

## **SYSTEMS OF SPIRITUAL-IDEOLOGICAL PROPAGANDA AND THEIR PECULIARITIES**

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### **ABSTRACT**

*In this article, by the end of the twentieth century, spiritual potential, intellectual competition, ideological struggle took the leading place in the world arena. It is reflected in the fact that in the whole world there is a sharp struggle to dominate the hearts and minds of people, no state, and no society can stand aside from this process. Today, international life and personality development have entered such a stage that it is no longer a military power, but a vital potential, intelligence, thought, advanced technologies that play a decisive role.*

**KEYWORDS:** *Political, Economic, Cultural Cooperation, Ideological, Extremism, Religious Fanatical Movements, Propaganda.*

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### **1. INTRODUCTION**

By the end of the XX century, spiritual potential, intellectual competition, ideological struggle took the leading place in the world arena. All over the world there is a fierce struggle for domination over the soul and mind of people. Naturally, no state, no society can stand aside from this process. Today, international life and personality development have entered such a stage that it is no longer a military power, but a vital potential, intelligence, thought, advanced technologies that play a decisive role.

Now it is possible to go forward, fighting not with weapons, but only with "thought only against thought, idea only against idea". Today, those who are strong in their ideology, spirituality, national idea will overcome. Ideological struggle continues both within a society, a country, and on an international and state scale. [1]

In this sense, as the first president Islom Karimov pointed out, "ideology polygons are stronger than nuclear polygons". After Uzbekistan took a worthy place from the world community as an independent state, we began to establish a multifaceted relationship with the complex world. Relations of political, economic and cultural cooperation have been widely established. At the same time, information flows in various ideological and ideological clothes are entering our country in different ways, various religious sects, sectors are operating, and they are trying to achieve their goals by violating their sphere of influence, the social-political balance of society, creating spiritual instability. Supporters of communist ideology have not yet exhausted their weapons.

In such a difficult situation, each and every one of us, our entire nation, is required to be spiritually awake and alert, to feel deeply responsible for our time, to fight selflessly for the freedom and happiness of our nation, nation, Homeland. Experts recognize promotion as a separate type of social activity<sup>1</sup>. Propaganda means the process of dissemination of a certain idea, idea, value, norm, information, fact or argument with the aim of forming a certain public opinion and a vital position. The etymology of the concept goes back to the Arabic word "incentive" (that is, the

motivation of an idea, effort). To clarify its meaning in more detail, let's also refer to the Latin alternative - the word "propaganda": this word means "[thought], which must be distributed". Consequently, the idea, look, fact or argument that promotion should be communicated to the general public, embodies the concept that serves to disseminate them.

The need to spread a certain idea, vision, thought, fact, argument, to immerse it in public consciousness and to form public opinion in this way was also present in all stages of the development of mankind. In most cases, the management of society, the maintenance of stability, the acceleration of the pace of social development, the solution of certain social, economic, political issues was dictated by this. "Because it is a simple fact that without public opinion the development of society cannot be realized". This is also the original term that caused the formation of the propagation system. [2]

The original purpose of any promotion is associated with the formation of public opinion and vital position corresponding to the interests of a particular subject. Depending on the character of the intended purpose, two types of propagation can be classified. If the goal is to ensure stability and harmony in society, to strengthen social harmony, to find a solution to humanism in people, to form socially significant qualities, to unite them around universally recognized values, then propaganda will have a constructive character. If the goal is to undermine harmony and stability, to bring about social disagreements, to inflame social contradictions, to aggravate conflicts in society, to create an anti-humanistic conflict, to immerse people in the swamp of social vices, to put them against each other, and so on, the propaganda will have a destructive character.

Ideological propaganda is a specific form of constructive propaganda. It is distinguished from other types of propaganda by its purpose-provisions. Thus, ideological propaganda refers to the process of disseminating certain political, legal, moral, religious, philosophical, scientific, artistic, aesthetic and other ideas, facts and facts with the aim of forming stability and harmony in society, strengthening social harmony, finding a humanistic solution in people, forming socially significant qualities, uniting them around universally recognized values. In this context, ideological propaganda can have such directions as political, legal, moral, religious, philosophical, scientific, artistic, aesthetic propaganda. [3]

Ideological propaganda serves the interests of the general public and does not set manipulative goals. Performs basically three functions in any society:

1. Nurturing function. Ideological propaganda embodies the scientific worldview, a system of views that corresponds to national interests. Ideological propaganda is also of great importance in the development of socially significant qualities in a person, in the formation of a humanistic philosophy of decision-making, in the formation of an active and positive life position. Under his influence, a person becomes an adult as a person capable of serving the interests of society.
2. Information transmission function. Ideological propaganda conveys unbiased information about the processes taking place in society, about events and events. He does not hide facts and arguments about social processes, does not distort, correctly and objectively interprets their essence. As a result, a person acquires detailed and systematic information about social processes, existing problems, their causes and consequences, on the basis of which he creates his own life position, his personal attitude to events and phenomena.
3. Protection function. Ideological propaganda is also engaged in the task of protecting society and the individual from various inhuman and destructive ideas, ensuring ideological security of society, protecting the ideological image of the individual, forming an ideological immunity in it, in a situation where ideological-spiritual relations are strained.1

Unlike ideological propaganda, destructive propaganda will be aimed at preventing people from

uniting around an idea, deterring them from Homeland and the interests of the nation, subjecting them to the will of groups interested in propaganda and propaganda. He seeks to undermine the feelings and passions of people. For this reason, in most cases, people who do not objectively assess events and phenomena, who cannot independently and critically analyze facts and arguments, are inclined to it, believing in the described opinion. Destructive propagation is mobilized to perform the following functions:

1. Criticism function. Destructive propaganda seeks to comprehensively criticize the system of social system, lifestyle, and ideology, values, which is unacceptable for itself, to find its weak points, to demonstrate the existing problems as a necessary consequence of this social system. In this case, many methods are used to distort and describe thoughts, to choose the ones that fit their purpose, to show some of them, to hide non-purposeful thoughts, to interpret private thoughts as a general fact, and so on.
2. The function of creating illusory reality. Destructive propaganda is absolutely different from the current situation, the gooseberry seeks to draw on the social reality in which the norms and prints of social justice are decided, to create its illusion. To bring about this reality, it is necessary to choose the lifestyle that the promoter presents, the system of values, the life position.

Ideological propaganda carries out a number of tasks in proportion to the purpose set by it. Naturally, these tasks differ in accordance with the degree of complexity of the goal set, the results of which the subject interested in the promotion wants to achieve. Nevertheless, it is possible to determine the general direction of the propagation tasks. These directions, in our opinion, consist of the following:

1. The integration of a particular idea the public consciousness; it is necessary to identify the idea that must be conveyed to the Jamaican consciousness in the organization of ideological propaganda work, to express it clearly and concisely, otherwise it will be difficult to present it to the public. Any social group or political force that is carrying out propaganda work today will take this rule as an axiomatic case. Once the central idea is identified, it is easy to choose the methods and methods, factors and tools that will allow it to be integrated into the public consciousness;
2. Activating people in a way that is consistent with the needs and interests of the general community and the nation; we stated that ideological propaganda seeks to form public opinion and its vital position by disseminating a certain idea. It consists in mobilizing the people who are destined for a certain goal and activating them in their own way. For this reason, any organizer of ideological propaganda should be encouraged not only to disseminate and substantiate a certain idea, but also to actively act in the direction of its realization;
3. To prove that the idea leading to alternative, inhuman goals is unreasonable; ideological propaganda dictates not only the integration of a particular idea or idea into public consciousness, but also the struggle with it or that idea, which is an alternative to itself, is able to lead the public towards inhuman goals and interests. In accordance with the argumentation theory of logic, the first way to combat such an idea is to prove its unreasonableness. For this reason, during spiritual propagation, great attention is paid to proving that the alternative idea is far from being truthful, to demonstrate its detachment from real life, to reveal its contradictions to the needs and interests of people;
4. Rejection of those who are presented to substantiate the idea leading to alternative, inhuman goals; as is known from the science of logic, any idea being promoted will have its basis, the main function of which will be the idea, facts, arguments and data that prove the rightness, social significance of this idea. The second way to combat alternative ideas is to reveal that

these facts and arguments are incorrect or are not inherent in the idea being promoted. Therefore, the issue of the rejection of the facts and arguments put forward to substantiate an alternative idea falls into the category of important tasks of any ideological propaganda;

To turn people away from striving for a provision that does not correspond to the needs and interests of the general community and the nation. Since the alternative idea is being promoted—there are also alternative goals and provisions, needs and interests. It's another when the goals—provisions, interests are in harmony with the general public and the interests of the nation. However, if this goal is based on an inhuman position, then the idea of liking it cannot be ignored. One of the important tasks of the organizer of ideological propaganda is the timely identification of such a goal—provisions, the proof of its unreasonableness and the search for ways that undermine the aspiration of people to these goals.

There may also be other functions of ideological propaganda, of course. The goal that needs to be achieved, the social situation that has arisen, the existing material-economic and spiritual-cultural opportunities also require the introduction of changes and additions to the category of tasks. For example, the system of ideological propaganda, which is currently operating in our country, among such tasks as the above, is set 1 task "to regularly analyze the advanced trends and events in all spheres of international and domestic social life, to find solutions to the pressing problems in the development of society, to disseminate proposals that determine the guarantees of progress". However, regardless of this, the main functions of any ideological propagation system are proportional to the links mentioned above. [4]

The system of ideological propaganda is a powerful force with a complex composition. However, it should also be noted that ideological propaganda cannot be the only structure common to all countries. Because this system can be varied in different countries in proportion to the original interests of the subject that carries out the promotion, the objectives of the promotion, the existing socio-economic and political conditions, the resources at the disposal of the subject of the promotion, some character and pace. Therefore, the desire to express the world's ideological propagation systems with the help of a certain standard is not entirely correct in theoretical and methodological terms. But under any circumstances there will be a whole set of common elements inherent in the system of ideological propaganda, based on which it is possible to describe the approximate composition of ideological propaganda. In our opinion, such content includes the subject, content and forms, styles and methods, factors and means of ideological propaganda.

The question of determining the composition of the ideological propaganda system is not just a matter of theoretical-gnoseological significance. While he or she is aiming to convey this idea to the public or to protect the minds of people from some kind of inhuman ideology, we are forced to put the task of increasing the effectiveness of the ideological propaganda system on the agenda. The fulfillment of this task begins with the determination of its composition. Such a methodological approach will come to hand in expressing the nature of the elements of the ideological propagation system, provoking the problems associated with them. [5]

In the structure of ideological propaganda, its subject deserves special attention. Because any ideological propaganda is carried out in accordance with the goals and provisions of the State, group, party, ethnic unity, etc., which is interested in its implementation and effect. However, not every social group or party that exists in the society can become a subject of ideological propaganda. To establish ideological propaganda work:

1. The subject should be deeply aware of their interests. As we have already noted, any ideological propaganda is carried out in accordance with this or that interest. It remains unclear what should be promoted if the social group, the party, the state, the ethnic unit did not realize their interests, did not represent it in the form of a certain ideology.

2. The subject must express a goal that is in their own interests. There cannot be ideological propaganda that does not serve a purpose. Without purpose, ideological propaganda becomes incomprehensible and becomes the sum of strenuous efforts. As soon as the goal is expressed, it becomes clear why it is necessary to change public opinion-it remains.
3. It is necessary for the subject to have a clear idea of the content and form of public opinion and vital position, which will allow him to achieve his goal. What kind of content and form of public opinion in the society and the life position of the citizens make it possible to achieve the set goal? Before any subject can carry out ideological propaganda, it is necessary to answer this question.
4. The subject needs to have a resource and mechanism that will enable him to carry out ideological propaganda. Ideological propaganda is a long-term and continuous process that paves the way for the solution of a socially significant issue for the subject. Such a process cannot be carried out without certain material and financial resources, without a set of interrelated elements that make it possible to carry out ideological activities.

Another important element of the content of ideological propaganda is associated with the content of propaganda. The content of ideological propaganda includes a thesis, a set of facts that are presented to substantiate it, a call for action.

Depending on the orientation to the goal, ideological propaganda can be divided into the following forms:

1. Promoting creativity. This form of ideological propaganda will be aimed at preserving stability in society, ensuring social progress, mobilizing citizens towards the noble goals of society.
2. Patriotism propaganda. This form of ideological propaganda is directed to the formation of 2 "the glorious goal of restoring love, freedom and prosperity to the native land".
3. Heroism and courage propaganda. This form of ideological propaganda calls for patience to the temporary difficulties that arise during the restoration of a new society, promotes mass heroism on the basis of demonstrating the courage of some people.
4. Enlightenment promotion. This form of ideological propaganda will be aimed at providing the population with information about the economic, social, political and spiritual-cultural life of society, the activities of political leaders, governments and parties.

When organizing ideological propaganda work, it is necessary to refer not only to its various forms, but also to destructive forms of propaganda, otherwise it will undermine the effectiveness of ideological propaganda. Destructive propagation will have the following forms:

1. Propaganda aimed at destruction. This form of destructive propaganda is directed against the population of the country, which is recognized as an enemy, trying to substantiate the unevenness of the system of its values, the deceitfulness of its heroes.
2. Separatist propaganda. This form of destructive propaganda will be aimed at the emergence of conflicts in the nation, religion, social group.
3. Propaganda aimed at provoking fear. This form of destructive propaganda aims to intimidate the leadership and the population of the country, which is recognized as the enemy, with its economic, political power.
4. Promotion in the goal of despair. This form of destructive propaganda draws attention to the socio-economic problems of the rival country, demonstrates the government of the country as a force that is not capable of solving these problems, thereby disappointing its population.

Ideological propaganda can be divided into white and gray propaganda, depending on the type of

information sources. White ideological propaganda does not hide its original goals. It is usually based on official sources and relies on open, proven data. Gray ideological propaganda does not always show the sources of information, it uses the same information that is checked and not checked. And destructive propaganda, in most cases, also refers to the form of black propaganda. Black propaganda aims to deceive the public consciousness. Such propaganda will never disclose its own sources of information. On top of this, he also seeks to break the bonds in some cases to divert the population to their conclusions. [6]

Ideological propaganda, depending on the way it is carried out, is divided into visual, media and virtual forms. The form of implementation of ideological propaganda is chosen in proportion to its content, the idea that it is necessary to convey, the character of the object of influence. Let's say that visual propaganda can be used in a situation where it is sufficient to spread this or that idea through mass exposure. Analyzing various aspects of the idea, the form of media propaganda becomes more important in the case when the need for clarification is a priority. Finally, the population will be affected by virtual propagation in non-resident areas. Of course, there are other forms of ideological propaganda implementation, but they consist of different manifestations of the forms in which we speak, for example.

Ideological propaganda is carried out in different styles. The style is a person, a social group, a specific weapon, an instrument of influence on people's consciousness. The effect of ideological propaganda in many respects depends on the correct choice of exactly this style. Today's modern propaganda systems have developed countless methods. Among them, such methods as explanation, persuasion, demonstration, criticism in particular occupy a special place. All of them are widely used in many forms of constructive or destructive propaganda. However, from the methodology of ideological propagation aware skilled propagations can choose the most effective among them. In order to choose the styles according to the purpose, it is necessary to pay attention to the following:

1. The style should be chosen in accordance with the original goals of ideological propaganda. Because in the realization of one goal, the method that gives the effect may not work for another. Therefore, before establishing ideological propaganda work, it is necessary to determine affiliated level of communication between the goal and the method.
2. The style should be proportional to the functions of ideological propaganda. Because the method used in the performance of one task cannot be used for the realization of another task. For example, the method used to break a particular idea into the public consciousness does not give effect to the activity of people for some purpose.
3. The style must necessarily be in harmony with the content of ideological propaganda. The idea that is being promoted is nothing more than nonsense to choose a style that does not fit the Fact being delivered. It is necessary to thoroughly master the idea that the propagandist of spirituality wants to convey first of all to himself, to analyze deeply what is at his disposal, after which he will determine the most effective methods of conveying these thoughts to people.
4. The style should be chosen based on the form of ideological propaganda. Let's say that the methods that come to hand in the promotion of creativity cannot be used in the process of enlightenment propaganda. Because in one case, attention is paid to the promotion of values, and in the second case, it seeks to convey certain information to the population. Consequently, the affiliated in the context of "ideological form of propagation-ideological method of propagation" is also of particular importance.
5. The method should be chosen harmonic to the financial and material and technical resources of the subject of ideological propaganda. The realization of any ideological method of

propaganda dictates the existence of certain financial and material opportunities, the provision of various resources. No matter how effective the method is, no matter how influential it is developed by centers, it is impossible to achieve the goal if there are no resources available to make use of it in the subject of ideological propaganda.

6. The style must respond to the specific characteristics of the object of ideological propaganda. For example, the styles intended for one national mentality can be popular in relation to another national unity. There are other racers of the issue. In particular, if the employees of the farmer's farm as an object of propaganda is selected, it will not support ideological methods of propaganda aimed at young people in relation to them. In densely populated areas, one type of methods of ideological propaganda, and in addresses in which people live, its other types of methods give work.

Methods of mass influence make it possible to cover the whole society with ideological propaganda work. Focuses on the needs and interests of the general public, while the individual characteristics of social groups or individuals are ignored. The positive aspect of mass influencing methods is that with the help of them, a certain idea, idea, argument will be created to reach a large audience in the short term, with ideological propagation the ground for influencing as much as possible a larger audience. Therefore, in the following years, serious attention is paid to the development of new methods of mass influence by specialists, increasing their effectiveness.

At the same time, there are also weak aspects of the methods of mass action. First of all, these methods allow to broadcast the idea being promoted from the object of propaganda to the subject, as it should be. It is not possible to understand it by adapting it to the characteristics of people, different groups. Secondly, in mass ideological propaganda, the reverse connection is carried out extremely slowly, for this reason it is difficult to determine whether it has achieved its goal or not. Nevertheless, today, mass communication tools are rapidly developing, the methods of mass influence are one of the most effective methods of ideological propaganda.

The importance of collective influence methods is also not underestimated. They provide a basis for individual interaction with different strata of the population. Methods of collective influence make it possible to establish ideological propaganda by classifying it in proportion to the interests, characteristics of various social groups. It will be possible to prove the conformity of the idea promoted during the collective impact to the interests and goals of the community, to use facts and arguments acceptable to the members of the community, to carry out ideological propaganda in an understandable language for the audience.

There are also vulnerable aspects of these methods of influence. First, the collective influence ignores the individual characteristics of the individual. Secondly, methods of collective promotion require relatively more financial and material resources. But, in spite of the weak aspects, the methods of collective influence remain as the most commonly used methods during ideological propaganda.

The category of sub-factors of ideological propaganda includes:

The degree to which the system of ideological propaganda is formed no matter how developed the society is economically and socially, an ideological system of propaganda capable of operating for the intended purpose is not formed, the cohesion between its elements is not ensured, the task of influencing public opinion and finding a decision on the optimal life position of citizens remains;

Ideological-psychological features of the object of propaganda-ideological propaganda should be organized in proportion to national traditions, social psychology, needs and interests of members of society, desires and expectations. The effectiveness of ideological propaganda, carried out without a fork of these features, is difficult to overestimate. The last element of the composition of ideological propaganda is associated with its tools. When we say tools of propaganda, we mean a

variety of tools that allow us to spread a particular idea or idea, influence the consciousness of the Jamaal. Ideological propaganda tools are classified differently, since there is no single approach among specialists.1 we combined them into the following groups:

- Means of visual communication (means of communication between the subject and the object of the promotion) include Conversation, lecture, consultation, conference, etc. These tools allow you to immediately determine the effect of ideological propaganda, quickly establish the reverse connection. For this reason, there is a constant appeal to visual media in ideological propaganda work;
- Mass media (tools used to carry out ideological propaganda work with a wide range of coverage) includes articles, shows, broadcasts, posters, brochures, etc. Since these tools are always at the disposal of the subject of propaganda, they can be used repeatedly;
- Virtual propaganda tools (tools used in ideological propaganda work, which are carried out in virtual mode) include Internet sites, social networks, electronic materials, etc. Today, information and communication tools are rapidly developing, the importance of these tools is increasing. The impact of social networks on the formation of public opinion is especially great. Therefore, it is necessary to look for opportunities for wider use of these tools in the organization of ideological propaganda work;
- Tools related to art (tools used for the purpose of influencing the feelings and passions of the object of propaganda) include works of art literature, stage productions, movies, pictures, exhibits, etc. These tools are especially useful in the implementation of ideological propaganda by demonstrating examples of patriotism, heroism, courage.

As the system of ideological propaganda improves, its new and new tools will also continue to emerge. Great attention is paid to spiritual development in the years of independence. Practical work in this area has become more intensive, especially in the following years. In order to improve the sphere, over the past five years more than 10 legislative documents on increasing the effectiveness of the spirituality and enlightenment system, including 1 decree and 4 decrees of the president of the Republic of Uzbekistan, 1 Decree, 2 resolutions and 5 decrees of the Cabinet of Ministers have been adopted. Also, the concept of systematization of spiritual education is being developed and introduced into practice. Began to create a socio-spiritual map of the territories.

Analyzing this year, by the decree of the president of the Republic of Azerbaijan "on increasing the effectiveness of spiritual and educational work and raising the development of the sphere to a new level" on July 28, 2017, the Republican scientific and practical centers of spiritual propaganda, national ideas and ideology were united, on the basis of which the Republican center of spirituality These organizations had developed scientific-practical research, while the latter were engaged in the promotion of these research. Their goal is one, that is, to analyze and evaluate in detail the scientific and practical aspects of the current complex ideological processes, topical issues related to the issue of national ideas and ideology, to identify priority directions, to study their impact on different strata of the population, to reveal the essence of our national interests, contrary to our way of life and harmful ideas, it was about conducting conversations and meetings, educational activities aimed at comprehensively carrying out the role and importance of traditions and values in our lives.

On the basis of this decision, the status of the head of the center was equated with the status of the minister and the position of the head of the center with the position of the minister. The issue of financing the territorial departments and divisions of the system from the account of budgetary funds has been a problem for years, the solution of which has been established, the allocation of a separate building for the placement of the center and its subordinate organizations has been a major change.



In the presence of the center, a society of propagandists "enlightenment" was established, in which mature propagandists, who could influence the consciousness of the population, were united. Now this society is quite large "promotion machine", it will be correct to say. This group is trying to promote the reforms carried out in all spheres today. It is also admirable that the promoters are being encouraged and encouraged in every possible way.

Today, the center is considered the executive body of the Republican Council of spirituality and enlightenment under the chairmanship of the president of the Republic of Uzbekistan, as well as the leadership of the leaders in the direction of spirituality and enlightenment has made a big turn to the organization of propaganda work. Especially in areas where area leaders develop the sector determination of responsibility shows a serious approach to the problems.

As a continuation of this work, on May 3, 2019, according to the decision of the president of the Republic of Uzbekistan "On additional measures to improve the effectiveness of spiritual and educational work", the project "Concept of continuous spiritual training" and "Method of determining the state of the socio-spiritual environment in society and targeted recovery" was created. On the basis of this concept, a system of ensuring the continuity of child education was developed in the family, as well as at all stages of education. That is, for a period from the birth of a child to the age of 25 years, it consists in the organization of a scientifically-based software and methodological provision of guaranteeing his spirituality, age-appropriate skills and qualifications, the expected exact level of competence. With the participation of representatives of ministries and departments directly responsible for the implementation of these tasks, the public council "spiritual education" was established in the presence of the center.

In the current systematic approach, the formation of social skills is planned in advance and educational results are guaranteed. Therefore, the use of pedagogical technologies in the upbringing of social skills in continuous spiritual education has become one of the innovative requirements. The system of continuous spiritual education is a chain of pedagogical operations, means, and methods to guarantee the result of gradual, continuous spiritual education of young people in family, preschool, general secondary educational institutions. Touching upon the bloody conflicts and conflicts in the regions of the world, the president of our country also showed the necessity of strengthening peace and tranquility in our country, to combat various risks, simple and feasible ways of this struggle. So it is emphasized that the issue of upbringing should always be on our agenda. This is also the introduction of "Education" Science in secondary schools, in fact. The goal is to enrich the spirituality of young people, to form an ideological immunity to destructive ideas, to direct their minds and behavior to creative, noble work.

At the meeting held by the chairman of the Board of spirituality and enlightenment of the Republic of Uzbekistan, President of the Republic of Uzbekistan Shavkat Mirziyoyev in 2021 19 January, the report on the topic "if the body of the life of society is economy, its soul and spirit is spirituality" was a big positive turn for the sphere of spirituality and enlightenment. Specific measures were taken to promote the coordinating role of the Republican Center for spirituality and enlightenment, to introduce a wide range of scientific approaches in the field, to support advanced initiatives. On this basis, spirituality and enlightenment councils were established in all systems. "Road maps" of ministries, departments and organizations on increasing the effectiveness of spiritual and educational work for 2021 year have been developed and introduced in practice.

In the higher education system, starting from April 1, 2021, the post of vice-rector for spiritual and educational and Youth Affairs was introduced in all higher education institutions and their branches, regardless of the number of students and departmental subordination. At the same time, various competitions are being reviewed in higher educational institutions, new projects are being prepared and measures are being taken. The competition is being re-analyzed in terms of directions. If previously only competitions on culture, arts and sports were introduced, now it is

planned to hold special competitions on the development of specialized areas of each educational institution.

In conclusion, propaganda is a kind of social activity, the main purpose of which is the formation of public opinion and a vital position. And ideological propaganda covers its constructive aspect. It is aimed at the formation of stability and harmony in society, strengthening social harmony, finding a solution to humanism in people, the formation of socially significant qualities, the unification of them around universally recognized values and performs a number of socially significant tasks. Ideological propaganda has a complex composition. This content includes its subject, content and form, methods and methods, factors and means.

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