

**THE NEGATIVE EFFECT OF PUBLIC CULTURE ON YOUTH  
CONSCIOUSNESS AND ITS SOCIAL PSYCHOLOGICAL FEATURES**

**Akhmedov Anvar Diyorugli\***

\*Lecturer,

Samarkand State Institute of Foreign Languages,  
Samarkand, Uzbekistan

Email id: anvaraxmedov9614@gmail.com

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**ABSTRACT**

*This article discusses the “psychological culture” that is prevalent in the world today and its negative impact on the minds of young people, the social psychological characteristics of the socialization of young people and their negative impact on their formation as individuals.*

**KEYWORDS:** *Popular Culture, Youth, Consciousness, Socio-Psychological, Ideology, Psychological Threats, Youth, Adolescents.*

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