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YOUTH EDUCATION OF PUBLIC CULTURE NEGATIVE EFFECTS

Bahauddinov Shamsuddin Salievich*

*Doctoral Student of NSPI named after Ajiniyaz,
Nukus, UZBEKISTAN

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.

INTRODUCTION

Culture is a concept that is inextricably linked with upbringing and plays an important role in the upbringing of the perfect man. After all, an educated person is also referred to as cultured. Hence, it is necessary to consistently study the influence of culture in the upbringing of young people.

Unfortunately, sometimes the behavior of the Western world is aimed at disrupting the worldview of young people. One of the most dangerous evils of today, called “popular culture”, originated in the West and is spreading to all parts of the world. It is an idea aimed at

misrepresenting one's homeland, instilling a spirit of indifference to the past, and instilling distrust of the state and society — disrupting the worldview of young people. 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.

Feelings of national pride and patriotism - combined with feelings of struggle for the development of the homeland, peace and prosperity of the people, determine the basis of spirituality. Indeed, these processes have been a bold step towards the development of civil society and the strengthening of the principles of democracy. The truth is that not only the requirements of Western democracy can be taken into account, but also the ancient statehood traditions of any nation. In other words, it is expedient to use the elements of Eastern democracy and, most importantly, national and spiritual values.

Today, it is impossible to blindly accept the Western way of life and morals. This is because such desires as excessive individualism, selfishness, selfishness, and self-interest are not inherent in human nature.

It is no secret that at a time when life is changing rapidly and attitudes to life are changing, some young people prefer to strive for the light benefits of life today, rather than hard work like working on themselves. Most modern young people fill their lungs with the air of freedom and claim to make an independent choice of life path. This is also actually true. After all, everyone has the right to choose their own path in life. Furthermore, if he does not look at the mouths of adults at every step and try to think independently, it is unlikely that he will be able to do anything in the future. However, it is known that the path chosen by an individual decides not only his own destiny, but the destiny of the whole society, the whole nation. Can a child who has no life experience, who does not know black and white, choose the right purpose of his life? And the role of parents, coaches, in short, the role of adults, the right advice is important. This is not an easy task.

Young people think differently than adults, have a different approach to life, see the world differently. 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. In fact, we often come across examples of "popular culture" in life, such as a song, an ideologically empty, even harmful film, that has no meaning and no content that evokes lower instincts than human perceptions. Perhaps the idea of blocking the flow of such "works" from the outside is correct. But is it possible to prevent the spread of negative "mass culture" around the world in this way? Is it possible to free people from the bondage of "popular culture" by order or decree? As one Chinese thinker said, "If you want to overthrow an oppressor, first destroy the throne you have set for him in your heart." After all, it's all about human inclination. In other words, as long as there is demand, there will be supply, and the problem is that this tendency is lost. Otherwise nothing and no force can stand in his way.

Popular culture products are called kitsch products. Kitch (German) means "to cheapen", "to turn into something cheap". According to sociologist German Broch, kitsch is a "system of imitation" (1969). What is the scientist talking about? Of course, it's about likening a fake thing to a real thing, a bad thing to a good thing, an ugly thing to a beautiful thing. It's like sticking the logo of

a world-famous firm or company on a hand-sewn suit at home. So a kitsch is a cheapened copy of something expensive, not the original. It means creating something artificial.

Nowadays, this also applies to ethics. That is, not to be kind, to look like a kind, not to be a true friend, not to be like a real friend. As a result, morality is replaced by false morality. Goodness is replaced by something else in the guise of "goodness." The form squeezes out the content.

"Popular culture" emphasizes secondary things, not the most important values. He makes tragedies out of them. Scenes of prostitution, crime, and evil await people on the screens. For this, they will be interested. Millions of spiritually impoverished people become consumers of these "goods". Demand for them is formed. The buyer is also sold when the goods are ready. As a result, millions of dollars are generated.

People are advertised for affordable brands. They are bought, watched, listened to. People are brought up not wanting what they can't buy.

"Popular culture" and its values are aimed at the general public. They are distributed quickly, all at once, through mass technical propaganda. Popularized. In this way, "popular culture" is globalized and accepted. This will not happen by itself. It is organized by certain political, financial groups. However, we are not interested in the benefits that these groups receive, but in the ideological aesthetic nature of cultural products. Because these products are not a living reality, its creation is not a work of art, but a surrogate. It's not an apple, it's a tulip, a picture, a model.

"Popular culture" has deceptive masks that encompass the entire human mind and intellect, psyche and potential. Two of these masks are in line with the rapidly growing process of globalization that has taken place to this day. These are: image and media.

In short, in today's era of globalization, there is an unprecedented struggle to capture the hearts and minds of young people. Such a struggle is manifested in various spheres of life. The impact of such a risk can be observed primarily in the field of information. Because today it is difficult to find any point or address where the flow of information does not enter. Even in the most remote and remote parts of the world, TV and radio waves and telephone communication have reached. In short, where there is an energy source, there is information. And not all information is useful. Especially at a time when there is a fierce conflict of interests between different forces, every ideological center wants to disseminate information that is pleasing to them, that benefits themselves, and that benefits from it.

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. Especially young people who do not have life experience can accept this information as real, deceived by lies and fabrications. Thus, it is not uncommon for their lives to turn in a completely unfavorable direction due to a trivial piece of information. That is why today it is important to cultivate information immunity in the hearts and minds of young people. The role of family, community and school institutions in shaping such immunity is immeasurable. In other words, the younger generation needs to understand from childhood what is good and what is bad for it, what is a lie and what is the truth.

One of the most serious threats to the hearts and minds of young people today, as we have noted, are the "arts" that are being developed on an industrial basis under the name of "mass culture". In fact, such products, which are far removed from the real work of art, serve the enrichment of certain groups pursuing selfish goals, completely contrary to our national values, deprive man of life, turn him into a spiritually poor and mute creature. In such "works" such vices as obscenity, violence, beatings, fraud, drug addiction, drunkenness are secretly propagated, and the harmful idea that this is the meaning of life is instilled in the hearts and minds of young people. In other words, "mass culture" completely poisons the lives of young people and turns them into creatures who do not know their history, national values, or even their parents.

Popular culture is primarily about profit, wax is about profit. But he wants to make such a profit by poisoning the millions of pure souls who are just coming into life. History has shown that in a free market, there are always a lot of consumer goods, the market is dynamic, but there are also low-quality products, along with the original goods. A similar situation can be seen today in the export of different cultures. But today, this process is taking on a natural flow. That is, in a mass culture market, the goods do not have to be loaded onto a camel caravan. He will come in without asking your permission through the many information networks in your home, town and village. 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. It is this nameless thing that is claiming to become a force that determines the principles of popular culture, the way of life, the sense of national identity, the sense of homeland.

The most effective way to combat "popular culture" is to bring up young people from an early age to have a high level of culture, taste and intelligence, independent thinking and enlightenment. Young people with such qualities are wary of examples of "popular culture" with destructive ideas.

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