



THE ROLE OF POPULAR CULTURE IN SOCIAL LIFE

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Annotation: *In this article, in order to protect the young generation from the threat of "mass culture", we need to rely on a national idea based on high humanity and decency. , it has been explained that our reliance on our beautiful traditions and religious values will certainly bring the expected results, and that modesty and consequence are the basis of our national value through impressive means.*

Key words: *"Popular culture", Internet threat, globalization process, conceptual ideas, social network, ideological influence.*

Introduction.

Every nation has its own traditions, customs and national values. The spiritual standards that sprouted in a certain land and were formed and polished over hundreds of years are the priceless wealth of this nation and people. Deeper understanding of the essence of such wealth is of urgent importance in the processes of globalization and technology, which are rapidly entering our lives. The "mass culture" that is taking a sharp turn today is also one of the spiritual threats.

Keeping pace with modern, rapid development is becoming a way of life for our youth. Of course, this is a good thing. Because there is an opportunity to be able to speak several languages, enter the world of the Internet and learn about world news. It shows that their knowledge and worldview are expanding. However, it is no secret that in the process of globalization, the struggle of different ideas, information attacks, and ideological pressures are increasing more and more. Even a small message that seems insignificant today can be a force capable of mastering the lives of people, especially young people.

No one can deny that the processes of globalization taking place at the world level at the end of the 20th century and the beginning of the 21st century have created unprecedented opportunities for the development of all peoples and nations of the earth, especially for the young generation. First of all, today we are all witnessing that the advanced achievements of science and technology, modern information and communication technologies, in particular, the Internet system, the opening of borders between different countries and regions make a great contribution to the development of mutual cooperation and integration. .

However, it cannot be ignored that such high and bright achievements of human thinking are used as an ideological weapon in the implementation of malicious intentions of some political forces with great power and financial opportunities. Understanding the long-term negative consequences of such attempts aimed at removing the consciousness of people, primarily young people, from the spiritual world and preventing such dangers is becoming extremely important today.

Protecting the hearts and minds of our young generation, educating them in the spirit of national and universal values, giving our children a deep understanding of the meaning and root causes of the political processes taking place in the world, truthful information about the events happening around them, most importantly, It should be the main condition and criterion of our educational and moral-enlightenment activities to achieve that he has his own independent opinion, in simple words, is able to distinguish white from black.



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In this sense, in today's situation where superiority in the world of information solves many things, the issue of educating a person with an independent mind and independent opinion acquires not only moral, but also important political importance if necessary.

It is natural that the educational system, agencies dealing with social-political, spiritual-educational, ideological issues, state and non-state organizations, political parties contribute to the implementation of this very important task. Of course, but it is no exaggeration to say that the role and influence of mass media in this regard is incomparable.

Let's think about what it means to have an independent opinion. This means, first of all, comparing and comparing many ideas and examples, extracting the only true truth from among them, absorbing it into one's mind, and being able to draw a conclusion from it.

"Popular culture" was formed in the Western world in the second half of the last century. In the West, it is called "popular" or abbreviated "pop-culture" (that is, "mass culture"). Although it is called culture, in fact, according to its basic meaning and purpose, "mass culture" is a combination of real culture. According to experts (philosophers and sociologists), the concept of "Pop (mass) culture" is used out of helplessness because the scientific concept of "anti-culture" ("non-culture") has not been formed in science. Because "mass culture" is actually a synonym for lack of culture, that is, lack of spirituality and immorality. Therefore, "mass culture" fights with tooth and nail against this culture, art, and its riches, which is the flag bearer of high talent and immortal spiritual and moral ideas, denying it. Of course, our people, including the young generation, do not deny the advanced aspects of western science and technology, culture, literature. However, the sooner our young people understand the spiritual and moral foundations of "mass culture", which the progressive intellectuals of the West themselves assess as "the problem of the West", the better.

It is true that we live in the era of democracy. Interests and inclinations are respected in our society. But the state and society must protect themselves from dangerous interests and inclinations. For this, first of all, the requirements of our country's laws on advertising and mass media must be strictly fulfilled. That is, "advertisers" and journalists should not allow the security of our state and society (including situations that lead to moral nausea of the people and young people). Unfortunately, such cases happen.

Due to their skills, knowledge and talent, our journalists have sufficient qualifications and skills about the possibilities of modern media, the information collection and the methods and methods of delivering it to the public. They know the secrets of this industry better than anyone else.

First of all, I don't think it would be wrong to say that most of us still do not understand how acute and decisive the issue of spirituality is today. It bears repeating: when we lose spirituality, we lose ourselves and our identity. If we raise our morale, we will find strong help in achieving our goals.

Conclusion

Currently, our ideological opponents, the forces against our spirituality are trying to organize informational attacks on our population, especially our youth, and carry out carefully disguised threats and influence in the form of "mass culture".

It should be clear to all of us that in the 21st century, which is called the "Information Age", no country or society can live surrounded by an iron wall. At the same time, it is not right to sit idly by saying that the situation is like this. In response to such threats, we should not be naive and take necessary measures.

Today, as we are building a new life, a legal democratic state, the times themselves are calling for us to fundamentally change some outdated views that are still preserved in our society, to keep up with the times, and to think in a new way. I think we all understand.

In carrying out these tasks, the mass media should not forget that skill and responsibility are necessary



in forming independent thinking, and one should not lose the manners characteristic of our people.

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