

CHARACTERISTICS OF FORMATION OF IMMUNITY AGAINST "PUBLIC CULTURE" IN ADOLESCENT STUDENTS ON THE BASIS OF GENDER APPROACH

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ABSTRACT

This article analyzes the specifics of the formation of immunity against "mass culture" in adolescent students on the basis of a gender approach, thinking that adolescence is a complex, controversial period, the development of self-awareness and self-esteem during this period. Popular culture products easily attract the attention of young people. Because mastering them does not require intellectual effort. Adolescence is a favorable time for the emergence of the first bases of the tendency to "popular culture". Therefore, in the educational process, the formation of immunity in adolescents against the negative aspects of popular culture is required. Thus, the formation of immunity against "popular culture" plays an important role in the education of the individual, in the formation of features and qualities inherent in the requirements of society.

KEYWORDS: *Gender Approach, Popular Culture, National Culture, Adolescent Students, Girls, Boys, Social Roles, Pedagogical Factors, Gender Conflicts, Behavioral Norms, Values, Gender Consciousness, Popular Culture Views, Psychological Characteristics, Development Lines.*

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