



ASSESSING THE IMPACT OF THE MEDIA ON THE SPIRITUAL AND IDEOLOGICAL SECURITY OF YOUTH

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Abstract. *This article focuses on the importance of specific methods and tools to increase the effectiveness of the media in ensuring the spiritual and ideological security of young people. There are also processes in which the social aspect of information security is characterized by the focus on the place and role of the person in the context of the onset of the “wave” of information.*

Keywords. *Spiritual and ideological security, mass media, methods and means, western television, modern society.*

Introduction

An informed society is an important factor influencing the change of spiritual and ideological relations. Therefore, today in the context of the convergence of classical ideologies and the formation of new ideological trends, the need to address the problem of spiritual and ideological identification is urgent. Of course, each of these risks is relevant. But the most dangerous thing is the danger of destroying the national culture, the spiritual culture of man, its replacement by pop culture, which negatively affects the foundations of national culture, and the crisis of public morality can lead to the extinction of the nation. Such problems are mainly due to the fact that the government does not have a well-thought-out system for educating the younger generation, which does not sufficiently influence these stages of continuous education. Therefore, as noted today by the President of the Republic of Uzbekistan Sh. Mirziyoyev: “... the people who are responsible for the spiritual and ideological upbringing of our youth - whether it's neighborhoods or religious organizations, law enforcement officers or influential intellectuals - should all be especially active.”

There is no denying that the information disseminated through today's media has a particularly significant impact on the process of “spiritual” formation of young people. In particular, some Western TV channels promote scenes of violence, sex scenes under the guise of “erotica”, the cult of profit at any cost, inadmissibility. This leads to a crisis of artistic, aesthetic and cultural-enlightenment values. Both due to the monopolization of the media and the uncontrolled expansion of foreign media, there is a spiritual, moral and ideological deformation in the media system. Preventing such problems is closely linked to the national security process. “That is why today we have everything from education to the press, television, the Internet and other media, theater, cinema, literature, music, painting and sculpture, in short, everything that directly affects the human heart and mind. We need to strengthen our activities in these areas on the basis of the spiritual needs of the people, the requirements of the times, to a new level”.

The main directions of national security are the security of the individual, the security of society and the security of the state, for example, the fight against threats in areas such as defense, public life, international life, ecology, economy, information. The process of formation of human history shows that the power of the influence of information in society can be seen in the creation of religious,



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national, cultural, enlightenment systems. This situation plays an important role in ensuring the spiritual and ideological security of the modern young generation. The reason for this is that young people are a special layer of social relations. Therefore, the future of any state depends on the level of correct understanding of universal and national values by young people, their creative development. That is why today the “information security” of society should be based on the information and ideological factor, which is an important factor in ensuring the spiritual and ideological security of young people. “There will never be an ideological vacuum”, he said. Because a person's heart, brain, and mind never stop receiving information, thinking, and being influenced. So he always needs spiritual nourishment. Tell me, what happens if he does not get this food from the environment in which he lives or if this environment does not satisfy him? He gradually seeks such food elsewhere. We must not allow that. That’s what it's about”

At the current stage of development of social consciousness, the role of the media, especially in important periods of socio-cultural development, under the influence of growing social, economic and political changes leading to radical changes in the historical process, is reduced and accelerated, which allows us to conclude that there can be no stable society that functions normally without freedom of speech and opinion of the media. The destruction of the information structure is no less dangerous than ethnic conflict: it leads to alienation between regions. We believe that any state should make every effort to maintain a single information space. The historical process of forming a politically literate society cannot take place without the help of the press. For this reason, the media as a real social phenomenon has become a channel that regulates the existence and activities of political society, a tool in the hands of the government, reflecting the views of public authorities on the formation of civil society.

The functional structure of the media is determined by social norms and rules: the values and worldviews of each member of society are formed through the direct and indirect activities of the media, which exist in a particular society and as a socio-political phenomenon. The specificity of the transformation of the media is determined primarily by the existence of a certain type of social structure. In a totalitarian society, the individual-pragmatic (personal) principle is subject to the normatively important (public) principle, prevails over the private in general, and the activity of the media is determined by such an imperative. "In today's world, unprecedented scientific discoveries, huge technical capabilities, universal technologies, the globalization of information dissemination, that is, the process of covering their entire globe, is in full swing. For example, the exchange of information through the Internet, and, consequently, the possibilities of ideological interaction are expanding. In fact, globalization in the field of information is a process that creates great opportunities for humanity, for the interaction of people from all over the world, for the development of scientific and cultural riches.

A democratic society is defined by another postulate, which is expressed in the coordination between the individual and society of the principles of individual posttraumatic (personal) and normative significance in relation to the activities of the media. In this situation, the media is focusing on the priority of the state's observance of the rights and freedoms of citizens. In this regard, it is necessary to pay attention to the opinion of President Sh. Mirziyoyev: “We must never forget one thing. If we say that the threat of “popular culture” comes only from abroad - from the West, we are seriously mistaken. This calamity, unfortunately, can come from ourselves, from among ourselves. I am not saying this from the sky. It is natural for any sane person to come to this conclusion after



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watching some newspapers and magazines, books, some music videos and movies, songs and dances that are being broadcast in our country.”

Openness, public opinion, transparency reflects the modern concept of the role of the media in society, which is a very important problem in ensuring the socio-cultural development of the country, as we operate in the context of development towards democracy. There is no doubt that the desire to find a clear answer to the question of the place and role of the media in modern society stems from the multifunctionality of this social information institution. The truth is that the media, which reflects the life of the society, regularly informs the members of the society about the events and problems, but by performing these functions, they (the media) gain power over the information consumer.

The situation with the information problem in modern science is that there is no reason to think that there is a generally accepted concept of information. No interpretation of information can reduce all kinds of information to any content, which is evidence of the progressive and at the same time contradictory development of the concept and phenomenon of information in modern social reality and science. In this regard, the scientist Rahmon Kochkar approaches the issue as follows: “In today's world, which calls itself the “information world”, “the information society”, the media is “finding” and disseminating information about an event (whether it happened in history or yesterday). “The more the instant information will increase, the more obscure the truth about that event becomes”.

A democratic society is based on the ability to freely access and process information. The socio-philosophical understanding of the media and political information is necessary for all people if they seek to live in a free society. In this regard, it is important for us not only to identify the fact of uncertainty of the concept of “information”, but also to draw appropriate methodological conclusions from it. And these conclusions are as follows: not all specific forms of the concept of “information” can be defined as any broader, general concept of information. Special forms of information, without exception, its most common feature is that this information turns out to be a reflection side.

Conclusion. The peculiarity of the modern world is often assessed as its state of crisis, Constantly trying to adapt to these rapid changes, the young man feels the need to constantly shape his personality, to restore the sense of “I”. But gaining identity in new circumstances is not a complete process, it is not enough for life in a rapidly changing society, and man repeatedly tries to find his place in the world. Thus, the role of the media is highly controversial. Because on the one hand, they open up a wide range of opportunities for man to get acquainted with the world information landscape.

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