TYPES OF MASS CULTURE AND ITS IMPACT ON THE NATIONAL ECONOMY

Jonibek Umarov
1st year student of magistracy of the National University of Uzbekistan

Every nation in the world has its own traditions, traditions and national values. Spiritual criteria that have been formed and sprung up over hundreds of years in the bush on a given land are considered to be the priceless wealth of that nation. a rapidly gaining understanding of the essence of such wealth in the processes of globalization and technology and technology that is rapidly entrenched in our lives. Today, the "mass culture", which is sharpening, is one of the moral threats.

Keeping up with modern, fast-track development is becoming a way of life for our young people. That's a great fun. Because it is possible to speak fluently in several languages, to have access to the world of the world and to see the world news. Their knowledge indicates that their world outlook is expanding. However, it is no secret that globalization is gaining momentum with various ideas, information attacks and ideological repression. Today's trivial message may also be a powerful force for people, especially young people.

No one can deny that the globalization processes currently under way in the world have created unprecedented opportunities for the advancement of humanity and all peoples and nations in the late 20th and early 21st centuries, especially for the younger generation. First of all, we are witnessing today that the advanced achievements of science and technology, modern information and communication technologies, in particular the Internet system, reveal the borders between different countries and regions, contributing to the development of cooperation and integration.

However, these achievements, which are the highest and most prominent of human dignity, can not be overlooked that some political powers, with great power and financial capabilities, are acting as ideological weapons in the pursuit of indecisive goals. It is important today to aggravate and exacerbate long and lasting, negative effects of such attempts to eradicate the mindset of the youth, the spiritual world of young people.

The main thing is to keep the heart and mind of the younger generation in the spirit of their national and universal values, to understand the essence and true causes of our children's political processes in the world, to the truthful information about what is taking place around them,, in other words, the ability to distinguish white from snow is a prerequisite condition and criterion for our educational and spiritual-enlightenment work.

In this context, the issue of upholding a person with an independent mind and an independent perspective is a matter of spiritual and, if necessary, of political significance in today's situation, where the supremacy of information is a great deal.

Of course, the role of the media in this regard is that the education system, social-political, spiritual-enlightenment, ideological issues of government, state and non-state

organizations and political parties will contribute to this very important task, there is no exaggeration.

Let's think about having an independent opinion - what does it mean? This is primarily the ability to compare and compare many ideas and examples, to distinguish between them the only true truth, to absorb it into it, and to draw conclusions from it.

We all know well that at the present time the mass media has a lot of tasks and demands. But most important, it is to reflect the reality of life. Because the truth has become and remains the constant and permanent condition of journalism. At the same time, we must not forget about the truth of the journalist and the information, which is related to the knowledge and experience of the journalist, his professional skills and citizenship.

Of course, the ability to disclose the truth may at first seem a simple, even straightforward word. The question is whether or not there is a truth or not. However, in today's world of ideological intensities, there are those who are so virtuous as to be able to say that any lie is truthful, and sometimes we do not know how to believe in the dark red flags. It is appropriate to repeat an idea that has already been stated in this regard; I think that the protection of the interests of the motherland and the people, the protection of our younger generation from the various aggressions, the struggle against the idea of ideas and the anti-fraud is more profound and meaningful than ever before.

One example is about "Popular Culture". "Popular culture" was formed in the Western world in the second half of the last century. It is called "pop culture" (ie "mass culture") in the West, which is "popular" or shortened in the shortened. Although culture is the essence of the essence, according to the purpose, "mass culture" is a fertile culture. According to experts (philosophers and sociologists), the notion "Pop (popular) culture" is used as a pessimistic because science has not been formed in the science of "antikultura" ("non-cultural"). Because "mass culture" is actually synonymous with nonviolence, that is, spirituality and immorality. "Popular culture" is thus, first of all, denying and denying the culture of the arts, art and wealth that is a flagship of high talent and immortal spiritual and moral ideas. The philosophers in the Western world, sociologists say, "We do not need The Ninth Symphony (Beethoven)! or "Mona Lisa" in the clay! ", writes that" popular culture "is a cornerstone of its programmers' views.

Of course, our people, including the younger generation, do not deny the advanced aspects of Western science, culture and literature. However, the sooner the younger people understand the spiritual and moral frustration of the "mass culture", which the progressive intellectuals in the West regard as "the whole of the West."

True, we live in a democracy. In our society, the interests and aspirations are respected. However, the state and society must protect themselves from the dangers and inclinations. For this purpose, first of all, the requirements of the law on advertising and mass media should be strictly observed. That is, "advertisers" and journalists should not

allow the state and society to be in danger (including the situation that causes the spiritual deterioration of the youth). Unfortunately, such cases are happening.

Particularly, the militant film is about "the best advice" about the sexually explicit series of videos about pregnant women who want to investigate the DNA, and the delusions of men and women in the internet, when the complacency promotes unheard-of-maledness by introducing unscrupulous violence to young people. to the street of distortion.

Our journalists have sufficient skills and knowledge about the capabilities, information packages, and methods of communicating it through their skills, knowledge and talent. The secret of this industry is well known to everyone. First of all, it is not a mistake to say that most of us today are becoming increasingly acute and crucial in terms of spirituality. We must say again that if we lose spirituality, we will lose ourselves and ourselves. If we raise our spirituality, we will find a great deal to reach our goal.

Nowadays, our ideological opponents, against our spirituality, are trying to organize information attacks against our people, especially our youth, and to create a thoroughly threatened and influential form of "mass culture".

It should be obvious to us that in the 21st Century, called the "Information Age," no state or society can suit itself with an iron wall. At the same time, it is not appropriate to sit down with such a situation, in response to such threats, we need to take the necessary measures without soda.

Today, as we are building a new life, a democratic state, we believe that the time has come for fundamental change in the lives of some of us who are still in our society, and that we are in the process of reconciliation and renewal.

It is important for the media to keep in mind that in carrying out these tasks, it is necessary to be skilled in the formation of independent thinking, which must be respected and, of course, not to lose the character of our people. Only a thoughtful, warm word of the press resonates with the heart of every citizen, and he becomes a real spiritual companion of our people.