

STRATEGIES FOR THE FORMATION AND DEVELOPMENT OF SKILLS STRUGGLING FOR "MASS CULTURE" IN THE SUBJECTS OF CONTINUING EDUCATION

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ANNOTATION. The following article deals with the strategies for the formation and development of skills to struggle for "mass culture" in the subjects of continuing education. In addition, a number of tasks and recommendations are given to the subjects of continuing education in order to inculcate the content of ideological education in order to prevent the emergence of ideological gaps in their worldview, to protect them from various ideological, spiritual threats and pressures.

KEYWORDS: subjects of continuing education, "mass culture", ability, development, formation, national ideology, culture.

INTRODUCTION. The spiritual values that have sprouted in a certain land, formed and refined for hundreds of years are the priceless wealth of the nation or people. It is important to have a deeper understanding of the nature of techniques and technologies that are rapidly entering in our lives in the process of globalization. "Mass culture", which is gaining momentum today is also one of the spiritual threats.

Keeping pace with modernity and rapid development is becoming a way of life for our youth. Of course, this is a happy situation, because the ability to speak in several languages fluently, to be able to enter the world of the Internet and keep abreast of world news shows that their knowledge and worldview are expanding. However, it is no secret that in the process of globalization, the struggle of different ideas, information attacks, ideological pressures are growing. Even a small message that may seem insignificant today can be a force capable of changing the lives of people, especially young people.

At the same time, destructive forces trying to promote democracy and freedom, the "single standard" of transparency in the world are trying to use various means to influence the minds of the people. "Mass culture" serves a very important task to subdue it by losing human spirituality. According to them, the national culture, spirituality and values of every nation and country are "obsolete" and the "culture" is based on the free exercise of everyone's freedom, which does not restrict human rights.

In fact, such vices as immorality, obscenity, violence and corruption do not correspond to the national culture or universal values of any nation in the world.

In particular, the legacy of Imam Bukhari, Burhaniddin Margiloni, Ahmad Fergani, Abu Rayhan Beruni, Mirzo Ulugbek and many other great ancestors, who were born and raised in our land and made a great contribution to world culture and civilization, that has not lost its relevance today. The notions of honor, shame and modesty of our people, which are steeped in beautiful spiritual values, have permeated our lives. In particular, our feelings of respect for parents, respect for women, courage and bravery have captivated people all over the world.

The most dangerous aspect of "mass culture" is that, it does not come suddenly. First of all, it teaches people through very small details, trivial events.

The selfish forces that propagate "mass culture" do not really need any culture and human spirituality, moral rules and values. In order to achieve their strategic plans and political goals, to acquire the underground and surface resources of some countries, it is necessary to do so, in a word, the ultimate goal of a "mass culture" that views everything from the point of view of freedom is to weaken the will of man, to oppose his life, to those around him, and ultimately to deprive him of his freedom.

Therefore, one of the most important and topical issues today is the development of strategies for the formation and development of skills to struggle for "mass culture" in the subjects of continuing education.

ANALYSIS OF THE RELEVANT LITERATURE. The fight against "mass culture" in society is done first of all strengthening the joint activities of the family preschool, school, lyceum, college, university, media, public organizations, identifying goals and objectives, developing strategies, suggestions and recommendations.

In the West, people have written a lot about the manipulation of consciousness. It also started with the "dawn" of "public culture". The Spanish philosopher Ortega Gasset said: "Most people have no idea. The people never, ever had any idea, because they cannot theoretically understand existence. This prevents them from making the right decisions. Therefore, the idea must be injected into people's brains from the outside, as if they were squeezing oil into a car".

Mr. Gasset knew that it was not good to forcibly assimilate public opinion into society under pressure, and he said "But without moral domination, without leaders, if people are not manipulated, there will be anarchy in society. This leads to a crisis in society, it will collapse."

"A mass man," he says, "can't think". His thoughts are nothing more than instincts wrapped in a shell of logic. Therefore, the formation of public opinion is a general law of political history"¹.

There are scholars who see the nation as a crowd and promote such an attitude towards the people. The French scientist Gustave Lebon was one of them. "Community means the constant loss of consciousness and the shift of emotions and thoughts in one direction. So, in order to manage a crowd, one must first influence its feelings and imagination. To do this, you need to turn ideas into images. That's when ideas enter the mind, and they become emotions. Emotions become a major stimulus to public behavior"². Modern "public culture" is based on these methods of social psychology.

"Mass culture" is substituting religion, because both religion and "public culture" describe to their people images of other worlds, not the world in which they live, and every subject of "mass culture" is like a dream with open eyes. Mass culture theorists have strange views. They know that there is no objective beauty in the universe, that everything depends on the consumer, the subjective criteria in it. So, they think that if those subjective criteria in people are changed, millions of people will start saying what you think is beautiful.

Television, cinema, newspapers, magazines, advertising are aimed at cultivating such reactions, thoughts and attitudes in people. For example, advertising focuses on the emotions, not the mind. For example: "If you buy this product, your life will change completely".

"Mass culture" goods are primarily intended for ordinary and "street people". Of course, such products were only for people who were not intellectually developed enough. That is why the "most interesting" and understandable themes of "mass culture" are love, family, career, crime and humiliation, adventure, and fear. Its owners are making huge profits from the exploitation of the subjects.

It is known that teenagers, young people, students are eager for innovation, enthusiastic about their peers, fashionistas eager to easily adopt foreign standards. It is this socio-psychological state in them that limits their critical approach to incoming questionable values. Young people, who do not have a clear idea of what is acceptable or unacceptable, are in a hurry to accept through the press ideological products that do not fit into our lives, our national mentality. They are interested in the appearance of "mass culture", and its ease of assimilation. Unique ideas and symbols, modern fashion, popular culture products do not require young people to think deeply, get rid of various life worries, life problems, relax the body and soul, read them, learn, but play and live. In fact, this is the true purpose of "mass culture" and those who spread it. If we take into account that about 60% of the population of our country are young people and the authors of "mass culture" mean this audience, the responsibility of our tasks becomes clear.

Methods and discussion. No one can deny that the current processes of globalization in the world at the end of the XX century and the beginning of the XXI century have created unprecedented opportunities for the development of all mankind, all peoples and nations, especially the younger generation.

In this regard, we are all witnessing the advanced achievements of science and technology, modern information and communication technologies, in particular, the Internet, opening the borders between different countries and regions and making an undoubted contribution to the development of cooperation and integration.

Thus, it should not be overlooked that such achievements, which are a lofty and brilliant manifestation of human thought at the same time are being used as an ideological weapon in the pursuit of the selfish intentions of some political forces with great power and financial capabilities. It is aimed at disrupting the minds and spiritual world of people, especially young people.

The essence of such attempts, understanding their long-term and lasting negative consequences, and preventing such risks is becoming increasingly important today.

¹ Y. Ortega-y-Gasset. *Der Aufstand der Massen*. Berlin, 1929, 140p.

² G. Lebon. *Psychology of nation*. S.Pts., 1896, 159p.

There are the following views of "mass culture": (Figure 1)

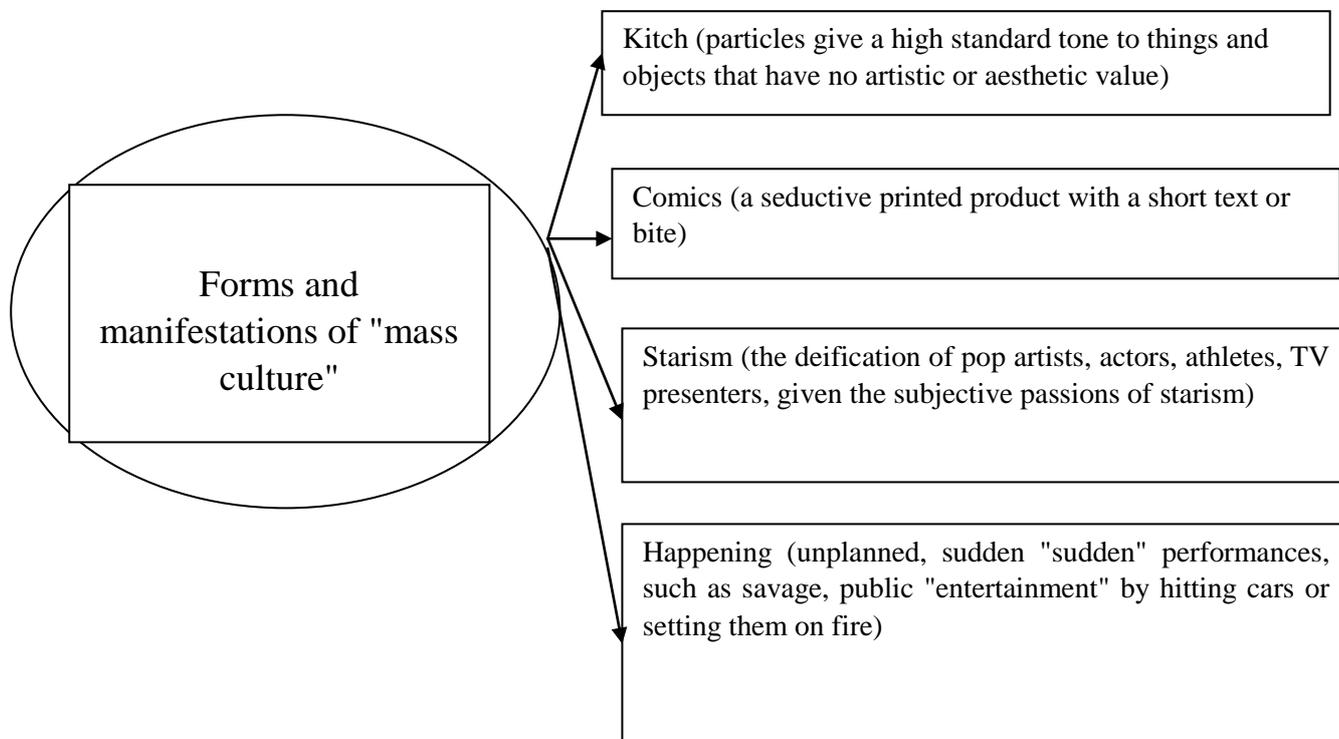


Figure 1. "Some forms of "mass culture"

The disadvantages of "mass culture" is that, it is completely against the free thinking of humanity. At first glance, it seems that "public culture" is fanatical, a supporter of human freedom, but if we pay attention to the basis of its science in all areas, it becomes clear that it contradicts human thinking. First of all, "public culture" does not allow the socialization of the individual. On the contrary, it forms a generation that is completely indifferent to the events taking place around it, indifferent to the fate of the country, and encourages any action that serves to dominate the mood of indifference in society as a whole.

Therefore, the best ways to achieve effective results in the formation and development of skills to combat "mass culture" in the subjects of continuing education, as:

1. Development and effective use of national intellectual potential. To this end, the development of education and national upbringing, making it an integral part of the worldview of young people in accordance with customs, traditions and values. So that young people feel the richness and beauty of the values of their nation, as well as universal values. Let them be seen as the main source of national spirituality, but it is not easy, because today in the world a huge amount of money and power is being used to take over the human heart and mind, to replace the spirituality of the nation with foreign ideas, and ultimately to establish spiritual domination over millions of people.

Sometimes in such a situation, some young people who have no experience of life, who are financially distressed, try to seek salvation from the outside. In addition, the curiosity of young people, acting without thinking about the consequences, also leads to a weakening of national spiritual immunity.

High intellectual potential is a key factor in the formation and strengthening of national spiritual immunity. By achieving its rise, we can satisfy the spiritual needs of the youth with our national spiritual riches, protect them from various ideological attacks. In the implementation of this science, it will be necessary to effectively use the intellectuals who form the core of the intellectual potential of the nation, to activate them, to take the necessary measures for this.

Only a nation with high national intellectual potential can develop national ideas that lead to development and put them into practice. World experience shows that a nation with underdeveloped intellectual

potential is doomed to ignorance. Therefore, the increase of national intellectual potential, constant support for it is the main condition for the consistent strengthening of national spiritual immunity.

New schools being built in our country, modern educational institutions, cultural institutions, a number of ongoing state programs, and all have been done for this purpose.

2. Another factor in the formation of national spiritual immunity is the development and implementation of the idea of national development, which embodies the interests and goals of the nation. If the idea of national development is far removed from the demands of real life and does not reflect the aspirations of the nation, the foundation will remain a theory and will never become a material force. The idea of national development is not the national idea itself, but a scientific-theoretical concept that encourages the nation to strive for a specific goal, high development, making them a vital necessity. The national idea is a source that expresses more national identity, giving it a practical meaning.

While the national idea is unchanging and the main source, the idea of national development improves and reflects the needs of the nation, its development tasks, and expands due to life experience and requirements.

"Mass culture" does not allow a person to socialize, to join. On the contrary, what is happening around them creates a generation that is indifferent to the processes, completely indifferent to the fate of the country, and the mood of indifference in society as a whole encourages any action that serves to dominate.

Being subject to thoughtlessness is a thousand times more tragic than being subjugated by force. History has witnessed many times: nations that have been subjugated by force of arms have been liberated for many years, even centuries. Because there was a great dream of freedom in the minds of people who could not conquer the national thinking, the soul with weapons! But what if the minds and hearts of the people are destroyed? It is obvious that such a nation will not be able to think about national liberation. Is there a greater tragedy for the nation, for the people? Isn't the forgetting of national freedom the disappearance of a nation without a trace?

Therefore, it is important that the subjects of the process of continuous education are brought up with the ability to think deeply, independently. So, it is necessary to encourage our youth to read works that provide spiritual nourishment, are artistically high, encourage the reader to observe and serve to expand the world of imagination.

It should be noted that in our country, as in other foreign countries, it is important to take control of Internet cafes, to take a number of measures to ban games that negatively affect the minds of teenagers:

- Development of flash games that stimulate logical thinking, forming the intellectual capacity of man;
- Organizing conversations with private entrepreneurs about the negative impact of computer games on children;
- Offering produced flash games and their advertising to entrepreneurs;
- Carry out extensive work with class teachers, parents on the dangers of Internet games;
- Installation of Internet network filters on immoral sites;
- Debates on the best children's books for teenagers in the media and Internet resources for children, which are also conducted by children;
- It is expedient to increase the responsibility of parents, to strengthen control over the child after school.

As a result of strong development of high technologies, the possibility of information-psychological struggle with the help of mass media has rapidly increased.

Today, every type of media is amplifying its impact on a wide audience: through television, image, sound, and logical figurative thinking; radio live sound and logical figurative narration, through periodicals, pictorial images. The emergence of online journalism as a result of the development of the Internet is of great importance.

The spread of Western culture around the world through the expansion of information, television and the Internet poses a great threat to all countries. Such a threat is so strong that it is even being absorbed into the minds of peoples, nations and peoples through various programming channels.

As a result, the concepts of "cultural aggression" and human rights expansion also emerged. So the formation of a culture of information reception is becoming one of the most pressing issues.

In the 21st century, it is impossible not to understand that the role and importance of spiritual factors in the destiny of mankind is growing. As a result of strong globalization and the acceleration of integration processes in the world, the issue of the individual and his spiritual and moral maturity is on the agenda of the problems of human and social relations.

In our country, the tasks in this area are always solved in the context of national spiritual interests in terms of the needs of society.

From the above considerations, it can be concluded that, firstly, cultural-enlightenment factors are a creative process.

Secondly, society saves the nation from any crises and slanders is national spirituality and national morality.

Thirdly, the fact that there is an attack on "mass culture" in the world does not require proof. The only way to get rid of it is to strengthen the national and spiritual foundation of the state and the nation.

Fourthly, any national culture existed in a state consistent with the national idea.

CONCLUSION AND RECOMMENDATION.

Conclusions and suggestions are as follows: If you turn to today's TV and radio channels, browse the press, or travel through the jungles of the Internet, you will undoubtedly encounter more harmful information than useful information. Especially young people who have no life experience can be deceived by lies and fabrications to accept this information as real. Thus, it is not uncommon for their lives to turn in a completely unfavorable direction due to a trivial piece of information. That is why today we need to cultivate information immunity in the hearts and minds of young people.

"Mass culture" completely poisons the lives of young people and turns them into creatures who do not know their history, national values, and even their parents. He wants to squeeze out of our hearts a sense of national identity, a sense of homeland. The most effective way to combat "mass culture" is to bring up our young people from an early age to have a high level of culture, taste and intelligence, independent thinking and enlightenment.

Young people with such qualities are exposed to examples of "mass culture".

"Mass culture" contradicts our national nature, ancient values, human aspirations. Therefore, our society must fight against them in solidarity. Only then can we bring up our young generation in a healthy and harmonious way.

The Uzbek people have immunity in the fight against the occupation under the guise of "mass culture", but this consolation is not a reason to ignore the real danger we face or to be complacent. Therefore, we need to be aware of the harmful consequences of various aggression and malicious aspirations, the power of foreign centers, the actions spent on funds, and similar threats.

In the educational process aimed at the formation and development of skills to combat "mass culture" in the subjects of continuing education, it is important to pay attention to the following:

- Explain the goals and objectives of the subjects of continuing education, with an in-depth explanation of the essence of each piece of knowledge and new information;

- To be able to analyze the history, beliefs, customs, national identity of the Uzbek people, expressions, views;

- To inculcate in the minds of the subjects of continuing education through high pedagogical skills, advanced methods and foreign pedagogical ideas that threaten my youth in the works recommended for independent study in the course of lessons, views that deny harmful ideas and can strike them;

- In the implementation of these goals to find methods and forms that can evoke a nihilistic attitude to foreign ideas, ideologies and spiritual threats, affecting the psyche and emotions of the subjects of continuing education;

- To turn every lesson and lesson into a propaganda of ideas, not to distract the subjects of continuing education from the lessons, but to follow the path of conquering the consciousness through perfect analysis, comments;

- The vitality and theoretical significance of the studied topic is that we live and work in an era of ideological struggle, information aggression, spiritual threat, "mass culture". Therefore, the knowledge, the idea, the connection of all the subjects taught with life, must be explained by the evidence.

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