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PUBLIC CONSCIOUSNESS AND PUBLIC MOOD

Khudoynazarov Samad Khudayberdievich*; Berdikulova Surayyo Aslamovna**

*Assistant of professor
Department of "Civil society and education of law",
National University of UZBEKISTAN

**Senior Lecturer,
Department of "Civil society and education of law",
National University of UZBEKISTAN

ABSTRACT

Public consciousness is a set of ideas about phenomena, events, facts of public life: the activities of public and state institutions, various groups and organizations, movements, individuals. Social consciousness is not a conglomerate of individual consciousness, although it is in them that its real basis and source is. Absorbing the content of individual consciousness, social consciousness is by no means a simple result of them. The public consciousness reflects the most general, basic, decisive that is contained in a multitude of individual consciousness.

KEYWORDS: *Public Consciousness, Individual Consciousness, Social Consciousness, Society, People Life, Interests.*

INTRODUCTION

"The consciousness of an individual is impossible without communication, interaction with the public consciousness. This happens with the help of means developed by society. Materializing in language, objectifying in books and other objects and phenomena of culture and finding expression in various means and forms of communication, the ideas and ideas of the individual become the property of public consciousness. Conversely, the results of social consciousness become the ideological wealth of the individual."

Public consciousness, as well as individual consciousness, is not a dispassionate, "mirror" reflection of what is happening in society. It is somehow guided by the needs of society, its interests, preferences, expectations. A certain assessment of any significant event is formed,

which is fixed in public opinion. Public opinion on a socially significant problem can be holistic or fragmentary, deep (competent) or superficial, combining true, false, and misconceptions.

Such characteristics are not applicable to the public mood. The public mood can be more or less favorable or unfavorable. In what way can the favorability of the public mood be considered? Favorability for the functioning of public institutions, the development of society, strengthening its cohesion, increasing such influence on the institutions of the state, which contributes to their full functioning and further development. In addition, the increased public mood creates the basis for the harmonization of individual mood, increasing psychological stability of the individual, strengthening faith in the future.

Public mood is the prevailing feelings in society in relation to socially significant phenomena, as well as the prevailing (most common) mental states among members of society.

In the public mood, three components should be distinguished: sensual (sensual tone), activation and resource.

The sensual tone of public mood is a spectrum of prevailing feelings in society: positive (satisfaction, joy, confidence, interest, cheerfulness, calmness, etc.) and negative. Negative feelings include two groups of feelings: feelings of powerlessness (confusion, fear, anxiety, tension, fatigue) and feelings of depression (longing, sadness, sadness, despondency, disappointment, boredom, annoyance, despair)9. Feelings do not exist in isolation from each other, they merge into a sensual tone. Note that positive and negative feelings can simultaneously fill the public mood (at the current moment, at the present time). In addition, attitudes to various social phenomena, objects, and aspects of society's life can be filled with the same or similar feelings among many members of society.

The favorable sensual tone of the public mood largely depends on the sign of public opinion - a positive or negative assessment of the object of the relationship.

The sensual content of the public mood depends on what are the dominants of public consciousness, what exactly is of paramount importance for the majority of society, what most excites and interests it.

The next component - activation - is the activity characteristic of most members of society, the level of optimism, inspiration. In other words, the desire to act actively in all spheres of life that have social dimensions. Thus, the activation component means not only social activity. The way of social life, its saturation is determined by many factors: social relations, cultural baggage, spirituality, national traditions, norms. But there is no reason to forget about the labor activity of society. A lot depends on it in social life, consciousness and mood.

The resource component is the awareness of resources, the potential of society, its strength, opportunities for active action, changing the situation, life in general in the desired direction.

The higher the activity, the more positive the perception and awareness of resources, the more favorable the sensual tone of the public mood. The opposite effect also exists: the more favorable the sensual tone, the, in most cases, the higher the activity and the fuller the awareness of the resources of society. For practical measures aimed at harmonizing the public mood, it should be borne in mind that the sensual tone is directly difficult to correct. It often receives a favorable direction following positive changes in the activation and resource components.

The public mood is not some arithmetic mean of the moods of the members of society. It can only be conditionally characterized as a kind of integrity.

There are different groups, communities, cohorts in society: social, age, regional, national, professional, industrial (industry). The moods in these groups are characterized by both common features and peculiarities. This should hardly be justified in any way, since different groups have different attitudes to the same social phenomena. The interests of groups in relation to some aspects of life coincide, in relation to others they differ. What the general features of the public mood will be when the social situation changes depends on the number of people belonging to a particular group, and on the strength of the influence of this group on the opinion of other groups, on its activity, the availability of mass media channels for it. Public opinion on any problem of social reality depends not only on the experience, norms, subculture of this group. It also depends on other factors, sources of influence, for example, directed informational influence from both active organizations and institutions of society, and from external forces, foreign sources of influence.

These factors determine the consonance or dissonance of the public mood, similarity or dissimilarity in the sensual tone of the mood of different groups of society.

The level of public mood is largely determined by the experience of well-being or unhappiness by members of society, the degree of their satisfaction with life.

The well-being of a person consists of a number of components: social, spiritual, physical (bodily), material, psychological (mental) comfort. The experience of well-being (or unhappiness) is influenced by various aspects of human existence, many features of a person's attitude to himself and the world around him are merged in it. Social well-being is a person's satisfaction with their social status and the current state of the society to which they belong.

Spiritual well-being is a sense of belonging to the spiritual culture of society; awareness of the possibility of joining the riches of spiritual culture (to satisfy spiritual hunger); awareness and experience of the meaning of one's life; having faith - in God or in oneself, in fate (predestination) or good luck on one's life path, in the success of one's own business or the business of the party to which the subject belongs; the ability to freely show commitment to one's faith, etc.

Public mood is a social phenomenon, but, like other social phenomena, it is not isolated from the influence of other aspects of the existence of the people who make up this society. For example, if most of the members of society live in unfavorable conditions, are deprived of the necessary medical and psychological assistance, or lead an unhealthy lifestyle, then the weakened physical condition of such members of society will negatively manifest itself in the sensual tone of public mood.

Physical health and mood are interrelated and condition each other. An increased, cheerful, cheerful mood leads to an increase in vitality and psychological stability, protects against diseases and promotes the recovery of patients. On the other hand, the experiences of one's health, one's mental and physical strength, and bodily well-being are a very important factor predisposing to a stable, joyful, workable mood.

Mood, of course, depends on the processes that take place in the human body, on his bodily existence. On the other hand, it is determined by what a person's spiritual life is, what his soul is filled with. A person has consciousness and self-awareness, self-awareness and self-knowledge are not interrupted in him. A person is aware of his relationship with the world of living and inanimate nature, with the world of people - with society as a whole, with its individual groups, with significant other people. All this wealth of diverse phenomena does not exist in the soul by itself, it is united in the mood.

A significant role in shaping the public mood belongs to the leaders of society and the leaders of groups. Central to the concept of emotional leadership is the assertion that leadership always has an emotional foundation. The leader should direct collective emotions in the right direction, create an atmosphere of friendliness and skillfully deal with negative moods. This task is equally important for a leader of any level. People are drawn to the leader, they expect emotional support from him, they look for sympathy from him. When leaders awaken positive emotions in people, they reveal the best sides in them. This phenomenon is called the "resonance" effect. In order to initiate this effect, the leader must have "emotional intelligence" - the ability to manage himself and relationships with other people. Emotion management is carried out due to the fact that leaders, as a rule, speak more than other employees and are usually the first to speak out on the problem. By doing this, they direct the comprehension, interpretation of the situation and the choice of the way of emotional response to it. The better the leader knows the art of expressing his emotions, the more powerfully they will spread. People are attracted by optimism, positive attitude, energy, inspiration of the leader. The means of rallying people, giving birth to their devotion, are the emotions they experience, emotional resonance. The following components of leaders' competence are distinguished: self-knowledge, self-control, social sensitivity (empathy - the ability to listen to the mood of other people, take into account the feelings of employees, their condition and opinion when making decisions), social skills (friendliness, the ability to find a common language and establish mutual understanding, the ability to listen and convey clear, convincing and adapted to a specific listener information). Those who possess this quality are able to convince, persuade to cooperate and work in a team, are able to settle conflicts, remove disagreements.

Emotionally competent leaders are able to establish group work, cooperation, productive interaction of team members. They assist in self-improvement, encourage the development of other people's abilities, correctly provide feedback, and give instructions. Different people have different sources of inspiration. If these sources are external, then the greater their role, the more they determine not only the intensity of inspiration, but also its direction, up to complete control over the content side of activity.

Many researchers of emotional leadership emphasize the importance of infection with the feelings, state, mood of followers, followers. It follows from what has been said that an emotional leader cannot demand or logically justify a positive attitude in the group to a certain extent and in society as a whole, inspiration, confidence in the result, success. He and his mood act as the main levers of the formation of an emotional atmosphere that stimulates the movement of the team towards goals. The harmony of his sphere of feelings and emotions is impossible if there is no basis for the psychological stability of the leader's personality. According to our empirical data, a steadily elevated mood level necessarily implies psychological stability of the

individual. Without it, you can observe periodic mood swings, which are inevitably followed by recessions. For example, about managers with an uneven mood, employees say, not without reason, "a person of mood." The need to be constantly attentive to the boss's condition supports excessive alertness, increased anxiety, apprehension, unnecessary caution in actions.

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