, contrary to our national nature, old values, and human aspirations. Therefore, our society should fight against them in solidarity. Only then will we be able to raise our young generation healthy and well-rounded in all aspects.

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