GLOBALIZATION AND THE PHILOSOPHICAL ANALYSIS OF YOUTH EDUCATION

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ABSTRACT

In this scientific work, the issues of cooperation between the family and mahalla institutions in the upbringing of young people, the upbringing of the younger generation in the family with patriotism, humanism, high spirituality, respect for representatives of other nationalities are deeply analyzed. At the same time, ideological influences and systematic political positions of the state in the processes of globalization are given, and their place and role in social life are emphasized.

INTRODUCTION

The emergence of modern global problems cannot be attributed to the mistakes of any individual or a certain recognized strategy of socio-economic and political development. The causes of these problems go back to the history of the formation of modern civilization, which led to the general crisis of the technocratically oriented culture of industrial society.

METHODS

The research is based on the principles of systemic-structural approach, objectivity, universality, accuracy, synergetic, systematic analysis, unity of historical and logical, analysis, synthesis, historical-dialectical.

RESULTS AND DISCUSSION

In today's process of globalization, the development of human social life has fundamentally changed. As a result of these changes, a number of pressing problems have emerged, the scope of influence of which encompasses the global community and determines future social development. This is a problem of youth upbringing. The vast potential of the global network can be seen from the fact that it is rapidly gaining popularity among today's youth. As it is known, the Internet, which emerged in the second half of the last century, made a fundamental turn in the field of information. The preservation of traditional media in the information technology age is closely linked to the capabilities of the global network. In this regard, as our President emphasized:..."today, in the process of improving the national information system, the widespread use of the Internet and other global information systems is very important. It is difficult to move towards the New Renaissance with young people who have fallen into national nihilism and mankurtism. Therefore, in the processes of globalization, attention to the upbringing of young people is becoming a requirement of the time," - said the distinguished leader of our country[1].

Today, radical changes have begun to take place in our country. We have begun to build a democratic society, and great attention has been paid to the advancement of all spheres in

building a developed society. In particular, great attention was paid to the sphere of education, culture, art, sports, medicine and the economy. At the same time, the issue of education and upbringing was under the direct control of our state and society. Because in the past, that is, in earlier times, education was not given as much attention as now. And now all the conditions for education have been created. In order to use these conditions correctly and efficiently, a person must receive proper education and upbringing from his parents, that is, from birth. Because it's not for nothing that he said, "A bird does what it sees in its nest." Therefore, it is necessary to receive proper upbringing from parents. Upbringing is always a purposeful process. Education is not without purpose. And man cannot live without purpose. The goal is to guide the child towards satisfying their material needs and spiritual needs.

Education and upbringing prepare a person to be intelligent, free-thinking, educated, and a great person. Yusuf Has Hajib said about this: where there is learning, there will be greatness, where there is knowledge, there will be highness [3]. Abdulla Avloni said about education and upbringing: "Upbringing is a matter of life or death, salvation or catastrophe, happiness or misfortune for us". Because a person knows all the things and phenomena around them. The practical application of knowledge makes it wise. And wisdom teaches man what he ought to do in life. He teaches people what to do and what not to do in life, turning wisdom into wisdom through upbringing.

Education and upbringing should be the first thing for a person. Because education and upbringing are the things that guide a person right from birth, give him the right direction. Education and upbringing should be taken care of by each of us. Although the problems of education and upbringing have been forming and developing for centuries, in the current era of globalization, some problems and new directions have emerged in this area. This process is also connected with the international politics taking place on a global scale.

In particular, at present, world politics has entered a new and difficult stage in terms of content and significance, significant changes have occurred in the forces of international politics and its centers on the ground. As a result of international relations, the expansion of capital and financial institutions, the process of globalization is taking place at an unprecedented level in the history of mass media. Dialogues and connections characteristic of a particular nation, state or some political force are becoming a complex political, social and cultural phenomenon that goes beyond territorial boundaries and has a hybrid character. These events began to have a strong influence on the political-economic, cultural-educational and spiritual life of Uzbekistan, including in the country's media. In the current period of rapid globalization, Uzbekistan, as an independent, open and democratic country, cannot avoid the consequences of this event.

Globalization processes create enormous opportunities for the development of humanity and the media. Uzbekistan, including Karakalpakstan, taking advantage of such opportunities of globalization, is more quickly integrating into the world community. Thanks to this, they actively participate in the processes of information exchange. However, in order not to become a "victim" in the process of globalization, the growth of public consciousness in our country, including the formation of youth's worldview, should prevent the emergence of an information gap, and most importantly, create national immunity for the growing younger generation.

Only then will strong public opinion and mass media be the most effective means of protecting society from the political, economic and ideological pressures of globalization[4].

We live in the age of information struggle. There are great opportunities for our youth to receive information from various sources and analyze it, to observe life. Human nature is created in such a way that he cannot live without receiving information and trying to understand it. Every person sees, hears, reads information, and generally lives under the influence of the information that always reaches them. Therefore, the psychology of a person who wants to make a mental impact on someone with the help of information helps, if he receives information without thinking about it. Information is the most effective tool for a person, because he has consciousness. Therefore, the most pressing issue in our society today is the issue of information security, especially its penetration into the consciousness of young people through the media.

One of the measures taken in connection with information attacks is the country's self-sufficiency in information. Of course, such information must be complete, high-quality and authentic. Otherwise, members of society will be forced to listen to foreign information, and no one will be able to prevent this. In fact, it is not difficult to adequately provide internal audit with information, because today information technologies are widely used, and information disseminating entities can receive and disseminate any information from different parts of the world within the country. However, there should be no negligence in this work. After all, there is another peculiarity of human psychology: if a person does not receive information about an event within three or four hours, the information gap is filled with various mice and bugs. This task, in today's rapidly changing world, in the era of globalization, when human consciousness is gradually enriching and the speed of information exchange is growing, requires a lot of work in shaping the worldview and consciousness of our youth, in general, in the upbringing of young people.

In the current era of globalization, various countries are integrating economically with each other, seeking joint solutions to environmental problems, working closely together to combat poverty and hunger, prevent the spread of various infectious and catastrophic diseases. Mutual cooperation in the development of science and scientific-technical progress is yielding positive results. Nevertheless, when discussing the significance of globalization, first of all, it is understood that in today's non-violent world, in order to prevent various wars - conflicts, national and ethnic conflicts, geopolitical interests, as well as ideological conflicts, the biased approach of large and powerful countries to each issue is effective. In short, at the heart of any globalization should be neutrality. Otherwise, large and powerful states, having the status of a dictator, a legislator, guiding others in their own way, will make one person dependent on the great, the weak on the strong, one nation on another, one way of life on another way of life, one national value on another. Under various masks, they make tireless efforts to achieve this goal. Imagine, how one nation abandons the customs, traditions, manners, and morals that have been established for thousands of years and adapts to the way of life of another nation! This is even seen as a component of modern globalization and acts under the guise of "mass culture." Today, this harmful idea is harmful to the harmonious development of our younger generation.

Although the idea of "global culture" first emerged at the beginning of the last century, it intensified in the Western world in the 1950s and 1960s [5]. This idea was widely promoted, and it was taught to others as the foundation of democracy. Worst of all, this idea began to have a negative impact on the national values, customs and traditions of different peoples. Its negative consequences disrupted the upbringing of young people. Young people became the initiators of war and conflicts in Western countries. Unlimited freedom has become a leading force not only in morality, but also in disorder. This evil became a means of establishing the dominance of spiritlessness over national values, encouraged by destructive individuals and various centers.

The phenomenon of globalization is constantly linked to information. According to experts, information is becoming the main source of the economy. According to the US Strategic Research Institute, each dollar spent on information products yields several tens of times more profit than one dollar spent on the electric power industry. This is considered as a means of achieving not only the economic side, but also the political side, which is very cheap and very convenient for his personal interests. Therefore, the information method is becoming the interest of certain forces, both politically and economically. Therefore, it becomes clear that in ensuring the national security of newly independent states, along with political-economic and military methods, its informational aspects are becoming increasingly relevant.

In order to protect a harmonious generation from "mass culture," it is advisable to broadly explain to them the benefits of the Internet and its harmful aspects. In the era of globalization, the media should work in a new light, in new ways. However, these changes should not invalidate national values and traditions. We have all our customs, traditions and values, our rules of etiquette and human qualities inherited from our ancestors from a long history. To betray them is to betray the nation, the past, our ancestors, as well as the bright future of the state. It would be appropriate to briefly dwell on the influence of mass culture on the upbringing of today's youth, on the spiritual and moral values of the younger generation.

In the current period, when speaking of spiritual threats, it is necessary to consider such selfish goals as affecting the consciousness and heart of certain segments of the population, especially young people, changing their views in a favorable direction, propagating ideas of religious extremism, destruction, immorality. There are also forms of spiritual threats under the guise of "mass culture," aimed at spreading the ideas of moral corruption and violence, individualism, egocentrism, and at the expense of this, increasing wealth, ignoring the thousands of years of traditions and values of other peoples, the spiritual foundations of the way of life, and destroying them. Currently, situations related to the recognition of immorality as culture and, conversely, the contempt of true spiritual values, as a relic of the past, are attacking progress and youth upbringing.

Mass culture is a complex, unique form of culture that is not always explained in the same way. There is a widespread perception of mass culture as a phenomenon associated with Western culture, as well as an assessment of it as a model of lack of ideology, quality and tastelessness. At the same time, folklore and folk culture are also interpreted as a manifestation of popular culture. Popular culture is interpreted differently by scientists and specialists. They can be summarized as follows: popular culture is a concept that denotes the culture, customs, rituals, art, and the like of the people. Mass culture is a phenomenon related

to the development of mass media. Mass production is a negative phenomenon created by the "entertainment industry" in the form of embodied models of culture designed for mass consumption.

Today, mass culture has become one of the most dangerous tools of ideological pressure. Mass culture, the core of which is consumerism, is a phenomenon that contradicts true human culture, undermines it, distorts its meaning, and ultimately transforms people into the world, which has no other purpose than to save their lives. Today, mass media and TV culture serve as the main tool and source of popularization. This is manifested, first of all, in the transformation of any problem that expresses people's sorrow and joy and interests into a commodity, a form of entertainment.

Popular culture, pop culture, mass culture, majority culture, and the culture that dominates among broad segments of the population in this society. It encompasses everyday life, sports, pop music, mass literature, mass media, and so on. The content of mass culture consists of everyday events and trends, aspirations and demands that make up the life of the majority of the population. The term "mass culture" began to be widely used through the efforts of representatives of the Frankfurt School of Sociology.

In the 20th century, mass society and related mass culture became the subject of research by prominent scientists who worked in various fields of science. Among them are the philosophers José Ortega-i-Gasset ("The Revolt of the Masses"), Karl Jaspers ("The Spiritual Situation of Time"), Oswald Spengler ("The West of Europe"); sociologists Jean Bodriyar ("The Fantoms of Modernity"), and Pitirim Sorokin ("The Man. Civilization. Society") and others. Analyzing mass culture, each of them highlights the trend of its commercialization. Mass culture is a product that repeats in the minds and hearts of millions of people, generates positive and negative emotions, creates spiritual and aesthetic perception, pleasure. It is intended for a large audience and does not require self-acceptance or emotional torment. The concept of "popular culture" first appeared in 1957 in the collection of articles "Popular Culture" by B. Rosenberg and D. White. Only an artistically literate person has the opportunity to enjoy a work of art. It is better to be an artless person to be fascinated by the patterns of popular culture, on the contrary, because artistic literacy is not a stimulus here, but an obstacle, because popular culture is primarily focused on the emotional sphere and does not require additional knowledge to evaluate works of this type[6].

The main functions of mass culture are as follows: to overcome psychological tension and emerge from conflict situations through the study of behavioral styles in non-standard situations; by modeling such behavioral styles, it forms an understanding of how to act in one or another situation. In this unstable, rapidly changing world, it is necessary to simplify the search and selection of information, the choice of actions, opinions, and approaches: to shape national ideas and standards worthy of imitation - the orientations of a "high" lifestyle.

The most widespread areas of mass culture include the entertainment industry (mass culture, mass entertainment (sports), professional sports (as a spectacle for hobbyists), organized entertainment institutions (clubs, discos, dance floors, etc.) and other forms of show: entertainment industry (restrooms, health resorts, sports and fitness centers, medical, pharmaceutical, recreational and cosmetic centers), sports and entertainment complexes (tourism, health resorts, sports and fitness centers, medical, pharmaceutical, and cosmetic

centers, the intellectual leisure industry (amateur, collective, hobby clubs and clubs, enthusiastic societies, scientific and educational institutions and associations, etc.) includes objects, images, and standard forms intended for personal and collective use: machines, ideas, consumer enterprises and organizations that are designed to meet the needs of employees, and entertainment systems and organizations (advertising, fashion, design, image, etc.) that include content, models, and requirements for the development of virtual games and entertainment systems and entertainment systems.

In modern cultural studies, three levels of mass culture are distinguished: small-culture (i.e., low-level, even vulgar culture): mid-culture (in other words, "middle-handed" culture): art - culture (mass culture of a certain level, sometimes even high level, not devoid of artistic content and aesthetic expression).

Culture is the lowest form of mass culture. The word "kitch" itself is derived from German verbs and means "kitchen" (to make a sketch, create a work of low quality) and "verkicchen" (to sell cheaply, quickly, for money).

The main characteristics of subculture include the following: simplifying the problem: relying on stereotypical images, ideas, and plots: orientation towards people who live in the same way, without social interest, and who live only on their own interests. He doesn't ask questions, he presents well-formed answers. It does not create spiritual searches, complex psychological discomfort. It is one of the most aggressive manifestations of the tendency to be primitive in art, as well as being the maximum point of separation from elementary values. Currently, in industrially developed countries, the dominance of small culture is noticeable.

Mid-culture has some characteristics of both traditional culture and popular culture.

Art culture is the highest level of mass culture, and its main task is to bring mass culture closer to the norms and standards of traditional culture. In addition, it is considered as some degrees.

The fundamental changes taking place in the system of values under the influence of globalization processes and the mass cultural expansion, which is one of its directions, cause certain changes in the human being, who is considered a "social being," the human being and society are deprived of spiritual and moral foundations, society is in crisis. Especially at present, the place and role of the scientific and cultural community, creators in preventing various spiritual threats that are intensifying in the world, protecting the consciousness and thinking of our children from the harmful influence of "mass culture" is increasing. After all, it is impossible to achieve any result by simply testing or denying or prohibiting such "culture" patterns, which are alien and alien to our national psychology and upbringing. In order to save our lives from such threats, not to allow a spiritual vacuum, we must, first of all, raise the cultural level of our people through humanitarian ideas and works created with great skill, in other words, be able to compete in the sharp intellectual and consumer competition taking place today on the world stage[2].

Our country has always occupied a significant place on the world stage. Our people, who believe in their spiritual power, have been interconnected to a certain extent, such as spirituality, culture, upbringing, worldview, but have studied phenomena independently in terms of meaning. On this basis, the dependence of man on culture increased, so today it became necessary to understand mass culture and study its positive and negative effects on

cultures. Because human society is constantly developing and changing and becoming more complex. In different historical periods, people perceive and accept the world differently, forming their own concepts and knowledge. The complex changes in the system of knowledge synthesis in the information service affect important ideas and values. As a result of the accumulation of information about spiritual culture, changes began in the relationship between activity and culture.

Today, the complex processes taking place in the world require paying more attention to the upbringing of young people. The dissemination of ideas of immorality, corruption and violence, individualism, egocentrism under the guise of "mass culture," if necessary, enrichment at the expense of this, disrespect for the thousands of years of traditions and values of other peoples, the spiritual foundations of the way of life, the threats aimed at destroying them do not leave a person uneasy. Today, "mass culture" is manifested in violence, egocentrism, the spread of destructive elephants that corrupt the consciousness of young people, the creation of various tattoos on their bodies, the wearing of open clothing, and so on. Mass culture is achieved not by eliminating threats to our national spirituality and values, not by banning it, but by widely promoting among the population, especially among young people, national customs and traditions, spiritual and material heritage created by our great thinkers, poets and writers, artists.

CONCLUSIONS

In conclusion, the tasks have been set to analyze the intermingling of cultures in the era of globalization, to determine the history of Western culture and the causes of the current crisis. Mass culture is achieved not by eliminating threats to our national spirituality and values, not by banning it, but by widely promoting among the population, especially among young people, national customs and traditions, spiritual and material heritage created by our great thinkers, poets and writers, artists.

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