

THE ROLE OF “MASS CULTURE” IN THE CRISIS OF NATIONAL VALUES

English Translation of the Article

Mo'sajaonova Zebiniso

Student of Philology and Language Teaching, English Language.

Sotvaldiyeva Hilola

Teacher of the Fergana State University

Annotation: *This article discusses the negative and positive aspects of mass culture, its effects on our national spirituality and morality, and its influence on our society.*

Keywords: *Mass culture, spirituality, nationalism, ideological pressure, national values, national idea.*

Today, as the Western media often warns, it is not the people but rather the masses who consume most things. We observe this in countries affected by revolutions and upheavals.

“Mass culture” has become one of the urgent problems of our time. The intensification of “mass culture” is one of the serious issues of the 21st century and is considered an “ideological threat.” The influence it exerts on young people has affected many countries, including ours. Science and technology have advanced rapidly. In this era, information technologies are developing at an unprecedented rate. Along with this, the harmful effects of “mass culture” also began to penetrate our society.

This process primarily affects the worldview of young people. Since many of the things entering from outside are foreign to our national and moral upbringing, their impact is growing day by day. The negative influence of mass culture is increasing. It manifests itself in various forms. For example, in clothing—we often see styles of dress among girls and boys that have entered from abroad. These include different types of tight clothing, boys' long hairstyles, girls' open clothing, and similar trends.

The arrival of “mass culture” has deeply affected the psychology of our youth. As is well known, a young person's heart is sensitive to injustice and wrongdoing, and their emotions are easily influenced by change—either positively or negatively. For this reason, various ideological centers from abroad attempt to instill false ideas such as “absolute freedom” and “free morals” into the minds of young people. This gives rise to the mistaken belief that “freedom of limits” or “free morality” means doing whatever one likes without restrictions.

In this way, mass culture spreads its influence through information technologies, especially through radio, television, and the internet. If we speak

about the essence of this culture, it causes our national and spiritual identity to erode gradually. Many works aimed at destroying our national and religious consciousness are deliberately produced and distributed.

The essence of mass culture suppresses national cultural values. Its main purpose is to replace Islamic and national moral values with Western lifestyles disguised under the mask of democracy and personal freedom. Mass culture mostly promotes new and meaningless “trends” created by contemporary representatives of pop culture. If a person follows these “trends,” they mistakenly believe they are becoming cultured; however, true culture does not come from imitation but from spiritual richness.

Unfortunately, we ourselves contribute to the spread of these issues without realizing it. As our indifference increases, society moves toward moral decline. The only correct way to prevent this is to instill in the young generation a strong sense of national identity and national values. Under the initiative of our President, great attention is being paid to raising young people into well-rounded individuals with strong moral and legal education based on national ideas.

The main goal of this direction is to educate young people in love for their homeland, to strengthen patriotic spirit, and to nurture them into individuals devoted to the Motherland.

Mass culture has been interpreted differently by many scholars and experts. Its general meaning can be expressed as follows:

- Mass culture is the culture of the masses—customs, traditions, rituals, and the arts adopted by a large population.
- Mass culture is a phenomenon connected with the development of mass media.
- Mass culture is the negative form of culture created by the “entertainment industry,” aimed at making profit and appealing to the masses.

Today, mass culture has become one of the dangerous tools of ideological pressure. Its influence on youth is especially strong. Despite this, no field of ideology can remain neutral. As the American scientist George Bernard Shaw stated: “People who are unaware cannot prevent harmful ideas from spreading; therefore, they become victims of external influences.” That is why, from the early years of independence, ensuring peace, stability, and spiritual security has been one of the most important issues for our state.

It is necessary to analyze ongoing processes in society, to be aware of ideological threats, and to understand what kinds of ideas and goals are being introduced into our country from abroad. Through mass media, radio, television, and the internet, the population—especially youth—must be protected from harmful influences and guided toward the right path.

REFERENCES:

1. I.A. Karimov. "The Power of Spirituality." Tashkent, 2008.
2. O. G'aybullayev. "Youth Information Attacks and Protection from Spiritual Threats." Murabbiy mahorati, 2016.
3. Decree of the President of the Republic of Uzbekistan "On the Strategy for Further Development of the Republic of Uzbekistan."