



THE ROLE OF FORMING PERSONAL CONSCIOUSNESS IN ENSURING SUSTAINABLE DEVELOPMENT OF SOCIETY

Kadirov Umarali Dustkobilovich,
Doctor Of Psychology, Professor
Hoshimov Nodirjon Ergash ugli,
Independent Researcher

| Article history: | Abstract: |
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| Received: 10 th August 2024 Accepted: 10 th September 2024 | This article analyzes the concepts of "consciousness" and "thinking" from the point of view of psychology and neurophysiology, emphasizing the special role of the socio-psychological climate and other social factors in the formation of information and psychological security of society. |
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In the 21st century, people's activities depend on the possession of information on the one hand, and how to use this information on the other. Nowadays, any specialist should be able to receive, process and use information through information and communication tools. In recent times, the view of information as a factor that determines the strategic direction of the state and its level of development is developing. Globalization has accelerated the transition of societies to a new form of information society. The information market has provided consumers with all the necessary products and services, and their production is carried out by an industry often known as the information industry.

Uzbekistan is not only a participant or consumer in the world information market, but also strives to become a leader in the production of information industry. In this regard, in the conditions of the "information war", new threats related to information security issues are emerging, which is gaining urgent importance for the security of our country and population in every aspect. It is known that the term "spiritual threat" refers to ideological and informational attacks aimed at destroying the spiritual world of every person, regardless of language, religion, or belief.

Examples of the information wars being waged against our country include hacker attacks against Uzbekistan's internet portals, systems and related programs, as well as information attacks from different countries.

Today, the state's reputation in the world community is not only its military and financial power, but also its ability to properly use the intellectual potential of other countries, at the same time, its ability to stop the cultural expansion of foreign countries, its ability to promote, promote and implement its own national and spiritual values, social and individual consciousness.

In the information society, awareness of the world's events and information is one of the important factors. The role of education in the formation of this factor, which also affects the development of the state, is incomparable.

Despite the fact that there are many points of view (religious, philosophical, biological, medical) about consciousness, there is still no universally accepted definition of it. However, some of its general features have been studied and researched by psychologists, and they can be of great importance in understanding the mechanisms of controlling human behavior. They are as follows:

1. The external world surrounding him is reflected in the human mind.
2. The consciousness of each individual is unique.
3. Thinking is one of the main means of understanding and analyzing the environment and the external world.
4. Consciousness is closely related to speech (oral, written).
5. Human consciousness plays an important role in determining its activity.
6. Consciousness plays an important role in determining the subject's attitude towards various values (axiological aspect).
7. A sequence of symbols perceived through thought and feeling is represented in the mind.
8. External factors such as the environment, physiological and social processes play an important role in the development of consciousness.
9. The situation that a person perceives depends to a large extent on his assumptions and assumptions, as well as the content of his activity at that time.
10. Mental and cognitive processes are closely related to brain activity.

In this article, we approached the concept of "consciousness" not from a religious or philosophical point



of view, but from a medical and psychological point of view (which includes mental processes such as thinking, speech, intuition, perception, imagination, attention, imagination, will, memory, and determines the content of human activity). Consciousness is manifested as evidence in the empirical assessment of a person's perception of himself and the external world, his actions, behavior.

Some Russian psychological scientists (mainly representatives of the St. Petersburg scientific school) do not include intuition, curiosity and emotion among mental processes in their work. The reason is that they favor the study of intuition, inclination and emotion more within the framework of the mental state.

However, as early as 1927, Russian scientist V.S. Deryabin said in one of his speeches against the proponents of separate study of emotional aspects during the analysis of mental processes: "The study of a new disease - lethargic encephalitis has provided interesting information for studying the activity of the brain. In this case, the emotional-volitional sphere is damaged in many cases. Experimental-psychological studies testify that people with the disease are not inferior to the people in the brochure in terms of intelligence in most cases, but they do not have features such as sadness, joy, anger, hope, and goal-seeking. They are like a living corpse. The conclusions of the experience are that emotion plays a key role in human activity and in its progress. A mind without emotion is nothing. It can be compared to a mechanism with the spring that moves it removed. The mind is only a working apparatus¹.

In our opinion, it is appropriate to evaluate, classify and study the mental state of a person from this point of view.

The analysis of the concepts of "consciousness" and "thinking" shows that the concept of "consciousness" covers a relatively broad and diverse range of functions. Thinking, in turn, is a component of consciousness. Thus, the concept of reforming and changing thinking implies focusing only on thinking operations in the process of controlling a person. Important aspects such as speech, intuition, perception, attention, imagination, will and memory are neglected.

They effectively use the unique features of the brain to attract people to the ranks of destructive groups, to impose foreign ideas on them. For example, in the process of meditation, the ability to verbally describe felt and sensed situations and critically evaluate behavior decreases. If this aspect is analyzed from the point of view of neurophysiology, different forms of meditation cause

different levels of brain activity, gradually moving from alpha rhythm (rhythm) to theta and delta rhythms. When a person sits in a relaxed position with closed eyes, alpha waves are characteristic for him, the frequency of which is 8-12 Hz. Theta waves of 7-8 hertz are generated in the brain of a person sitting in an enclosed place (for example, in a cell) during the first stage of sleep. Delta waves are observed when a person is in deep sleep, and their power is 0.5-3 Hz. A beta wave of 13-25 Hz is characteristic for the active functioning of the brain².

Although a person is devoid of any meaning, certain processes inhibiting the nervous system and the effect of mental activity can be weakened by constantly paying attention to the combination of correctly selected sounds, repeating various texts (mantras) without stopping. The main thing here is not the content of the text, but the rhythm, timbre and number of repetitions. Therefore, it is assumed that repeating the same text over and over again is nothing more than verbal meditation, which is important for directing one's attention to the desired object and goal, which can relax the person and cause him to be disconnected from the outside world for a certain period of time. Electroencephalographic studies indicate that such a state of a person is close to hypnosis.

In addition to the described methods of mind control, various mechanisms of influencing the psyche of people are used quite effectively for certain purposes. The main such mechanism is persuasion. Persuasion is a process that affects the mental sphere, in which a person does not react critically to information that is not fully aware of its content, and cannot consciously perceive it. Nevertheless, he accepts the offered information without any resistance. Persuasion can be done through words, actions, gestures, and status. A person can be persuaded in a state of wakefulness, sleep or hypnosis. The effectiveness of this process depends on the persuasive person (will, charm, superior aspects) and the person being influenced (mostly the level of his influence). It is very difficult to "correct", turn to the right mind formed under the influence of information received as a result of persuasion.

The level of belief is a factor that is manifested depending on the situation and personal characteristics. Such personality traits include: self-doubt, low self-esteem, a sense of inadequacy, submissiveness, timidity, shyness, trustworthiness, anxiety, risk-taking, high emotionality, weak logical thinking, extroversion (of course, to typical extroverts they are sociable, enthusiastic, social flexible, they have many friends, they like to have

¹ Дерябин В.С., проф. О закономерности психических явлений // Иркутский медицинский журнал. 1927. Т. V. №6. С. 10.

² Скородумов А.А. Социально-психологический анализ дезадаптации личности (на примере современных внеконфессиональных течений). Дис. ...канд. психол. наук. СПб., 1997. С. 89.



fun, but they have difficulty controlling their emotions and are prone to anger and aggression).

Educated, difficult people can be convinced. Various emergency situations, especially during a fire, an earthquake, after the death of a loved one narrows the scope of consciousness. At such times, it is easy to perceive certain events or to accept the opinion expressed by someone³.

Factors related to the situation leading to belief can include reasons such as emergency, unexpected negative impact on a person, lack of information about the discussed issue or activity, limited ability to critically assess the situation, psychophysical condition of the subject.

The concept of "information-subversive factor" has been used by psychologists. In fact, subversive information spread over the Internet can sometimes be more effective than military action. In particular, aspects of this information that may affect a person are shown in the following:

- media pressure, attack aimed at purposefully changing people's moral-psychological state, outlook, political point of view and faith;
- dissemination of incorrect, intentionally distorted, incorrect information and information;
- striving to ensure that correct information is not misperceived by people⁴.

The external environment and the inner world of a person are closely related to each other, and in some sense it is the main factor that determines the character of a person's behavior. For a person who needs psychological guidance in the process of self-realization, it is important to have a person who knows him, who can advise him, who can make the right decision for him. In self-awareness, a person shows the ability to receive education, expand his worldview, receive various information and materials, learn new life experience, and finally, appropriate personal qualities are formed. A person changes, transforms, and it is necessary for him to consciously feel and control this process.

The benefit or harm of informational influence is characterized by the result it can show, not by itself. After all, the essence of information influence is manifested in its ability to control certain processes.

It has been found that people who spend a lot of time in the fantasy world are prone to hypnosis. It is not a difficult task for specialists to create a program of computer games based on certain goals, using words that serve to "zombify" a person.

³ Скородумов А.А. Социально-психологический анализ дезадаптации личности (на примере современных внеконфессиональных течений). Дис. ...канд. психол. наук. СПб., 1997. С. 90.

In general, in our opinion, it is necessary to do a number of things to protect teenagers and young people from the negative effects of the Internet.

First of all, it is necessary to follow the norm, that is, it is necessary to determine and limit the time the child spends in front of the computer. Instead, it is advisable to encourage people to read various artistic and scientific books, play music, and play sports. According to doctors' recommendations, first-graders can work on the computer for 10 minutes a day, and second-fifth-graders up to 15 minutes. It is recommended that 6th-9th grade students of secondary general education schools sit in front of the computer for 20-25 minutes, and students of secondary special, vocational educational institutions from half an hour to an hour a day.

At the same time, it is recommended to use programs that limit access to certain sites and portals of the Internet. By doing these things, it is possible to reduce the negative effects of the Internet on the psyche of teenagers.

As the civilization develops, the uneducated, uneducated representatives of humanity are deprived of the opportunity to fully enjoy all the benefits of development. Any shortcoming in the education system, including lack of education for all strata of the population, causes a mental-intellectual and cultural crisis of the individual, which in turn has a negative impact on information security, and at the same time on the country's sustainable development.

In this regard, the Law "On Education" adopted in our republic, based on the principles of unity and continuity, has a high general and professional culture, creative and social activity, the ability to independently find the right goal in social and political life, to promote and solve future tasks.

Our republic is successfully overcoming various threats and attacks on the way to take a worthy place in the world high information technology market and build an information society. Special attention is paid to this issue when organizing the educational process in the educational institutions of our country. Acquainting pupils and students with the events and changes happening in the world and in our country during information hours, during the course of social and humanitarian studies, is of great importance in the implementation of patriotic education, in the development of analytical thinking of the individual, and in ensuring informational and psychological security.

⁴ Крол Эд. Все об Internet: Руководство и каталог / Пер. с англ. Тимачева С.М. - Киев: BNV, 1995. –С 19.



In general, creation of a human-oriented information environment, formation and development of individual consciousness are important tasks facing all countries and societies in the 21st century, when the globalization process is underway. The person, his consciousness, interests and needs, spirituality, ideals are among the issues that are in the center of attention in the state's policy in the field of information.

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