

## "POWER CULTURE" TO THE MIND OF THE YOUTH THE ROLE OF NATIONAL VALUES IN THE STRUGGLE AGAINST THE INFLUENCE OF .

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### **Annotation**

*In this article, the role of national values in the fight against the influence of "popular culture" on the minds of young people, the attitude of young people towards "popular culture" was defined as the object of research. Information is provided on the sociological study of their evaluations of "popular culture" and their relationships based on them.*

### **Key words**

*mass culture, evaluation, youth, sociological, activity, scientific potential, national and universal values.*

### **INTRODUCTION**

The complex globalization changes taking place in the current world are creating spiritual and ideological conflicts in the culture of different peoples, nations and peoples. Especially in the current situation, where the main task is to develop national cultural models, timely elimination of the danger of ideological threats of a negative nature coming from outside is becoming urgent. At the moment, in most countries of the world, the threat of "mass culture" that erodes the roots of national culture, leads young people to immoral ideas, and has a negative effect on their spiritual consciousness has increased.

As the President of the Republic of Uzbekistan Sh.Sh.Mirziyoyev noted: "You, the worthy representatives of our country's youth, the owners of our tomorrow, our dear sons and daughters, our age is equal to you, regardless of differences in position. I've been dreaming of having a sincere, sincere conversation for a long time. Today, it is my job to get to know your hearts, thoughts, goals, and, if necessary, unfulfilled intentions, critically evaluate our work on youth policy and make appropriate decisions based on this. I think it is very important. It is known that education of the young generation has always been important and relevant. But in the 21st century in which we live, this issue is really becoming a matter of life and death" 1 . In this regard, in the conditions of current globalization, the need to

deeply study the problems related to ideological relations and to find their solutions is increasing. on my finger [1-3].

Indeed, today the attention of the whole world community is focused on the problems of prevention of the negative effects of globalization processes and "mass culture". In particular, in the conditions of our country, the sociological analysis of the phenomenon of "mass culture" is becoming an urgent task. Because we are mobilizing all our strength and capabilities to ensure that our nation is not inferior to anyone else in the world, and that our children live stronger, more educated, wiser and certainly happier than us. is enough. If we lose our vigilance and sensitivity, determination and responsibility in this matter, if we leave this very important work to its own devices, if we lose our sacred values. and by losing our spirituality and historical memory fed by them, we may ultimately deviate from the path of universal development that we strive for. A nation that does not know its history and forgets its past has no future. In Uzbekistan, youth and teenagers make up 60% of the total population. Taking into account this demographic indicator, any socio-political phenomenon, including the elements of "mass culture", which negatively affects the consciousness of young people, will endanger the lives of individuals, society and the state in the future. It is the need to systematically study these cases that determines the relevance of this work. This situation requires the formation of conceptual directions for the prevention and elimination of ideological threats and the development of the most optimal ways of participation in this process. is gaining.

Object and subject of research. The attitude of young people towards "popular culture" was defined as the object of research. It is about their "popular culture". the sociological study of the values and their relationships based on them is the subject of the research.

The purpose and tasks of the study. The purpose of the scientific article is to research the content and essence of "mass culture", its national culture, its influence on the human spiritual world, the changes taking place in the morals and worldview, thinking and spirituality of young people in the context of globalization, and to educate young people It consists in studying methods and means of protection from ideas [4-7].

#### MAIN PART.

Since the first years of our country's independence, special attention has been paid to the education of a well-rounded generation. In the future, the development of our society, the development of our country depends on the next generation's maturity, scientific potential, education based on national and universal values. In

the current complex and dangerous period, when ideological, ideological and informational struggles are intensifying in the international arena, it is necessary to protect our youth from ideological attacks, to form a conscious attitude of our compatriots to life, to increase the sense of involvement in the events happening around us, which may endanger the independence of our country and our peaceful life . It is necessary to carry out work by turning it into an activity program of information-resource centers to carry out a consistent fight against aggression.

Thanks to independence, there was a revival in our cultural and spiritual life, the noble intentions of our people began to be realized, and we were able to deeply study the path of historical development and activities of our ancestors. Attention and interest in our national and spiritual values increased. We had the opportunity to get acquainted with the lives of our national heroes such as Muqanna, Temur Malik, Manguberdi. Undoubtedly, the time we live in is important for our future history. Therefore, looking at our prospects with great interest, thinking about the fate of our nation, deeply feeling our responsibility to history, looking carefully at our past, and preserving our spiritual and cultural heritage, created over the centuries and passed down from generation to generation [8-10]. We need to restore our past wonderful spiritual values. It is the task of the present generation to preserve and develop the cultural and spiritual wealth and national values of our people. It is not only a matter of having the cultural and spiritual wealth of the past, but also of being able to take it deep and raise it to a new high level.

Centuries-old traditions, culture, traditions, holidays, rich ancient heritage of our people have their special place and importance in the study and development of our national and spiritual values. The national values of our people, inherited from centuries to centuries, were formed in a long historical process. Their past created the civilization of Central Asia, which spans more than three thousand years. Our national and spiritual values are also characterized by the priority of such things as respect for the place of birth and motherland, loyalty to the memory of generations, respect for elders, politeness in dealings, modesty, respect for this civilization. Respect for the past and cultural heritage is, first of all, respect and kindness shown to the people who are its creators and developers. The future of a nation that pays great attention and respect to its past history, culture, historical heritage, and national traditions will be bright. The better we know and respect our past, the more deeply and fully we understand the present, the prospects and importance of our independence. Definitions of the concept of value from the point of view of social philosophy show the existence of different approaches in many scientific literatures, and sometimes there are cases of their complete denial of each

other. For example, in "Encyclopedia of Philosophy" the concept of value is described as follows: "Value is a philosophical and sociological concept. First, it expresses the positive or negative value of an object, and secondly, the normative determining-evaluative aspect of social consciousness (subjective values or consciousness values)" at the same time causing a number of scientific confusions in determining its true nature is issuing.

The reason why problems related to values have become one of the main topics attracting the attention of philosophers and researchers is that it is in harmony with the principles of democracy. T.Abdullayev analyzed the national and international relations in marriage and the values related to them in his doctoral thesis entitled "Dialectics of national and universal values in the field of marriage" 25 .

I. Saifnazarov 26 , F. Saifnazarova, "national-spiritual values are a complex social-spiritual phenomenon, which covers the nation's language, culture, history, customs, and total spiritual wealth." In our opinion, when we say value, we mean the set of all material and spiritual assets that are important for people and humanity, created by certain peoples, nations, peoples or social groups in the course of their historical development, and serve their interests and goals. it is necessary to understand. Values are a rich and multifaceted concept, including natural, socio-political, legal, material, spiritual, religious, moral, artistic-aesthetic, etc. Any value is a product of human activity, an expression of his attitude towards the environment. Value is a necessary product of social and spiritual development of society. Each value is a product of the conditions and needs of a certain period, as well as its reflection. Values have a social nature, they appear and develop in the course of people's practical activities. Where there is no man, there is no value. Values are a set of things, events and spiritual processes that are necessary and beneficial for a person's activity in various fields, primarily in the field of production and labor. occurs depending on . Spiritual values, including high spirituality, morals, faith, belief, honesty and good behavior do not appear in a person by themselves. Spirituality itself is a characteristic of a person, it is formed in the process of social life, education, work, life experience, becomes polished and becomes a spiritual essence. The earlier the concepts of education, morality, and high spirituality given to young people are started and brought up, the stronger its effect will be. After we gained independence, changes began to take place in the content and essence, methods and forms of youth education. Formation and development of national values has become the main place in education. Attention to our history, culture, and national traditions has increased. The proof of our

opinion is that the formation and strengthening of national pride in young people is given special importance. In the new environment that is being created, it is possible to notice the growing spiritual needs of young people. The formation of spiritual needs and their satisfaction is much more difficult and complicated than material needs. Spiritual needs of each person have different levels and quality indicators, depending on his mentality, worldview, moral qualities. Spiritual needs consist of a complex of intellectual, moral, ethical, scientific, political, religious, philosophical needs. This process is formed in some people through sensations, imaginations, perceptions, feelings, while in others it takes place in connection with the phenomena of thinking. Since the spiritual needs of a person first appeared as a natural, legal phenomenon, these needs are a component of the concept of true humanity, regardless of different times, different conditions and different relationships. Currently, the reforms and changes taking place in the economic, socio-political, legal and cultural spheres of Uzbekistan are aimed at improving human life. well-being to provide his material and aimed at satisfying spiritual needs. Spiritual needs of young people are formed based on national culture, values, customs and traditions. In all countries and social systems as a whole, man is considered the highest value. Indeed, both history and historical development are nothing but human activity. Islamic teachings contain many valuable advices and opinions about human education and morals. We all know that the Holy Qur'an and hadith are an incomparable source for the spiritual perfection of a person. Eastern thinkers, scientists and scholars have created thousands of books and wisdoms on manners over the centuries [11-12]. To glorify a person, to sing about his high qualities, to care about his mental and spiritual purity is an aspiration characteristic of every historical stage. Various changes are taking place in the development of society. People's outlook, thoughts, thinking, and religious ideas are constantly changing and being renewed. But at all times, the issue of understanding the essence of a person, his manners and morals, his faith and beliefs, his abilities and talents, does not get old. The inner beauty and dignity of a person has been of interest to philosophers and scientists of the East since ancient times. That is the main reason why he is called "the crown jewel of the universe", "the leader of the whole universe, the jewel of the universe", "there is no equal". In fact, man is the most complex, supreme being in the world. That is why honoring his dignity, improving his life, increasing his well-being, maintaining his health, raising his culture, knowledge and level, protecting his life in every way is at the center of our state's policy. Great work is being done in our country to protect a person regardless of his nationality, gender, race, care for his condition, improve

his life, and create suitable conditions for demonstrating his abilities. At the same time, it is necessary to improve the spiritual and spiritual environment in the localities, to study our exemplary traditions based on our national values and the humanitarian essence of the Islamic religion, to awaken good feelings in the hearts of our compatriots, to develop unique human qualities in our children. to make exemplary characteristics such as kindness and mutual kindness an integral and integral part of the way of life of our nation; Taking into account the fact that the consciousness, thinking, and spiritual world of our people are changing in accordance with the times, it is of great importance to implement the urgent tasks aimed at ensuring the national awakening, the deeper penetration of the national idea into the life of our society. not only the creation of the necessary conditions for education, but also spiritual and educational maturity, morality depends in many ways on the education of each person. Loyalty and self-sacrifice to the motherland and parents do not appear by themselves. On the basis of these lies the education given to young people in the family, educational institutions, and neighborhoods. Education instilled in the family is of great importance in the formation of high human qualities such as love for the Motherland, kindness, and mutual respect. Family is the most important part of people's life, a small cell of society, social and cultural basis. Family is a unit based on natural-biological, legal, spiritual relations of people. The family embodies national traditions and customs, and performs the important task of preserving, learning and passing national traditions from generation to generation. A person's independence, outlook, behavior, manners, morals, attitude and respect for representatives of different nationalities, interest and need for cultural and spiritual values, all these are formed in the family. In Uzbek families, real human qualities such as hard work, respect for elders, kindness, faith and spiritual purity, building and strengthening a family, striving for knowledge are instilled in each person with mother's milk. Today, in our country, the legal foundations of family relations are strengthened, the interests of the family, motherhood and a number of measures aimed at further legal protection of children's rights, preservation of family health and protection of its economic interests are being implemented. Morality defines the standards of self-management in human life, the culture of dealing with others, the criteria of honest work and proper living. Because of this, the main goal of education is to form high moral qualities in every person. The importance of upbringing and education in the formation and development of the society's spirituality, in the restoration of moral values, is enormous. Our values in the field of ethics and education are not only a national heritage for us, but also a spiritual wealth that can take a great place in the

spiritual life of mankind. Restoring our national and moral values, fully enjoying them, introducing them to the younger generation serves as an important factor in strengthening our independence, instilling qualities such as humanity and patriotism in people. Ethical values represent the historically comprehensive relationships of people to each other, to the community they belong to, and to the Motherland. Morality consists of a set of certain behavior, manners, behavior, rules and principles. Etiquette, norms and principles exist in human interactions. It is as a result of these relationships that concepts such as good and bad, duty, conscience, honor, justice, and happiness are formed. Any behavior of a person realizing the interests of the family, society, people, and nation is evaluated from the point of view of the category of goodness. All moral standards, like the rules of behavior, arise on the basis of total human values and the requirements of the development of society, acquire a new content, a new form, enrich and improve. Moral values and virtues, national aspects of their formation are always preserved and tend to be important for the development of society. The national spirituality of our people, the oriental moral qualities of men and women, the spirituality of parents and children, neighbors, neighborhood relations, honesty, faith and conscience, is our society today. serves as an important factor of development. Our society respects every person and uses all its possibilities to improve his life, to increase his knowledge and cultural level, to develop his abilities in all ways. In order to strengthen the foundations of our independence, it is extremely important to accelerate the pace of cultural, spiritual and moral development of the members of the society, to rationally implement educational activities, and to regularly carry out educational activities. If a person does not receive proper education, his activities will be harmful to society. All problems in the life of the society are realized on the basis of selfless and honest work of spiritually mature people. Basically, morality is the core of spirituality. The concept of human morality does not consist only of greetings and politeness. Morality means, first of all, a sense of fairness and justice, faith, and honesty. The future and development of our country depends on the upbringing and education of the young generation. Young people are the future of our country. We entrust the fate of Uzbekistan to them. For this, young people should deeply understand and feel the essence of the complex task assigned to them, and prepare for it now. One of the important tasks facing our society at the moment is to make the formation of a sense of patriotism among young people the main goal of the system of education and training carried out in general education schools. Young people do not feel proud of their country. Love for the motherland enters a person's heart with mother's milk. It is important to

form and develop feelings of love for the country, the Motherland, and confidence in the future have. [13-14]

Educating young people on the basis of national values serves to increase their social activity and serves as the main and determining factor in their spiritual perfection. Based on the above, the following conclusions can be reached: - values have a social nature and are formed and developed during the practical activity of people; - even if the values created by our people are the product of certain social development, in turn, they are also an important factor that has an extremely large impact on the development of society, the education of every citizen, especially the youth; - all types of our national and spiritual values are human are tools that serve to lead a prosperous life, to live freely, and to achieve spiritual and moral maturity. Although there is harmony between national and universal values, the wonderful values created by our people have been preserved without losing their identity. Currently, it would be appropriate to carry out the following tasks in order to further develop our national values and educate our youth based on them: to restore our national and spiritual values, to raise and further develop our values that have been innocently condemned and declared backward in this regard. approval; to educate people in the spirit of universal values by improving our national values; Accelerate integration processes in terms of in-depth study and analysis of the rich spiritual heritage created by the peoples living in this region together with the countries of Central Asia; Acceleration of efforts to translate the rich scientific, philosophical, historical, literary heritage stored in the archive funds of the Central Asian countries; In addition to providing comprehensive support to young people to assimilate our national values, culture and spirituality more deeply and fully, political-enlightenment, which was widely used in the past their work revitalization; culture to the field development of the State Program for the development of national culture with the participation of all relevant tasks, science, culture and educational institutions, and its consistent implementation in life; updating and re-developing all the series of social sciences, taking into account national values, our cultural heritage, rich traditions; Conducting political studies in higher and secondary special educational institutions, schools, and labor unions. Because only a person with high culture, enlightenment, ideological and political maturity can become a force that ensures the economic, social, political, cultural and spiritual independence of our country. The future of the country, its socio-political and economic stability is undoubtedly in the hands of young people. Educating young people in the spirit of loyalty to the Motherland is one of the urgent issues of today. is one.



## CONCLUSION

In short , in today's era of globalization, our main task is to protect it from various informational attacks and foreign ideology. However, some world powers are trying to make things worse. In particular, under the name of "popular culture", the forces that have always benefited from violence and hegemony are widely promoting various negative ideas. This process today covers all videos and movies in rock and pop music, other genres, series, entertainment, games. Ancient culture spread under the name of "popular culture". is going

Sociologists say that the supporters of "popular culture" are people swimming in an unknown direction. For such a person, the principles of morality are secondary, because his mind is mainly focused on simple, primitive and unnecessary things and issues. Preserving and developing morality and national culture is the most urgent and priority task for every nation that chooses the path of independent development and builds a new society.

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