

The Role and Significance of the Mass Media in the Formation of Youth's Ideological Immunity Under Globalization

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Annotation: In the article, the spiritual and ideological processes taking place in the conditions of globalization, the negative impact of certain information, articles, and advertisements in the mass media on the mind and worldview of young people and the educational work to prevent it, the preservation of national identity and spiritual values in young people, the correct understanding of the essence of various attacks that are taking place in the information space, a number of thoughts and opinions are given about some priority areas of spiritual education of the young generation.

Key words: Globalization, positive aspects of globalization. negative aspects of globalization, mass media, communication, socio-political life, youth, education, immunity, spirituality, ideology, morality, consciousness, moral threat, worldview, responsibility.

Enter. Today, in the conditions of globalization, which is rapidly covering the processes related to the socio-political, economic, cultural and spiritual spheres of the life of the countries and peoples of the world, the mass media are forming a new character, quality and speed of interaction between them. As the President of the Republic of Uzbekistan, Shavkat Mirziyoyev, noted, "It is known that today the world is dominated by a sharp struggle and competition, and the conflict of interests is increasing. Globalization processes are creating new opportunities for humanity as well as unexpected problems. Threats and dangers against national identity and moral values are increasing. Thinking only of oneself, looking lightly at work and family, consumerism is masterfully instilled in the minds of people, especially young people, in various ways." [1]

The strengthening and deepening of the integration of economic, socio-political, cultural and international relations between all countries and peoples living in the late 20th and early 21st centuries, the creation of conditions for the free movement of capital, goods, labor forces, science, information and technology rapid spread of achievements, harmonization of national and universal values and international, interstate relations are becoming important with the globalization process and the role of mass media. Currently, there are 2140 media outlets operating in Uzbekistan, or 626 more than in 2016, 65% of which are non-state media outlets. Along with traditional publications, Internet publications have also developed rapidly, and their number has reached 745. In recent years, 132 million copies of art books and other literature have been published by the publishing houses of the republic. [2]

It is known that in the current information age, the relations and interaction of the countries of the world are becoming more and more intense, therefore, it is impossible to stay away from the process of globalization. The effect of the factor of globalization on the socio-economic life of different countries is not the same. Its influence is related to the socio-economic, political, cultural and spiritual life of certain countries and peoples, as well as the activity of information and communication systems. It is necessary to deeply understand the positive or negative impact and nature of the globalization processes taking place in the world community on the life of a particular country, to study its specific aspects and to draw the necessary conclusions from it.

The main part. In the context of globalization, the positive and negative effects of the mass media on the economic, social, political, cultural and spiritual life of countries were described by Mahatma

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Gandhi, the leader of India's independence: "I cannot always keep the gates and doors of my house tightly closed, because I need fresh air to enter my house. At the same time, I don't want the hurricane coming through my open doors and windows to overturn my house and knock me down."

On the one hand, the current rapid globalization processes strengthen the rapprochement and economic integration between countries and peoples, increase their development and economic well-being, as well as accelerate socio-political processes, ensure mutual exchange of achievements of countries and peoples in the fields of modern technology, science, and culture, on the other hand It should be noted that the Western world, which has a developed, economically powerful, influential mass media, represents a spiritually and morally impoverished way of life, as well as an ideological and ideological influence that is unilaterally beneficial. Another unique aspect of the globalization process is that it has become a very sharp tool of ideological influence and serves the interests of various political forces and centers.

In the current era, the processes of globalization, with the help of mass media, cover new territories, countries and regions, their social, political, cultural life and all aspects of human activity. Some developed industrial countries, through means of information and ideological influence, are trying to consistently inculcate the nature, culture, and ideology of their people, in most cases negative aspects, into the life, lifestyle, worldview and consciousness of other peoples, especially young people. Such situations can cause serious damage to the national identity, values, culture and spirituality of the peoples of countries that have just gained freedom and are on the path of independent development, as well as their youth.

As our head of state noted, "... Today, the increasing number of cases of deceiving people and leading them astray by spreading false and baseless information makes increasing the media literacy of the population an urgent task for us. Disputes and problems arising in the field of information must be resolved only and only within the framework of the law, on the basis of legal norms.[3]

However, from the opportunities that arise as a result of the processes of globalization, various political and ideological centers through the mass media purposely create spiritual limitations, the nation's history, religion, age-old values, national thinking and way of life, morals, family and, ultimately, the life of society. became clear. These dangers are threats to national morale. Our President Shavkat Mirziyoyev drew attention to these problems and said, "Considering the events that are happening in different parts of the world, which worry us all, we cannot ignore the fact that there are also threatening aspects of the information processes in the global world and they are getting stronger.

It should be noted with regret that in some regions and regions of the world, the mass media serve to escalate the informational war in the hands of certain political forces, to mislead public opinion, to show white as black and black as white.

In today's complex situation, where superiority in the information space solves many things, our people, dear ones, follow the principles of impartiality, truthfulness, loyalty to our national interests, which are the basic conditions and requirements of the democratic press, and use your knowledge and potential, sharp pen and warm words to make the public understand the essence of social processes. he considers them selfless people who help and protect them from destructive information attacks," [4], he emphasized.

In exchange for weakening the ideological immunity of the population and young people through masked actions in the mass media, it is aimed at encroaching on human freedom, making it ideologically dependent, derailing its spiritual world and spirituality, and promoting such pompous slogans and ideas as "advancement of freedom and democracy". it axes the ground of religious and national values, takes over the hearts and minds of young people, injects harmful thoughts into their worldview, ultimately threatens the country's security and national interests, and brings the society to a state of crisis. The morally weakened, ideologically immune nation and its most active part, the youth, become powerless in front of even the simplest dangers and threats.



Today, the forces seeking to realize their various goals and interests in the conditions of globalization use seemingly innocuous "modern, wonderful, charming, attractive" tools, namely the Internet, mobile phones, radio and television, social, political advertising opportunities, beautiful looks and scenery. , beauty, romantic and sensual love adventures, wealth, being strong and powerful, film products and mass media are used effectively. It is impossible to ignore the fact that the main power and opportunities through them are to capture the minds and hearts of the young generation, to influence their worldview, to divert them from the right path and to serve their own nefarious goals.

The negative impact of the mass media on human spirituality and youth education in the context of globalization is manifested in the following:

Firstly, as a result of the rapid development of the mass media and the possibilities of influence, the Internet, mobile phone, television and radio communications and the penetration of various information through them;

Secondly, through the mass media, some young people are moving away from national and historical values, falling under the influence of various Western vices;

Thirdly, various manifestations of "popular culture" are increasingly widespread among young people, especially reflected in their relationship to national values;

Fourthly, through the imitative characteristics of some young people, their dressing, interests, leisure time, hairstyles, tattoos, etc., the lowering of the taste and feelings of young people, especially unorganized youth;

Fifthly, among some young people, there are vices such as imitation of foreign cultural values, lifestyle, Western individualism, egocentrism, nihilism, lack of thought, promiscuity, violence, disregard for social interests;

Sixth, in cases of inappropriate imitation among young people, blindly following foreign ideals;

Seventhly, in such aspects as the moral and spiritual standards of behavior that have become widespread in the West are absorbing the minds of young people through various movies, fashion and advertisements;

Eighth, there are a number of negative situations among young people, such as spending time with computer games rather than reading books.

"In the Western world, personal freedom and individual rights, as well as the freedom to express one's identity, are prioritized, while in the Eastern culture, priority is given to the interests of the community, the honor and sanctity of the family, social traditions and rules, and respect for elders. These serious differences in the views of man and society are the cause of inter-civilizational conflicts and are expected to intensify in the coming years. In the conditions of globalization, intercultural integration should first of all be built on the basis of spiritual, moral and educational criteria, universal values" [5].

In the complex conditions of the current era, it is necessary to strengthen the main attention to protection from the negative effects of mass media and globalization on the education of young people:

- a) to achieve harmony of national and universal values through mass media, that is, to strengthen attention to the formation of qualities such as honoring parents, keeping the family sacred, duty, mutual kindness, chastity, honor, modesty, and conscience;
- b) effective use of universal experiences related to the formation of youth consciousness, respect for other nations, respect and attention to their culture and national values;
- c) systematic approach to the organization and conduct of spiritual, educational and educational work, that is, the development and consistent implementation of a coherent program of action by all interested forces;



- d) taking into account their wishes and desires in the spiritual and educational activities conducted among young people, avoiding situations of coercion and coercion, covering the interests of young people and the scope of work and living in which they will be busy;
- e) to ensure that materials, broadcasts and shows representing national, historical, and religious values are presented in mass media on an effective basis;
- f) publishing materials that provide an objective coverage of the content and essence of the materials given in foreign mass media, to increase attention to reveal their hidden goals in various conversations and lectures;
- g) inculcating education, training, customs, traditions and values into the worldview of young people in harmony with universal values in order to develop national and scientific intellectual potential of young people;
- h) to carry out specific goal-oriented activities for the promotion of political, legal, ethical, and aesthetic culture of young people, for them to put the interests of the society and the state above their personal interests, and to understand their human duties;
- i) special attention should be paid to the development of effective mechanisms for working with unorganized youth and to support and provide practical assistance to the work of the Youth Union in this direction;
- j) it is necessary to ensure the consistency and effectiveness of work, such as organizing and conducting work aimed at further improving consistent spiritual and educational work and ensuring its practical effectiveness, in order to form ideological immunity in young people.

The efforts made by the President of the Republic of Uzbekistan Sh.M. Mirziyoev to revive the tradition of reading among our people, especially among the youth, are noteworthy. For this purpose, in September 2017, in order to strengthen the ideological immunity of schoolchildren, the contests "My favorite book" and "The best reader" were organized in educational institutions, and 160 million soums were awarded.[6] These events became important in protecting young people from various foreign ideas and ideologies, strengthening their ideological immunity and establishing high spirituality in the society.

In short, to ensure the implementation of the goals set by the development STRATEGY of New Uzbekistan for the years 2022-2026 [7], spiritual and educational works, which attract the attention of young people in the process of education and upbringing, which form national pride, social-economic, political, cultural-spiritual in the years of independence of Uzbekistan. the work done in his life, focusing on our achievements recognized by the world community, work aimed at the physical and spiritual development of young people - reform of education, conditions created for young people, attention paid to physical education and sports, their development into mature people, ability and it should be noted that attention is being paid to the development of his talent, loyalty to the country, dedication to his people is a great virtue.

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