

CONCEPTUAL INTERPRETATIONS OF POST-MODERN SOCIETY CHARACTERISTICS

Majitov Makhmud Abdimumin Ugli*

*Director,

Regional Branch of the Center for Professional,
Development under the International Islamic Academy of Uzbekistan in Surkhandarya Region,
UZBEKISTAN

Email id: mazhitov1981@inbox.ru

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ABSTRACT

The article identifies a holistic view, the main features and tendencies of postmodern society and analyzes these features and tendencies. This approach to the problem allows us to prove that economic, political, social and spiritual changes in postmodern society have created objective conditions for the transformation of the human personality. The article presents the views of a number of scientists who are directly involved in the study of the features of postmodern society on a scientific basis, in particular D. Bell, J. Lyotard, J. Baudrillard, F. Jameson, Z. Bauman, E. Giddens and others. This is due to the fact that there are different conceptual interpretations of the relationship "postmodern society-man", the need to study these concepts in the context of special studies in order to identify patterns characteristic of transformation processes in the human personality.

KEYWORDS: *Society, Postmodern, Concept, Consumption, Culture, Technology, Trend, Transformation, Ethics, Globalization, Conceptual Interpretation, Humanity.*

INTRODUCTION

Throughout the history of mankind, it is known to us that personality society is in the process of temperate transformation and renewal. Radical changes in the socio-economic, political-legal, spiritual-cultural spheres of society can be found both from the history of the ancient world and the Middle Ages, and from the period of awakening and the history of the new era. These updates were sometimes evolutionary, sometimes revolution, sometimes stable, sometimes unstable, sometimes necessary, sometimes random, sometimes rational, sometimes irrational. But the structural, processual, functional, ideological changes that took place in the personality society at the end of the XX and beginning of the XXI centuries were of particular importance. The goals and provisions of the economic development of the countries, the strategic goals, received special attention. This, in turn, gave a new spirit to the affiliated of the relationship between the productive forces and the production relations. The structure of the economy, the production of material wealth, distribution and the social practice associated with the process of consumption have changed, new principles of the management of economic processes have begun to emerge.

Industrial-technological changes have also occurred in social systems. Absolutely new, material production technologies began to appear, characteristic of the previous stages of human history. These technologies, manifested in the 70-ies of the last century in the form of automation and Robotics of production, took the form of a digital economy by the time of the first decade of the new century. The study of the nature of market requirements, as a result of such technologies, meets these requirements-the production of gun products, the process of their delivery to consumers, has intensified to an unprecedented extent.

In the last quarter of the last century, the personality society also experienced a variety of socio-cultural changes. Socio-economic, industrial-technological, political-legal updates naturally created the basis for the new development of the character of the worldview of people, the system of their values, their attitude to society, the social system. Social groups, strata, nationalities, as well as the mentality of the whole society has radically changed.

ANALYSIS OF LITERATURE ON THE TOPIC

By the 70-ies of the last century, the extreme beginning of the personality society to the Postmodern state led to the emergence of many scientific works devoted to the dialectic of "Postmodern society-personality". In Particular, D.Bell, J.Liater, J.Badriyyar, F.Djeymison, Z.Bauman, E.Giddens and other authors have proven that in a new type of society, personality and moral capabilities are undergoing powerful transformation processes. The changes that were taking place were indicative of the fact that the personality society had stepped into a new stage of its development. Unlike the previous stages of social development, which received the name of agrarian civilization, industrial civilization[1;2], The new era began to be called the postindustrial society in some sources, the information society in others[3], the consumer society in the third, the globalization period in the scientific work of the fourth authors, the mass society in the fifth category works.[4] however, these insights focus on the aspect of the social process-one or the other-that is taking place in today's personality society, not just that. For example, "postindustrial society" is a concept in which theoretical knowledge has become the main source of technological discoveries, the transition from the production of products to the production of services, intellectual technologies that provide social progress represent the period in which it came into being.[1] information society refers to the upper stage of postindustrial society, the period when information is increased in the social exam and functions.[4] Similarly, the concepts of " is-society", " the era of globalism", " mass society " also represent a certain trend characteristic of the modern era.

RESEARCH METHODOLOGY

Therefore, more and more researchers use the concept of "Postmodern society" to express all the characteristics and trends of modern society. Because it is precisely this concept that allows to cover the characteristics inherent in both the postindustrial society, the information society, the consumer society, the globalization period, and the mass society. Postmodern society is a concept that characterizes the period after the 70-ies of the XX century of the development of personality society, the features, processes, trends inherent in this period. Since the present period of human development is rich in features and characteristics, processes and trends, events and phenomena, risks and threats, postmodern society's conceptual interpretations are also diverse. Their authors seek not only to reveal the Postmodern society, to identify its main features, but also to find internal and external causes that are changing these characteristics.

ANALYSIS AND RESULTS

The first signs that indicate that the personality society began to grow in the Postmodern state were the signs of the French scientist J.Liotar was promoted from the middle of the last century. He began to prepare his book "Postmodern status" in 1954 year, and, after many corrections and refills, in 1979, he was referred to it by the scientific community. When the scientist says "Postmodern", he refers to the modern state of the individual society. And the main factor that forms such a society is associated with changes in the status of knowledge and social significance. "As you know, - writes J.Liotar, - in the last decade, knowledge has become the main producer force, which has changed the composition of the active population in the developing countries, while developing countries have become the main problem.[5] knowledge is an informative product capable of changing all spheres of society, in particular, to give a new impetus to the relations between the state and large enterprises, the state and civil society. For this reason, the

philosopher predicts, that in the future knowledge will become a source of international competition. "National states will also struggle to master knowledge, information in the future, if they have struggled to master the territories and then to have the resources of raw materials and cheap labor and dispose of it." [5] The scientist Postmodern did not describe all the features of society, although he did not conduct a complete study of its trends, this book was of serious importance. Because, for the first time in the book, it was constituted that for the first time the personality society began to step into the Postmodern state. Secondly, the author put forward the hypothesis that Postmodern expresses the first point that leads to the formation of society. Third, the author's hypotheses and scientific reasoning laid the ground for the emergence of new concerted interpretations devoted to the essence and characteristics of Postmodern society.

While J.Liotar Postmodern drew attention to the trend associated with the change in the nature of knowledge in society, J.Bodriar in his philosophical work "Consumer Society", presented in 1970 year, analyzed consumption as modern magic. In his opinion, in the earlier stages of personality society, when consumption was in harmony with the physiological needs of Man, an increasingly unconscious character is becoming a profession in modern society. As a result of this, by the middle of the XX century, the consumer society in developed countries began to grow. "The consumer society," he writes, is not only a society where there is something and products that people want to buy, but also the consumption itself has risen to the level." [6] the priority of consumption is that it creates a specific social metabolism, the process of which is similar to the root cause of cancer in living organisms: unnecessary tissues continue to multiply increasingly. The philosopher calls such a society "the era of supermarkets, shopping complexes and advertising logos." [6] in it, all social processes are aimed at ensuring consumption, fullness. Consumer society, in the opinion of the scientist, is completely compatible with emotions, culture. In it, the person himself remains an individuality, a totality of signs that go away as a person and testify to the possession of a certain social status. In such a society, the human intellectual and moral possibilities are undergoing powerful transformation processes.

Like J.Liotar bodybuilder also does not seek a detailed analysis of all the trends of Postmodern society. He draws attention to the logic of the process of consumption-a social phenomenon, which he considers the most mu – him feature of this society. Nevertheless, the reasoning put forward in the work of the philosopher serves as an important theoretical source in the formation of scientific conclusions about the Postmodern society. The American philosopher and theorist of culture F.Jason uses post-modern society as an expression of the culture that reigns in modern capitalism. He published in 1984 year in the New Left Re-wave magazine his article "cultural logic of postmodernism or late capitalism". The author published it in the form of a book in 1991 year, after an opportunity to reproduce it after the article became a cause of honor of the scientific community. [7]

The book states that by the end of the 20th century modern (modern) society was plagued, instead of it, a new type of society began to find a decision. Postmodernism, according to the author, is a state of a culture of a new type of society. The philosopher calls postmodernism the cultural dominant of the logic of late capitalism. [7] however, the first factors that gave impetus to its formation are related to the sphere of economy. So, said that by the last quarter of the last century, a new form of economic production was decided, it adapted to the creation of mass consumer products. And the radical changes in the economy gave an unusual appearance to social life and culture. In particular, culture has become part of a large world industry, it has harmonized with the economy, cultural relations have become economic relations. And each object of culture has acquired economic meaning, that is, it has adapted to produce products such as the economy and deliver them to consumers. Such evolutions in the cultural life of society have found the in spite of plagiarism of the decision-making and wide roots of mass culture.

In addition to the reasoning associated with the formation of society, the scientist Postmodern puts

forward other important points of view, which include the theory of art and culture, philosophy and sociology. However, since we are describing the conceptual interpretations of the Postmodern society, we are limited to attracting attention to the main ideas of the author on the subject. Another conjoined interpretation of the Postmodern society is the Polish sociologist, but later the scientist who continued his work in Great Britain. Related to the name Z.Bauman. He notes that many interpretations of Postmodern society are mat, and he himself compares them with a certain state of mindfulness, that is, people's way of thinking, mental possibilities and spiritual appearance. In his book "signs of postmodernism", published in 1992 year, he shows the following signs of Postmodern society:

In the Postmodern society, the pluralism of culture reigns, traditions, ideologies, way of life – all this acquires a pluralistic character;

- Social changes in Postmodern society will continue to always and routine;
- In Postmodern society, there will be no unity of power and politics;
- In the Postmodern society, the media and the products produced by them prevail;
- In Postmodern society, the main reality is replaced by different characters.[8]

In his other book, postmodern ethics, the scientist notes that human ethics also radically changes in the conditions of Postmodern society. In his opinion, in a new type of society, people do not divide themselves into good or bad people, their morality acquires an ambivalent character. Moral phenomena in society lose their stability, as a result of which the moral conjunctions that occur between people become a problem that cannot be solved. Moral rules common to all in the Postmodern society, moral control does not exist in mechanism, in which morality acts as an ethical system that coordinates individual relations.[9]

As a result of the penetration of information technology into all spheres of social life in the Postmodern society and the "explosion of information", many people, especially young people, are tormented in determining their social goals, their life ideals.[10] The well-known English sociologist E.Giddens postmodern promoted the original concept of the characteristics of society. In his book "the consequences of modernity", published in 1990 year, the sociologist shows the following characteristics of this society:

First, changes in existence occur in the context of interruptions in cognition. The author refers to the discrepancy between the Western type of cognition and the types of cognition inherent in other peoples. Secondly, social transformations in the Postmodern society begin to occur irregularly. Thirdly, the undivided life experience seriously undermines its formation as an individual because it has earned a fragmentary character. From the quatrain, the truth goes to acquire a contextual character. From the fifth, the weakness of a person in front of globalizing trends increases. From gold, the nonsense of the daily life of a person occurs. Seventh, as the role of local factors increases, the chances of coordinating political aspirations decrease.[11]

The scientist believes that the Postmodern society, which began to take shape in the 70-ies of the last century, has stepped into its new stage by the age of suicide. This stage the author calls the "era of the higher modernity". In it, the consequences of modernity become more radical and less noticeable. There are a number of positive and negative features of the era of high modernity. For example, on the one hand, the development of modern social institutions during this period increased the level of people's security, creating an opportunity for them to live a profitable life. But, on the second hand, the development of modern industry, the increasing number of forms of totalitarianism, the negative impact of the environment, the increasing military power of countries will not remain without concern.[11]

Well, as the Postmodern society has shown its characteristics and trends, various philosophers and

sociologists have put forward many worthy theoretical considerations regarding the new state of social systems. Scientific information macrolide due to the fact that such considerations occupy an incredibly large place, there is no physical possibility of a detailed analysis of all of them, we are limited to referring to their most significant, serious dignity of the scientific community. The analysis of concerted interpretations of the above language of Postmodern society makes it possible to determine its ideological foundations. According to experts, these basics are as follows:

1. The denial of the values of Modern society (the regularity of the future-oriented development of light, the progress of Science and technology, economic growth).
2. Non-recognition of the meaning and positive content of history, denial of socio-economic opportunities for development, deontologization of existence and reality.
3. The absolutization of the principle of nominalism in cognition, the recognition of the meaning of the system of concepts and concepts.
4. Loss of dirt restrictions, opening the way to dirt-free economic practices.
5. The fact is that the signs that fall from the subject, not reality, are perceived as reality.[12]

CONCLUSION/RECOMMENDATIONS

In conclusion, Postmodern society is a concept that characterizes the period after the 70-ies of the XX century of the development of personality society, the features, processes, trends inherent in this period. According to his concerted interpretations, Postmodern forms the ideological foundations of society as the denial of the values of modern society, the recognition of the meaning and positive content of history, the denial of the socio-economic opportunities for progress, the deontology of existence and truth, the absolutization of the principle of nominalism in knowledge, the disappearance of moral restrictions, the opening of In the conditions of Postmodern society, radical qualitative changes took place in the economic, political, social and spiritual spheres, which created conditions for the transformation of the human personality. This approach creates a foundation for the interpretation of the nature of the relationship" Postmodern society – person " from the position of science.

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