



## **YOUTH OF POPULAR CULTURE IN THE CONDITIONS OF GLOBALIZATION IMPACT ON WORLDVIEW**

**Ibodulla KUNGIROV,**

Candidate of Historical Sciences, University of Journalism and Mass  
Communications of Uzbekistan  
[qo'ng'irovibodulla@mail.com](mailto:qo'ng'irovibodulla@mail.com)  
[tel:998\(90\)9912807](tel:998(90)9912807)

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<p><b>Received:</b> April 6<sup>th</sup> 2023 <b>Accepted:</b> May 6<sup>th</sup> 2023 <b>Published:</b> June 11<sup>th</sup> 2023</p>	<p>In this article, the impact of popular culture on the worldview of young people in the context of globalization. Its negative consequences have been scientifically analyzed. Today, as a result of the intensification of the rapid flow of information, the breadth of its scope, universal processes related to universal technologies have a serious impact on the worldview of young people. Especially young people are turning into the age of various entertainment shows distributed through social networks. Analyzing such shows, which can negatively affect the morals of young people, and explaining their negative consequences on a scientific basis remains one of the urgent issues of today.</p> <p>Globalization plays an important role in the exchange of information in the world community. However, some information is biased and aimed at misleading young people from the right path, so they should be protected from such negative situations. They should be educated to follow the rules that are in the interest of the society.</p>

**Keywords:** Globalization, mass culture, universal technologies, youth spirituality, moral standards, information attacks, information flow intensification, ideological influence, brainstorming, ideational space, internet clubs, information, telecommunications.

**INTRODUCTION.** As a result of globalization, acceleration and intensification of the flow of information in the world, universal processes related to universal technologies are accelerating and the sphere of influence is expanding. Unparalleled scientific discoveries, universal technologies and the globalization of information distribution have a serious impact on the ideological processes taking place in the world.

Today, youth is defined as 15-30 (sometimes 16-29) years based on strict measurements. According to the United Nations, youth is defined as 15-24 years. Such a conclusion was reached in 1968 at the XV General Conference of UNESCO, where the main report on youth was presented. Unfortunately, there are cases where some of our youth blindly follow the views of "popular culture". What should be paid more attention to protect against such ideological threats?

First of all, if we define mass culture, "mass culture" is a specific form of the existence of culture, which is complex and not always interpreted in the same way. "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.

Popular culture has deep social and cultural roots. The socio-economic roots of the emergence of mass culture are connected with the emergence of large-scale industrial production. In the 20th century, as a result of the emergence of radio, film, television, video, computer systems, mass culture entered a new stage of its development. This stage is characterized by a sharp increase in the possibilities of formation of views and personnel acceptable to the majority. Today, "mass culture" has become one of the most dangerous weapons of cultural and ideological oppression.

Acceleration of globalization processes takes place in connection with the increase in the position of information and telecommunication means in the life of society and a number of other factors. One of the subtleties of globalization is that it can have both positive and negative effects. That is, on the one hand, all mankind is enjoying the achievements of the science being created. On the other hand, ideological aggression and information attacks are spreading widely.



Since globalization has wide possibilities as a natural process that goes along with the development of society, it is being used for various purposes. In such a situation, education of young people who are independent thinkers, have a healthy worldview, are capable of resisting any ideological threats, and are strong-willed and highly spiritual is becoming a priority.

Today's youth are getting various information through a number of mass media, especially social networks, they are analyzing some of them in their own way, and they do not fully understand the negative consequences. As a result, they become attached to foreign ideas that have the potential to cause unwanted negative effects.

The disdainful attitude of some young people to national values, support of various violence and becoming their victims. Such situations lead to the destruction of the dignity of young people. As a result, the criteria of social justice are violated in the society, relations that contradict the moral norms begin to take precedence. As a result, conditions are created for the introduction of different ideologies alien to the development of society.

Processes of globalization, information attacks are the cause of increasing mental attack for the human mind in the "society-nature" system. Today, in the international arena, various political forces are trying to have an ideological influence on the minds of young people in order to realize their interests and goals. As the First President of Uzbekistan, Islam Karimov, said, "While we are building the foundations of new life in our country, we should pay special attention to one issue. In other words, it should not be forgotten that a "mass culture" that is completely foreign to us and contains spiritual and moral vices can sneak in using the ideological gap that appeared in society after the rejection of the communist ideology and its moral norms." [1]

Popular culture can have a negative impact on the worldview and spirituality of young people, as well as an ideological threat to them. Popular culture is causing many young people around the world to unconsciously enter the virtual world into the "abstract world". In other words, it makes the internet addictive.

Ўзбекистонда барпо этилаётган демократик фуқаролик жамиятини шакллантириш жараёнлари муваффақиятли кечаётган бир шароитда, ёшларнинг айрим маълумотларни олишларини чеклаш, ёки қатъий чегара ўрнатиш ҳам тўғри эмас. Аммо, ёшлар маънавиятига салбий таъсир кўрсатадиган, оммавий маданият

намуналарини ҳамда унинг салбий оқибатларини аниқ, ҳаётий мисоллар асосида тушунтириб бориш зарур.

It should be noted that even a small piece of information, which is not paid much attention to, can affect the morale of young people, and it is one of the social phenomena that can cause great damage. "Naturally, under the guise of "mass culture", spreading the ideas of moral corruption and violence, individualism, egocentrism, if necessary, gaining wealth at the expense of it, disrespecting the thousands of years of traditions and values of other peoples, the spiritual foundations of the way of life, dangerous threats aimed at subverting them "[2] - said Islam Karimov, the First President of Uzbekistan.

Today, the scale of mass culture threats and information attacks is increasing day by day, and the most important thing is that the procedures are being implemented in connection with the processes of globalization. As a result, the scope of information attacks is expanding day by day. Therefore, if measures to protect young people from information attacks in Uzbekistan are not taken in time, it is more likely that most of the young people will fall under the influence of popular culture.

Today's young people should be protected from being subject to various new music shows, music videos, immoral films, TV programs and entertainment games organized in a number of Internet clubs and other similar examples of "Popular Culture". Also, in order to protect young people from global information attacks, it is necessary to rely on national and universal values, to widely promote the reading of examples of world literature that glorify humanity, to study spiritual heritage, and to strengthen moral education among them.

Based on the above opinions, it is possible to make some suggestions and recommendations aimed at eliminating information attacks that have a negative effect on the morale of young people:

First of all, in studying the impact of global problems and information attacks on youth spirituality, it is necessary to pay serious attention to the development of national and universal values and general rules of behavior in accordance with the requirements of the time;

Secondly, it is necessary to increase attention to not only economic, but also social, spiritual and ideological aspects of the risks and threats associated with globalization;



Thirdly, it is necessary to always be aware of information attacks and to form a strong ideological immunity in the minds of young people;

Fourthly, it is necessary to increase the importance of social and humanitarian sciences in protecting young people from the influence of mass culture, which is one of the global problems of today's information attacks, and to establish a new attitude to universal human values in young people based on modern pedagogical technologies;

Fifth, it is necessary to develop a mechanism for combating actions that have a negative impact on the minds of young people and violate our national traditions and moral values, and by applying it to social life, it is necessary to increase the spirituality of young people;

Sixth, it is necessary to develop a system of effective use of Internet networks by young people in accordance with the requirements of the time, to help them get the necessary information, and to create the necessary conditions for them to acquire worldly sciences.

Seventh, it is necessary to encourage young people to increase their intellectual activity, create conditions for engaging in innovative technologies, and encourage them to put their advanced ideas into practice.

To sum up, the negative consequences of "Pop Culture" is that it opposes human thinking tooth and nail. True, at first glance, "mass culture" seems to support superstition and human will, but if you pay attention to the basis of all "science", it becomes clear that it is contrary to human thinking and thinking. The molding policy they are conducting in all areas reveals the real purpose.

It should be recognized that today's new style of singing, various musical shows, blockbuster movies serve to make profit and gain wealth. This is "preparing the ground for mass culture to spread its wings." The "representatives" of "popular culture" form certain patterns that determine the taste of society members, which at first glance seems harmless, even pleasant. It is dangerous because the builders of the new society - the young people - are not only pulling them into their trap, but also turning them into propagandists of this culture. [3.]

One of the most dangerous aspects is that "mass culture" is seriously persecuting the spiritual and moral values of the society, in a word, the national and domestic life. Young people are encouraged to alienate themselves from national values and traditions, to disregard them. In other words, problems in social life are turning people into people

who are interested in frivolous things and want to satisfy their desires.

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