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

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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.*

INTRODUCTION

As all spheres of society become more globalized, it will definitely be one of the first in the field of culture. One such phenomenon is "mass culture". The emergence and development of popular culture dates back to the late nineteenth and early twentieth centuries. In the current process of globalization, there are threats of "mass culture" among our youth, which contradicts our various national values. Distinguished First President Islam Karimov Naturally, under the guise of "mass culture" to spread the ideas of moral depravity and violence, individualism, egocentrism, and, if necessary, to gain wealth, to ignore the thousands of years of traditions and values of other peoples, their spiritual foundations. The threat of sabotage is worrying. "[1]"Popular culture" is not a specific trend in traditional culture, but a qualitative change in culture, a necessity of life. As President Sh.M.Mirziyoyev said: "As you all know, today the world is experiencing fierce competition, confrontations and contradictions. Threats such as religious extremism, terrorism, drugs, human trafficking, illegal migration," mass culture ". growing, the beliefs that mankind has practiced for centuries are undermining family values.

It is true that these and many other threats are causing serious problems in human life, and no one can deny it. It is known that teenagers, young people, students are eager to innovate, enthusiastic about their peers, fashionistas, easy to accept foreign standards. It is this socio-psychological the situation limits the critical approach to incoming dubious values.Young people who do not have a clear idea of what is acceptable or unacceptable are rushing to adopt through the press ideological products that do not fit into our lives, our national mentality.

They are interested in "popular culture" because of its appearance and ease of use. Unique ideas and symbols of modern fashion, products of popular culture do not require young people to think deeply, "get rid" of various life worries, problems of life, relax the body and soul, read them, not to learn rejoices and calls for "survival." In fact, this is the true purpose of "popular culture" and those who spread it. Given the fact that about 60% of the population of our country is young, and that the authors of "popular culture" refer to this audience, the responsibility of our tasks becomes clear. Young people are more likely to be interested. Psychologically, each person develops in a particular society and is shaped as an individual. The environment and the people around it influence its formation.

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Modern culture has a clear layer of innovations that constantly disrupt and restore cultural traditions, thereby complicating the processes of human socialization and adaptation to ever-changing living conditions and requirements. Man's self-search, his individuality, and his social status are complicated by the abundance of choices combined with dynamism and novelty. And often the search is complicated not by a person's conscious choice, but by the pressure a child or adolescent experiences on entering this "serious, adult world". Adolescent socialization and upbringing often occur "accidentally and blindly". Popular culture is always ready to offer many "best ways to solve problems and ways out of different situations" but! We forget that a teenager who is going through one of the most difficult periods of life (transition period) feels uncomfortable from external pressure.

The task of parents is to help him decide where and how the child wants to develop his abilities, to reveal his talents and, most importantly, to convey to him that each person is individual and each person is individual. As a specific phenomenon, youth culture, as well as the physiological acceleration of youth, arises as they are accompanied by a sharp increase in the period of socialization, which arises and develops out of necessity. increase time for modern education and vocational training. Adolescence is a time when economic activity and independence have not yet been fully achieved. Psychologically, young people belong to the world of adults, and sociologically to the world of adolescence. If a person matures much earlier in terms of knowledge saturation, his position in society, his ability to speak, his maturity will be delayed.

The youth subculture is a partial, relatively coherent system in the general cultural system. Its emergence is associated with the uncertainty of the social roles of young people, the uncertainty of their social status. From an ontogenetic perspective, the youth subculture is presented as a stage of development that everyone must go through. Its essence is to seek social status.

However, in our view, the youth subculture is nothing more than an inner instinct for adolescent self-preservation. Everyone knows that children are most sensitive to external stimuli, and so under the external pressure of some "mass culture norms" he instinctively protests. The most convenient social platforms for specific activities of young people are free time, where you can show your independence: the ability to make decisions and lead, to organize and organize. Leisure is not only a form of communication, but also a form of social play, and the lack of skill in such games during adolescence leads to the fact that the adolescent feels himself free from obligations.

In dynamic societies, the family partially or completely loses the function of socializing the individual, as the pace of change in social life leads to a historical difference between the changing tasks of the older generation and the new era. Between a lost family and a society that has not yet been found, the young man strives to join his type. Informal groups organized in this way give age a certain social status. The cost of this is often a rejection of individuality and complete submission to the norms, values and interests of the group.

These informal groups produce their own subculture, which is different from that of adults. It is characterized by internal uniformity and external dissatisfaction with generally accepted principles. Due to the existence of their own culture, these groups are anti-social and therefore always contain elements of social disorder, prone to behaviors that deviate from generally accepted norms. Often, everything is limited to eccentric behaviors and violations of generally accepted moral norms, interests surrounding sex, "parties," music, and drugs.

At the same time, the same environment forms a direction of value against culture, the highest function of which is enjoyment, which serves as an incentive and goal of all behavior. The whole network of values of anti-youth culture is associated with irrationalism, which is associated with the recognition of man only in nature, that is, the separation of man from society as a result of the main monopoly. The consistent implementation of irrationalism defines hedonism as a leading

value direction of anti-youth culture.

Hence the ethic of permitting, which is the most important and organic element of opposing culture. Since the existence of the opposite culture is focused on 'today', 'now', the hedonistic aspiration is a direct result of this. The popular culture of the youth requires a conscious rejection of traditional value systems and their replacement by conflicting values because the person proposed and predicted by the opposing culture is hostile to any moral prohibition and moral authority because the morality of the human world and the mechanisms of spiritual directional values are not yet fully formed in his psyche. .

Thus, on the one hand, while the popular culture of the youth develops a protest against the adult society, its values and authorities, on the other hand, it is they who are called upon to contribute to the adaptation of the youth to that society.

The rapid penetration of popular culture among young people today has a serious impact on their spiritual world. Such factors, which have a significant impact on the mental development of young people, cast doubt on their future. Young people exposed to popular culture are less likely to experience emotional instability and mood swings.

In the course of our research, we found out that there is no exact definition of the concept of "mass culture". It includes television, mass media, the Internet, radio and much more. It turns out that this concept is multifaceted. And it is impossible to study in one work the entire influence of mass culture on the behavior of adolescents, so we considered only the influence of the mass media and the media on adolescents. As a result of our study, the hypothesis was confirmed: mass culture has a huge impact on adolescents, both positively and negatively.

It would be wrong to attribute the negative impact of the media on the school audience to their very nature. This is rather explained by the inept and erroneous use of their richest possibilities. After all, a book, a theatrical production, and a feature film can also contribute to the knowledge of the world, make a person better, but with no less success generate an escape from life, lead away from acute social problems into the unreal world of the author's fantasy. The media can become both a lever of the greatest social and spiritual progress, and a source of passivity, apathy, lack of spirituality. It all depends on what information is offered to the consumer, and what he chooses.

After many years of research using a wide variety of methods and techniques, the exact degree of influence of the media on behavior has not yet been clarified.

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