

“MASS CULTURE” AS THE MOST DANGEROUS WEAPON OF IDEOLOGICAL PRESSURE

Tojiboeva Dilnavoz Ozodovna

associate professor of Tashkent State Law University

e-mail: d.tojiboyeva@tsul.uz

ABSTRACT

At the end of the twentieth century, after the disintegration of the socialist camp, the countries of the world were divided into developed and developing countries. Some developed countries are trying to ideologically divide the world arena, the countries that have gained their national independence are entering a new path of development. A superficial view of these threats, which undermine the sovereignty of states, and failure to recognize them as a source of threat, will inevitably lead to more disasters for humanity.

The article discusses the ideological threats of the XXI century and one of the most dangerous - the phenomenon of "mass culture", its impact on the human worldview, aesthetic taste, morals and spirituality, the formation of healthy immunity against the negative effects of "popular culture" on society.

Keywords: *Globalization, homogenization, "mass culture", ideological weapon, ideological landscape of the world, ideological immunity, ideological prevention, aesthetic taste, morality, spirituality.*

АННОТАЦИЯ

В конце XX века, после распада социалистического лагеря, страны мира разделились на развитые и развивающиеся. Некоторые развитые страны пытаются идеологически разделить мировую арену, страны, получившие национальную независимость, выходят на новый путь развития. Поверхностный взгляд на эти угрозы, подрывающие суверенитет государств, и отказ признать их источником угрозы неизбежно приведет к новым бедствиям для человечества.

В статье рассматриваются идеологические угрозы XXI века и одна из самых опасных - феномен «массовой культуры», его влияние на мировоззрение человека, эстетический вкус, нравственность и духовность, формирование здорового иммунитета против негативных воздействий ». популярная культура »об обществе.

Ключевые слова: *глобализация, гомогенизация, «массовая культура», идеологическое оружие, идеологический ландшафт мира, идеологический*

иммунитет, идеологическая профилактика, эстетический вкус, мораль, духовность.

INTRODUCTION

“Mass culture” has deep social and cultural roots. The socio-economic roots of the emergence of mass culture are associated with the emergence of large-scale industrial production. The transfer of social values to a simple, understandable language, the growth of mass literacy, the emergence of book publishing have influenced the development of “Mass culture”. In the twentieth century, as a result of the emergence of radio, film, TV, video, computer systems, the development of popular culture has reached a new stage.

In the world, destructive forces that vigorously promote democracy and freedom, transparency, are trying to use various means to influence the minds of the people. In particular, "mass culture" has become one of the most dangerous weapons of ideological oppression. "Mass culture, which is the core of the consumer mood, contradicts the original culture of humanity, destroys it, destroys its essence and ultimately reduces man to the level of a creature, an animal with no purpose other than survival, and turns the people into a crowd" [1].

The forces that propagate popular culture do not really need any culture and human spirituality, moral rules and values. This is just a means for them to achieve their strategic plans and political goals, to gain access to the underground and surface resources of some countries [2]. The main goal of popular culture, which views everything from the point of view of freedom, is to weaken the will of man and ultimately deprive him of his freedom, that is, to enslave him. "Mass culture" serves to subdue a person by losing his spirituality. Some experts said that the "mass culture" resemble to a virus that causes disease. It settles in the human mind and begins to command it. As a result of the collapse, there is a danger that the culture and values of the entire nation will disappear.

DISCUSSION AND RESULTS

Mass culture becomes a commodity in the market and acquires certain characteristics. Today, "mass culture" is becoming the most profitable sector of the economy. It is now known as the "industry of interests", "commercial culture", "pop culture", "leisure industry"[3].

The decline of all the great empires and the ideologies that have served them shows that any attempt to impose a standard, acceptable order and way of life that seems to be successful at any given time will ultimately be doomed to failure. Only

those who do not take into account the great lessons of history are in a hurry to call the 21st century the "American Age" and unknowingly undermine the idea of globalization. Therefore, in advancing the idea of the unity and integrity of the world, some researchers link globalization mainly to the field of ecology and economics. When it comes to politics and culture, they are cautious, and while globalization is evident in these areas as well, diversity and differences are the principle of the full existence and development of these areas [4]. In this context, progressive and reactionary manifestations of self-defense (in the form of conservatism, traditionalism, nationalism, fundamentalism) are born in response to various aggressions in political and cultural life. This is one of the pitfalls of globalization, and their dangers cannot be ignored [5].

Describing American "cultural imperialism", the well-known American researcher R. Steele writes: "The United States, not the Soviet Union, has always been a revolutionary state ... We have created a culture based on mass entertainment and self-satisfaction ... Cultural Signals It spreads all over the world through Hollywood and McDonald's - and they lay the foundations of other societies ... Unlike ordinary invaders, we are not content to depend on others, but to insist that they imitate us" [6].

It is known that due to the globalization of social relations, a person leaves a certain cultural environment, gets acquainted with other cultural patterns, begins to follow them. The global information and communication system, whose power and intensity are growing, plays a particularly important role in this process [7]. The entertainment industry, which is called mass culture, is becoming more and more integrated and homogeneous in nature, and its image is less different in societies belonging to different cultures and civilizations. Such aspects of globalization, observed in everyday life, serve as a basis for the theory of universalization, Westernization of the world [8]. Therefore, some authors put forward the idea of the formation of a new global culture.

The real intention of the propagandists of "mass culture" is to "flatten" the identity of nations under the slogan of globalization, to eliminate cultural diversity in the world, to shape spirituality [9]. In doing so, the West is presenting itself to the world as a model for imitation. The existence of an attempt to introduce Western culture as a universal culture, a universal culture, is confirmed by the 2004 scientific conference in Berlin on "National States in the context of Europeanization, Americanization and globalization. This shows that the anti-globalists, who interpret the process of globalization as a new form of cultural imperialism, are not far from

the truth. However, it is possible and necessary to turn globalization into a means of intercultural communication, a factor that enriches national identity, an important source of diversity in the world, without leaving this process alone [10].

At present, Uzbekistan rationally uses the advantages of the globalization process (including equipping all sectors of the economy with modern equipment and technologies, attracting investment, integration into the world market, etc.) and its negative impact (leading countries and transnational corporations). the pursuit of natural resources, the implementation of a strategy to promote democracy, the spread of massculture, the globalization of terrorism and extremism, etc.).

But there is still work to be done. In addition, as ideological processes and ideological struggles continue, efforts in this direction are required to be regular, gradual, and not stop day and night [11]. After all, the eye-catching attacks of a single "mass culture" can cause great and irreparable damage to our nationality, identity, cultural and enlightenment traditions, and hybridize the worldview, beliefs, tastes and life goals of future generations [12]. The young people who fall into this sphere do not imagine their own destiny as a whole with the fate of the Motherland, the people, the nation in which they were born and grew up[13]. One of the main goals of "mass culture" is to create a group of greedy, pleasure-loving (gedomistic) people who live in the mood of material possessions, who consider the land where the stomach is full, where there is an idol [14]. It is easy to turn such a gang against its own people and nation, to direct the national culture, values and traditions created over the millennia, and to turn them into traitors who help the wealth of the state and people to be easily exploited by others [15].

CONCLUSION

Therefore, it is necessary to consistently implement the following factors to reliably protect our citizens, especially our youth, from the onslaught of "mass culture":

1. To reveal to the general public the essence and purpose of the phenomenon of "mass culture" on the basis of vital facts, concrete facts and figures.

2. The ideological, cultural and enlightenment "arsenal" of ideological, cultural and educational weapons that can be used to determine the methods of work, directions of action, methods of influence of ideological forces, ideological centers interested in the emergence, propagation, spread around the world, the consciousness of billions. formation

3. Propaganda materials should be regularly, operatively updated, enriched and modernized in accordance with the scale, speed, scope of the attack on "mass culture".

4. The development of positive genres and methods of popular culture, including shows, mass cultural festivals, circuses and other forms of entertainment in accordance with the tastes and desires of the times and young people, including non-aesthetic methods such as campaigning, advocacy, intellectual training. it is expedient to give up.

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