

MAIN FACTORS OF FORMING MODERN CULTURAL IMAGE OF YOUTH

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ABSTRACT

Today, on the one hand, the youth of our country is determined by the fact that their life coincides with the globalization, rapid information, modernization processes, and the ongoing radical reforms, on the other, on the principles of socio-economic, political, legal and democratic development. This, in turn, leads us to believe in the youth movement, the position and responsibility of the state and society in the implementation of the prospects of building a democratic, free and prosperous homeland, free and prosperous life.

Keywords: society, values, culture, activities, upbringing, people, youth, image, information

INTRODUCTION

The role of youth in the world population, its impact on the development of society, the importance of national and universal values and worldviews, as well as the cultural image of young people are becoming detrimental. The modern cultural image of young people is directly relevant in intercultural relations, the achievement of cultural competence in the global space under the influence of universal values, the elimination of differences in the system of youth relations in relation to universal values in the XXI century. Today, the role of universal values in preventing negative influences on the cultural image of young people is becoming increasingly important.

MATERIAL AND METHODS

Methods of research include systematic analysis, socio-dynamic observation, analysis and synthesis, historicity, conversation, interview, complex study of social reality.

RESULTS

Bringing up young people with high morals and discipline, providing them with quality education and growing up in the spirit of patriotism is the key to the economic and political development of the country. This is the foundation of social stability and success. The importance of national and universal traditions in educating young people in a comprehensive way, encouraging them to social and creative activity, today the problems of youth education are a common issue for almost all countries. On the topic of youth education, President of the Republic of Uzbekistan Sh. Mirziyoyev said at the 72nd session of the UN General Assembly: "Today's youth is the largest generation in the history of mankind, as they number 2 billion people" [1].

A number of scientific works on the role of universal values in shaping the modern cultural image of young people are being carried out in the world's leading research institutes and centers. The activities of Purdue University in the United States focus on the study of values and universal values in relation to historical processes, the present, and the attitude of the

younger generation to values. Particular attention is paid to the implementation of scientific research on the formation trends and anthropological features of the modern cultural image of young people. As a criterion for the study of modern culture as an important reality, it is important to create mechanisms for understanding, interpretation and effective, rational organization within the sociological, cultural, economic and integrative laws, to conduct research on their impact on human interests.

The reforms being carried out today are leading to positive changes in all areas of state and society building. The more effective results of these reforms are closely linked with the comprehensive development of our future youth and their formation and upbringing in the trends of modern culture. Indeed, the formation of our youth as a cultured person depends on how much they feel their responsibility to the development of the Motherland, the development of the country and the people. From this point of view, it is an indisputable fact that young people who are conscious, strong-willed, independent-minded, active in all respects, cultured, responsible for future development are one of the great forces determining our historical development.

In this regard, the study of modern culture of young people as a global reality, the impact on social development as a measure of national development is becoming one of the most pressing issues. It is important to study modern culture as an important reality, to understand, interpret and create effective, rational organizational mechanisms within the sociological, cultural, economic and integrative laws as indicators, indicators and criteria of social development, to study their impact on human interests. is doing.

ANALYSIS AND RESULTS

Only civilized and responsible young people inherit the spiritual and cultural heritage. For the category of responsibility is the second wing in a person's activity for maturity, because a responsible person, as a fair person, takes on all the problems. The Uzbek enlightened scholar Abdurauf Fitrat (1886-1937) interpreted responsibility as a "set of spiritual actions" of an individual [2; p. 20]. In this sense, responsibility requires the inheritance of spiritual and cultural heritage, as well as the manifestation of the individual as a criterion of fairness. Because, in our opinion, responsibility as the basis of spiritual action or thing and event are the main factors in the development of the following qualities in a person:

- 1) Faith;
- 2) Spiritual purification;
- 3) Strength of spirit, body and will;
- 4) To be able to control their actions, attitudes and speech, to direct them to goodness.

In fact, responsibility is the greatest virtue. Responsibility is not only the experience of intensive acts, but also the content of our lives. German scientist H. Jonas described responsibility as an "important ideal procedure" for an individual's morality [3; p. 63]. It should be noted that a sense of responsibility is an integral need not only for the individual, but also for society. It also includes concepts such as "Khossatan" and "ommatan". An objective approach to spiritual values is also in fact a responsible approach. A responsible person feels his or her involvement in society at every breath. To him, indifference, indifference, and nihilism are

foreign. In this sense, the responsible person is the source of life and salvation for the development of society and the world.

Based on the results of our research, spiritual and spiritual renewals are observed in the changes of socio-political processes in our country. It is gratifying that these positive changes and updates are accompanied by a sense of social responsibility among young people. Given that 60% of the citizens of our country are young, we observe their active participation in socio-political life. Because in these difficult times, the fact that every young person has their own position, their own place, their own profession - means that they are responsible for everything and events. The study of the cultural image of young people in terms of our national and spiritual heritage is in line with the principles of building prosperity, peace and tranquility in the country, the understanding of national identity. The subjects of politics of the new century use various tools in the "information attack" to achieve their goals. The media through which they communicate with their partners, counterparties, and other spiritual attacks do not affect young people who live for their homeland, their parents, as well as for the faith, and who feel their responsibility.

In the process of globalization, the problem of shaping the cultural image of young people and educating them in the spirit of national values is the most pressing issue today. In this regard, it is necessary to develop alternative tools that fill their spiritual gaps, educational methods in the spirit of national values. In today's complex, very rapid information process, it is necessary to take into account the spirituality of young people, to increase their sense of responsibility, to influence them through appropriate means. In our study, it is planned to focus on methodological methods, taking into account these factors. Educating young people in the spirit of national values is a spiritual reform that embraces a huge social process. In particular, they learn the tools of education, which quickly penetrates into social realities and is responsible for all things and events. Responsibility is the most necessary and important category for young people not only in their social but also in their personal lives.

At each new stage of the development of society, an axiological need arises, such as an understanding of the past. Today, this need is related to the process of change taking place not only in our country, but all over the world, because the geopolitical changes that have taken place in the world in the last decade of the twentieth century have allowed many nations to re-evaluate their history. In the process, attitudes toward historical events that had previously been interpreted from a different perspective have changed. In Uzbekistan, too, after independence, there is an opportunity to study the unknown aspects of the history of our country, to evaluate it objectively, to unite our people on the path to our future goals based on historical memory [4; pp. 3-4].

Historical consciousness and historical memory are the basis for shaping the modern cultural image of young people and are among the most pressing issues of today. In the current information age, one of the most effective means of influencing people's minds is the media. Along with science, literature and art, the mass media have a great opportunity to shape the modern cultural image of young people, because in the media a certain historical period, historical events can be revealed directly. Historical consciousness is divided into everyday-practical and theoretical levels. The formation of theoretical consciousness requires specialized,

deeply systematized, grounded knowledge. The formation of everyday practical consciousness is associated with the social environment in which more people live, and prevails in perceptions of reality. Therefore, if the theoretical consciousness at this point has a greater influence on the formation of everyday consciousness, our views and perceptions of existence will have an objective character. It is in this context that the process of analyzing historical events in the media should be based on more science-based knowledge. For example, the production of popular shows also requires the use of facts from the recent and distant past [5; pp. 65-79]. The advantage of mass media is that they convey information by influencing people's emotions. This increases people's confidence in that information. The subtle side of the issue here is that the subjective nature of false, purposeful information also seems credible. We know that history serves to substantiate certain ideologies and ideas. Nowadays, when more ideological means are used to achieve certain goals, it is more effective to distort historical events through the media, and we see this in our daily lives. Therefore, other historical facts that show that these views are unfounded should be disclosed through the media. This is where people are protected from the effects of ideological threats [6; p. 26].

CONCLUSION

The object of historical consciousness and historical memory is not only focused on the past, but also on the social reality of today. We receive information about the social processes taking place in the world today mainly through the media. Again, the area of distribution of media materials cannot be limited. Given that today will become history tomorrow, our knowledge of today must be objective. Its implementation depends more on the activities of the media. Opinions and views on any socio-political event are different. This is because the interests of different countries and powers in the world are different. The media's interpretation of certain events serves these interests. Seeing events through the eyes of others serves their benefit. This is one of the biggest problems facing the media in our country. Often we are limited to getting information about socio-political events through the media. Different views and opinions about these events are not disclosed. Therefore, it would be appropriate for the media to focus not only on the coverage of events, but also on their analysis.

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