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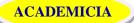
## ABSTRACT

This article provides an analysis of the concepts of culture and "popular culture". The negative impact of "popular culture" on the education of young people was revealed. It was noted that it would give negative results. The need to educate young people to be perfect people was highlighted. Data were obtained from reliable sources. Often, in conversations, some intellectuals complain about the negative impact of bad music, bad movies, traditions that contradict the psyche and spirituality of a particular nation on the minds and hearts of young people in general. Today, if you turn on the TV and radio channels, browse the press, or "travel" through the "jungles" of the Internet, you will no doubt encounter more harmful information than useful information. In contrast, Western life is praised as rising to heaven like heaven. All these factors make it necessary to establish a consistent spiritual education in a developing society. Take samples of the culture or lifestyle that is promoted through single commercials. While it may seem as if a simple fabric necessary for need is being propagated through them, there is something hidden behind it that is not in line with our national ethics.

## **KEYWORDS** *Culture, "Popular Culture", Value, Idea, Ideology, Upbringing, Kitsch, Original, Surrogate, Mask, Essence, Meaning, Content.*

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