

## 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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### INTRODUCTION

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 [1; 36-p].

Adolescence has a special role in the formation of personality. The boundaries of adolescence are not clearly defined by psychologists. It is manifested in relation to the level of development and ontogeny of the adolescent.

Early adolescence begins at age 10 and lasts until age 14. The age of adulthood is 14-16 years. Most psychologists have noted in their research that adolescence is a complex, controversial

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period. One of the hallmarks of adolescence is that it feels like an adult. During this period, self-awareness and self-esteem develop. The teenager is interested in himself as a person and appreciates his abilities and potential.

Each age group of a person has its own characteristics and is based on certain laws of development. These basic achievements, the conditions that allow formation and re-formation, the manifestation of qualities specific to certain stages of mental development, are reflected in the expression of specific aspects of the ability to self-awareness.

Adolescents begin to take an interest in their own little world from the age of 10-12. Gradually the process of self-knowledge becomes more complicated. The teenager discovers his inner world for himself. In connection with new relationships, new experiences, personal qualities, behaviors develop and self-analysis skills stabilize. The teenager begins to imagine what he will be like, showing his characteristic features.

A teenager's self-awareness is helped by classmates and close friends. He compares his actions to theirs. He starts looking for like-minded people among the adults and follows them. Adolescent self-knowledge is the basis for the formation of the concept of self-awareness in the cognitive character. The emergence of psychosocial harmony signifies the adolescent's self-awareness. It is distinguished by 3 main tasks:

-To have a project from childhood to the past and to imagine their future and to achieve the formation of self-awareness;

-The composition of the desire to understand their differences from their parents;

-Implementing a value system that ensures the adolescent's self-awareness.

Gender self-awareness is an integral characteristic of the individual, which includes personal identity, the concept of "I", gender stereotypes, gender attitudes, gender behavior, gender self-awareness and gender roles [2].

The critical phase of the newly formed adolescence is manifested in a clear expression of self-awareness and self-awareness as adults. In the process, adolescents build their relationships with those around them and choose their own path of development. Adolescents begin to imitate adults and accept their behavior. In most cases, they imitate adults with specific habits, such as smoking, alcohol consumption, and uncontrolled behavior [3; 67-b.].

Adolescents tend to change themselves and behave like adults. That is why they strongly strive for self-formation, independent learning and self-awareness. This is reflected in the fact that they look like adults on the outside, they like the way they dress and make-up.

Teenage girls tend to wear pop-like, high-heeled shoes, use unconventional hairstyles, dress fashionably, and act like different singers, movie stars.

Boys, on the other hand, want to be physically strong and developed. The essence of the sense of self-awareness in them is to show their physical strength and have a strong appearance. They tend to monitor their physical strength more regularly, play more sports, and show their strength more clearly among their peers. They find it difficult to properly evaluate their bodies and facial expressions. Adolescent boys want all the components of their bodies to develop at the same time, and they strive for that.

This form of evaluation is done by evaluating others. The developmental process is reflected in the concept of appropriate self-awareness of adolescent boys. Thoughts about a teenager's body structure are not always realistic. They can sometimes even deny each other. For adolescents, self-assessment in terms of masculinity and femininity is the benchmark. It is no secret that for teenagers, the growth of the body is of paramount importance.

Boys like to play different sports. It is important for them to increase their physical strength in the process of training, to try to acquire a masculine image. Rhythmic gymnastics and dancing are fun for teenage girls, who aim to have a slender figure and graceful movements that are typical of a woman's appearance.

The development of self-awareness and self-esteem is an indication of the aspiration of adolescent girls to maturity. They show signs of physical maturity and attract the attention of those around them. As the inner births of adolescents change, so do their social roles. In this situation, "Who am I?" The question is transverse.

According to E. Goziev [4], adolescent boys and girls have a special attitude and interest in each other. For teens, the attitude of those around them is important, and they begin to pay special attention to their appearance. In this way, they develop gender perceptions of their gender.

As they compare themselves to their peers around them, their self-esteem decreases. This is directly related to the process of variability and development that is specific to their age.

Most girls worry that their height will be too long and boys will be too short. Boys avoid obesity, begin to limit themselves in the matter of nutrition, try to keep a diet. Girls pay special attention to their appearance, the opinion of others is important to them. Such girls are adamant about the various attitudes expressed about their height. They are intolerant of laughing or criticizing themselves. They get very upset when they expose the girls' shortcomings.

Boys and girls react differently to assessing their mental qualities. Boys see themselves as strong, fearless, and brave. Girls, on the other hand, are more critical of themselves. The rhythm of maturity is different in each of the boys and girls.

14-year-old teenage girls want to have more status among themselves and boys. Boys who are physically weak do not consider themselves fully formed. They have a negative attitude towards themselves, a strong sense of dependence. In girls who are lagging behind in development, however, mental experiences manifest themselves differently. They have a strong sense of concern for their well-developed peers. Such anxiety arises in connection with their physical development. Boys with such development do not face such difficulties.

The problem of gender identity arises in the family. It is the family that is the main social influence factor on adolescent boys and girls. A favorable environment must be created in the family for the successful spiritual development of adolescent boys and girls. The absence of such an environment has a negative impact on the mental and sexual compatibility of both boys and girls. The personal qualities of the parents also play an important role in the formation of adolescents. For adolescents, the completeness of the family is important. The role of parents in a teenager's life is unique, and teenagers who grow up in a full family are mentally healthy.

Adolescent girls also find it easier to form very subtle and complex aspects of self-awareness because they better express their experiences and have more vocabulary. Adolescent boys, on the

other hand, have stronger emotional aspects and don't talk about it much. They conditionally express their feelings, sometimes with the help of music. But they don't want to tell. Accordingly, the pedagogical process requires special consideration of the gender characteristics of boys and girls in the formation of immunity against mass culture, especially in adolescents.

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