

Individual aesthetic culture in the development of the struggle against the threats of "mass culture"

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ABSTRACT--Threats of various kinds occurring in the world are increasingly leading to the formation of negative vices in the moral and spiritual consciousness of man in society. Therefore, every state must inculcate in its citizens the ideological and aesthetic immunity that can withstand various spiritual threats. It is possible to get rid of various stereotypes by forming a high aesthetic culture of the individual in the society. This, in turn, makes a person's goals for the future richer with a sense of beauty, indicating that in this enlightened world, man is the greatest value and its creator.

Key words—culture, development, development, mass culture"

I. INTRODUCTION

In the new century, as a result of the rapid impact of globalization on the process of social development, the cultural heritage, national values, religious beliefs of mankind have been renewed, leading to a diversity of legal norms in each country. This process has brought a new look to the formation of the aesthetic culture of the individual in Uzbekistan. It was important to pay special attention to the upbringing of children in the family, to ensure that they grow up to be full-fledged adults, to protect young people from various spiritual threats. As a result, the state has paid special attention to the allocation of soft loans on the basis of care for young families, the creation of conditions for women to live and work. Consistent reforms and measures have been developed in the field of protecting our youth from various spiritual threats.

Today, in the era of rapidly developing globalization, every country, people, nation, or individual is gaining a new meaning in the aesthetic culture. In the development of society, "especially the strengthening of integration and cooperation between nations and peoples, the creation of facilities for foreign investment, capital and goods, the free movement of labor, the creation of many new jobs, the rapid spread of modern communication and information technologies, science, the harmonization of different values on a universal basis, the acquisition of a new quality of dialogue between civilizations, the increase in opportunities for mutual assistance in the event of environmental disasters - naturally yki, all this is achieved due to globalization "[1]. But along with such achievements, we must not forget that ideological processes also pose a spiritual threat to the national idea, ideology, beliefs and heritage of some peoples. Especially in the social thinking of states that are not ready for such threats, as a manifestation of aesthetic culture, it leads to the separation of families, the crushing of values.

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We must not forget that in Uzbekistan, too, there are attempts to inculcate in young people its negative impact on the future of the next generation on the basis of invisible ideas.

Therefore, on the basis of a comprehensive explanation of the Strategy of Action for Independent Development of Uzbekistan, the goals of the Uzbek people to build a great state, to explain to citizens the essence of the process of social development, the role of this process in the aesthetic culture of the individual. delivery has become one of the urgent tasks. Emphasis was placed on broadening the spiritual outlook of the population at all levels of society, strengthening public control over the realization of what attacks or goals underlie each activity.

Today, in our country, the protection of the people, especially the growing youth, from spiritual threats, the inculcation of good ideas in their hearts is consistently carried out in all spheres of society. Reasonable use of effective methods and means of education, propaganda and advocacy is required at all levels of the education system. In this regard, President Sh.M.Miriziyoev said, "This is very important in the current context of globalization, where new threats are emerging, including the threat of "popular culture "and the mood of dependency, the loss of morals and values. Therefore, in my opinion, it is more important today than ever to preserve and enrich the resources that determine the spiritual world of man, the culture of nations. "[2] Although such a culture is in fact negative in essence, it is done on the basis of positive or aesthetic concepts in the process of assimilation into the human mind. That is why we must all be vigilant and vigilant, finding our way to the ground of various spiritual threats.

In any society, spiritual attacks cannot be resisted in an organized manner, as they are carried out largely in secret. These include weakening historical memory, undermining social cohesion, eroding traditional values, depriving people of their spiritual roots, gradually losing common sense, promoting immorality, promoting the lowest human inclinations, animal passions, to establish cultural hegemony with the help of "popular culture". spiritual attacks such as influencing a person at the expense of arousing his lust and invading his spirituality are considered a great threat. We must not forget that the main goal of the reforms being carried out in our country is to educate the younger generation as full-fledged people, to protect them from various threats.

"We all see and observe that today's rapidly changing world opens new horizons and opportunities for humanity and young people, as well as exposes them to various unprecedented threats," said President Shavkat Mirziyoyev. "Religious extremism, terrorism." Threats such as drug addiction, human trafficking, illegal migration, and "mass culture" are causing great suffering to many families and countries, and the forces of selfishness are turning children who have not yet fully formed their minds against their parents, their homeland. carving, claiming their lives. That is why we - parents, educators, the public, the community - have become more vigilant and aware of this issue, and as our great enlightened ancestor Abdurauf Fitrat said, this world is truly a battlefield, and a healthy body, sharp mind and good morals We must realize that it is becoming a weapon and act on the basis of enlightenment against ignorance. "[3] So, today we must all be united in the fight against such threats, especially in the minds of the younger generation to fight for high spirituality.

The main goal of popular culture - to make more money, the main criterion of quality - was to be understandable and entertaining to everyone. Popular culture has created unique genres: show, thriller, action, hit, comic. Their common essence was the promotion of individualism, physical force and violence, as well as

moral depravity, and in some cases ideological and nationalist rhetoric. On this basis, they are trying to follow the whole world behind them.

Today, many young people adopt the culture of etiquette, dress, manners, mainly through popular culture, and advertising plays an important role in the promotion of popular culture. In popular culture, moral norms are retreated in order to make more money. Popular culture covered almost all areas of the cultural life of a society, and it was primarily intended for the general public. Popular culture has become very widespread due to the mass circulation of plates, cassettes and CDs. Popular culture has created a huge commercial complex of spectator events, which is called the American term "show business". The purpose of such a business is, firstly, to make a profit, and secondly, the spiritual threats aimed at the loss of the culture and art of different nations.

Singing in a new direction, which is a tradition in modern times, various musical shows, butchery films, along with the benefits of profit, serve to gain wealth, as well as influence the upbringing of young people. At first glance, "popular culture" seems to be a supporter of human freedom, but if we pay attention to the nature of its action in all areas, it becomes clear that it contradicts human thinking. It does not allow the individual to socialize in society, but rather forms a generation that is indifferent to what is happening around him, completely indifferent to the fate of the country, and generally encourages any action that serves to dominate the mood of indifference in society. Promoters of popular culture say, "Using the Internet, movies and art forms, we are trying to bring into our society not only the development of melodic but light-hearted human thinking, but also the role of its shallowness. In such works of art and culture, the propaganda of the ideas of obscenity and illogicality is leading." [4]

II. DISCUSSION

Every nation in the world has its own traditions, customs and national values. Emerging on a certain land, formed and polished for hundreds of years, the spiritual criteria are the priceless wealth of this nation, this people. In the process of globalization, which is rapidly entering the lives of our people, technology and technology, it is important to have a deeper understanding of the nature of such wealth. "Popular culture", which is gaining momentum today, is also one of the spiritual threats, and the strengthening of ideological immunity on the basis of understanding national identity, restoration of historical memory, raising national pride and pride in citizens is an important task today. The struggle for a progressive idea is an important indicator of a person's activism. The individual plays an important role in the realization of the socio-political and national idea. The national idea serves as an important social factor in educating the younger generation in the spirit of patriotism, in the formation of a spiritually mature human personality.

"Popular culture" secretly pursues the spiritual and moral values of society, national life and its processes. As a result, there are cases of alienation from national and religious upbringing and traditions, and encouragement to ignore them. The destructive forces that are now pushing for democracy and freedom in the world, the transition to a single standard of transparency, are trying to use various ways to influence the minds of the people, and "mass culture" is trying to subdue it by losing human spirituality. The vices that permeate society through it, such as immorality, obscenity, violence and depravity, do not correspond to the national culture or universal values of any nation in the world. In our country, "in recent years, there has been an increase in the use of transparency in

art, television, movies, videos, the media, propaganda of nonsense and vulgarity, and sometimes even immorality. Such aggressive actions against our spirituality are especially dangerous for our people, as they are aimed at inculcating a completely foreign ideology and worldview in the hearts and minds of our innocent youth.”[5]

Today, the "mass culture" trying to penetrate into the lives of our people in different ways, under different masks, threatens the spiritual life of our country, the spirituality of young people and citizens. In particular, while violent movies and computer games, which take up a lot of young people's time, are constantly promoted by evil, various serials and Internet sites also contain information about corruption. Some trends in pop art and the "culture" of dress and speech promoted in songs, music videos, movies, commercials, in general, reflect the situation that does not correspond to our way of life. This concept teaches and accustoms people to itself through very small details, trivial events in the life of society. It then gradually tries to squeeze national culture out of daily life. The main goal of "mass civilization", which views everything from the point of view of freedom, is to weaken the will of man, to oppose his life, the people around him, and ultimately to deprive him of his freedom and strike at his spiritual world. Such spiritual threats are also evolving through various social networks. "To date, the number of pages on the Internet that promote moral depravity has reached several hundred million. The U.S. government alone shoots 700,000 songs and 6,000 music videos a year. The songs and music videos filmed are mostly promoting popular culture and shameless-looking flaws. The state has also created more than 15,000 pornographic sites.

In all developed countries, 44% of the population is in favor of same-sex marriage, as well as in restaurants, cafes, bars and nightclubs.”[6]

It has been widespread in the Western world since the second half of the last century, and although it is called "culture", in fact, in its essence, it serves as an anti-culture that is opposed to true culture in terms of its purpose. According to experts, the concept of "pop" ("popular") is used in science to prevent the formation of the concept of "anti-culture" ("non-culture"). "Popular culture" is now used as a synonym for high spirituality and immorality, and it denies it, first of all, by fighting against classical culture, art and its riches, which are the banner of high talent and immortal spiritual and moral ideas.

It ignores the values created by humanity, high culture, spirituality, morality, high aspirations. The programmatic view of pop artists is that they respect things and objects, not people, value the consumer world, not the spiritual world, and strive to popularize them. Their spiritual approach is to kill spirituality and encourage “slavery to things”. Otherwise, “some messages on the Internet encourage incitement to commit acts of sabotage. The fact that such extremist groups and subversive organizations are now using such methods of disseminating information is a matter of concern to the whole world. In the process of development, he can connect to a computer by phone and communicate with the younger generation in any part of the world and get the information he needs. Information affects the lives of young people in different ways. In the information age, "abstraction" is taking place, that is, information is becoming a powerful tool and causing problems that concern the whole world.”[7]

"Pop music" has a special place in "popular culture". This music is not focused on listening, on enjoying the heart, but on the movement of the body, the frantic dance, and the frantic rhythm, percussion, noise

is the image of this music. The technical means of performance in "popular culture" greatly narrow the possibilities of music, eliminating the richness and diversity of musical sounds. In order to emphasize their "publicity", the representatives of "pop music" in their performances and dresses on stage also reject the rules of etiquette, respect for society - mainly the rules of the street, the crowd. Hitting the original art to the ground is one of the main tasks that this culture has set for itself.

"Popular culture" is not a one-dimensional phenomenon, it has its own types and levels. At present, there are three main levels of "popular culture": Kich, Mid and Art:

1. Small - culture is a low-level, vulgar, seductive culture.
2. Mid-culture is a "middle" culture.
3. Art is a culture that has a certain artistic content and aesthetic value.

The word "small" is derived from the German word "kitchen" and means to create and sell a low-level, cheap and woolly work. Such works are empty, forgotten and forgotten cultural products that appear in the shadow of real masterpieces of art. The scope of mid-culture is wide, the level is quite high, and although it reflects some features of traditional culture, it is directly related to popular culture. Art culture is usually a mass culture aimed at the educated part of the population, whose task is to bring the mass culture as close as possible to the standards of traditional culture.

"Popular culture" manifests itself in many forms: Kitch - giving a high standard look to things and objects that have no artistic or aesthetic value, comics - seductive printed products with short text or bites, starism - subjective passions, pop deification of artists, actors, athletes, TV presenters, hepping - unplanned, sudden "sharp" performances, such as beating a piano, piano or cars, or savagely by setting fire to, are some manifestations of "popular culture," such as the organization of mass "entertainmen

Today it is important to protect young people from the spiritual and moral depravity of "popular culture". This spiritual threat contradicts the foundations of the national spirituality, national idea, spiritual heritage and democratic principles of our people, which weakens the historical memory, undermines solidarity, erodes traditional values and deprives the people of their spiritual roots. "Popular culture" serves the gradual loss of common sense in man. In society, "attacks coming under the guise of popular culture: 1). "Popular culture" is used as an ideological weapon in the pursuit of the selfish intentions of some political forces with financial resources; 2). People are propagating false ideologies aimed at distorting the spiritual world of the minds of young people. 3). Uses modern information technology. 4). It promotes immorality and violence." [8]

At a time of globalization, rapid development of modern communication networks, expanding intercultural and interpersonal dialogue, it is important to strengthen the independence of our country, preserve the spiritual and cultural heritage of our ancestors and pass it on to future generations. is important. Educating our youth in the spirit of respect for our national traditions and customs plays an important role in the formation of ideological immunity against "popular culture". It is also important to study the historical, literary and artistic heritage of our ancestors and teach them to preserve it as the apple of their eye in the fight against "popular culture".

In today's globalized world, where information exchange is at an all-time high, some "centers" in the West are trying to spread the "charms" of Western life, including the influence of "popular culture", among other nations and peoples. As a tool of attempts to "westernize" the peoples of the world, the means of "popular

culture" and various means of dissemination of information - advertising, press, cinema, television, etc. - are being used forcibly. "Popular culture, whether in the West or the East, has a significant impact on his spiritual life. From year to year, it is becoming a phenomenon that affects the human personality, its aesthetic thinking with great force. This is especially true by influencing the public through art, which is the most important means of aesthetic education. Today, the intelligentsia of our society understands that this phenomenon is manifested in art in the form of obscene films, sex novels, obscene music, and is based on such moral vices as prostitution, violence, cruelty, and so on." [9] Our people, including the younger generation, do not deny the advanced aspects of Western science and technology, culture, literature and art. However, the sooner our young people realize the spiritual and moral depravity of "popular culture", which is considered by Western progressive intellectuals as a "problem of the West", the stronger the ideological immunity against its harmful effects, the faster the state policy in educating a harmoniously developed generation. occurs. The ideological policy, ideological prevention and awareness pursued by our state today include not only the protection of the language, psyche, intellect and spirituality of our people, especially young people, from the dangers of religious fanaticism and ignorance, but also from the negative effects of "popular culture".

Today, through mass telecommunications, computers, the Internet, there are attempts to assimilate the national and spiritual values of a region to other peoples, and thus to establish not only economic, but also national and spiritual domination in the world. Many developed countries in the world are trying to exert national and spiritual influence on the pretext of strengthening economic integration in the international arena, assisting developing countries in science, technology, education, and the widespread dissemination of democratic values. In the context of globalization, along with alien, harmful ideas and ideologies, "mass culture" is also trying to capture the minds and hearts of other peoples.

"Popular culture" as a spiritual threat to the life of society represents the following. The first of these is unbelief, unwillingness to acknowledge one's human duty and responsibility, indifference and indifference. The second is to live on the basis of the selfish thesis that "the world is ruled by interest" that serves to justify the listed shortcomings. The third is the principle of thoughtlessness, of intellectual laziness, that there are no eternal and everlasting moral standards in the world that precede them, and that we will follow the way most people behave. And finally, the fourth is the attempt to elevate the expression of their lowest animal desires and aspirations to the level of "universal moral norms" by becoming a puppet in the hands of a small group of people who are mired in indifference and thoughtlessness in today's media.

At a time when spiritual threats in the form of "popular culture" threaten the spiritual life of society, great attention is paid to the development of knowledge and thinking among young people, the upbringing of a harmoniously developed generation with high intellectual potential, the formation of their ideological immunity. Because only a nation with a high national intellectual potential can develop a national idea that will lead the country to development and put it into practice. The national idea plays an important role in the formation of ideological immunity of citizens against "popular culture". At the present time, when various threats against the mind and heart of man are growing, in our country, great attention is paid to the issue of increasing the national intellectual potential.

Today, the national idea, which embodies the lofty goals of our people, is to further strengthen our independence, achieve economic growth, national security mechanisms, increase national intellectual potential, enrich the national spiritual heritage, traditions and values in line with modern requirements, threats to the nation's spirituality. including preparedness against the harmful effects of "popular culture", the preservation of national identity in the context of globalization, the possible impact of b zg'unchi ideas, "mass culture" ideology, ideological formation of the immune system, such as to occupy a worthy place in the world community is very important to carry out the tasks involved. A person with a developed national consciousness, self-awareness and worldview glorifies the people and the Motherland, understands his responsibility to the people and protects their interests. However, today's globalization process has a negative impact on national education due to "popular culture". Today, our spiritual life is threatened by foreign customs and traditions, immorality and immorality. We can adopt habits and traditions that are acceptable to us. But accepting them blindly is a sign of ignorance today.

In the historical development of our people, such noble values as honoring parents, keeping the family sacred, the duty of children, respect for the elder, respect for the younger, mutual kindness, chastity, honor, modesty, teacher and student etiquette, which have been ingrained in our blood for centuries. loyalty is important in our national upbringing. But today a number of features alien to our mentality, such as individualism inherent in Western culture, ignorance of parental status, lack of mutual love between relatives, are trying to enter our spiritual lives due to globalization.

In today's world of globalization, the effective use of all opportunities and tools to strengthen our national and spiritual immunity remains of great practical importance in preserving our national identity and protecting it from any external influences.

"Popular culture" is, in essence, a relative of national culture. He was the forerunner of the moral decline of the West, and for the past fifty years he had not only distracted those societies with artificial, false ideals, but legitimized inhuman morals and attitudes, and regarded them as the supreme example of democracy. The actions of the representatives of "popular culture" are based on a comprehensive interest in themselves, they not only promote but also monetize the ideas of "unique art". In other words, by spreading his idea, he enjoys both spiritual pleasures and material desires. One of the factors influencing the rapid development of "popular culture" is its direct reliance on commercial rules, on the other hand, those at the root of the disaster are constantly trying to achieve their goals without rushing. Another factor in its successful spread is its desire to subjugate universal culture and to expand its sphere of influence. In fact, "popular culture differs from universal spirituality in its structure, diversity and content, and is based on the spirituality of nations and peoples that have economic, political, military power and are able to exert their influence on the world. Its influence is never natural, but is based on ideological and ideological power, resulting from activities aimed at achieving a clear goal and interests in order to achieve priority"[10].

In promoting "popular culture", the mentality of the people, their inner subtlety, lifestyle, aspirations are studied in depth, and on this basis, methods are developed to strike at the roots of the people. At first glance, bigotry seems to be a supporter of human freedom, but on the other hand, it is a tooth-and-nail opposition to human thinking. While "popular culture" has no real artistic value, it can always attract a wide audience. It is

narrow-minded, attractive to people, and it is attractive in that it satisfies people's fleeting desires, immediately absorbs and reflects any news.

As an independent state, Uzbekistan has become an important link in world civilization. In the process of intensifying integration, the processes of interaction between peoples have intensified, and there have been attempts to bring into the life of society foreign ideas and elements wrapped in the guise of innovation. Following "popular culture" is more common among young people whose worldview and consciousness are not fully formed and who do not understand the essence of national ideas and values. Various non-national ideas and views spread through the media, publishing houses, musical works, fine arts, cinematography, the Internet, foreign TV channels, mobile media have a negative impact on the minds of young people. Today, modern information technologies are widespread in Uzbekistan, as well as around the world. The role and place of the scientific and cultural community and the people of creativity in preventing the growing spiritual threats in the world, protecting the minds of the younger generation from the harmful effects of "popular culture" is growing. After all, such examples of "culture", which are alien and alien to our national psyche and nature, can not be achieved by simply criticizing and denying or banning them. In order to save our lives from such mistakes, to prevent a spiritual gap, it is necessary, first of all, to raise the cultural level of our people through noble human ideas and works created with high skill. In today's globalization, the fight against various forms of ideological attacks, in particular in the form of "mass culture", for which "people-to-people, nation to nation" is an important means of preserving the independence of Uzbekistan, maintaining stability in society.

Initially, the media played a key role in the penetration of "mass culture" into our lives. Today, advertising has become an integral part of it. The laws of the market are emerging in the interest of the widespread distribution of "popular culture" products. Hundreds of modern audio-video equipment, sound recorders and amplifiers are used to advertise "popular culture" products.

III. CONCLUSION

In order to combat the effects of "popular culture", it is necessary to work in the following areas and pay attention to the formation and strengthening of the ideological immunity of young people, all citizens:

1. It is necessary to make effective use of the reports of experts in various specialties and areas, to make more use of live communication and practical work in meetings.
2. It is necessary to use various means in propaganda work, to form a strong spirit of national values, traditions and customs, self-respect in the minds and thinking of young people using the media.
3. It is necessary to effectively use the opportunities of cinema and music, fine and applied arts, fiction in educating young people in the spirit of our national identity, devotion to ourselves and respect. In such forms of art as fiction, cinema and theater, great attention is paid to the creation of the image of a modern hero, which has a profound impact on the education of young people.

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