

## NEGATIVE IMPACT OF POPULAR CULTURE ON NATIONAL CULTURE

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**Abstract:** This article discusses the "Mass Culture" that is threatening the whole world today, and the great importance of the national idea in combating it. Today, we live in a very intense and complex time that is radically different from previous periods, which is changing rapidly, and we will discuss in detail the rapid spread of mass culture and the importance of national ideology. The negative and positive aspects of mass culture are discussed, as well as their impact on our national spirituality and culture.

**Key words:** National idea, mass culture, spirituality, nationality, ideological pressure, national value, national idea, globalization, ideological immunity.

**Introduction.** Mass culture is a process that takes advantage of the ideological gap in the minds of young people and introduces cultures that are alien to us, containing deep spiritual and moral vices. These cultures are the source of many disasters. The power of "mass culture" is being promoted openly and in some cases secretly today, and it is a pity that we are increasingly succumbing to its influence. "Mass culture" has many positive and negative sides. Its penetration is accelerating like information technologies. Mass culture is manifested in various forms. For example, it is found in our clothes, weddings, and our behavior. In our clothes, especially wearing all kinds of torn pants that have come from abroad, boys growing their hair, girls going to school or work in short skirts, dressing openly, and so on. The national idea is a form of social idea that embodies the past, present and future of a nation and serves its development by expressing its fundamental interests. In particular, our First President defines the concept of the national idea as follows. When we say the national idea, it means that it has been passed down from ancestors to generations and has been revered for centuries, taking deep roots in the hearts of every person and the entire people living in this country, becoming their spiritual need and life requirement. If we imagine the most noble dreams, aspirations and goals of hope of any nation, I think we will have expressed the essence of such a broad concept. Naturally, our national idea includes the noble intentions and vital interests of all people living in this country, such lofty concepts as peace of the country, prosperity of the Motherland, and prosperity of the people.

The entire history of mankind, the thousands of years of our people's past, prove one truth based on bitter lessons and conclusions. That is, no matter what plans and programs we set for ourselves on the path to sustainable development and a prosperous life, the only condition and guarantee for the realization of all our noble aspirations is peace and tranquility. When we talk about the directions that the main content of the national idea expresses, we undoubtedly imagine the prosperity and development of the Motherland. Mass culture is a complex, not always uniformly interpreted form of culture. It is widely understood that mass culture is a phenomenon associated with Western culture, as well as an example of lack of ideas, poor quality and bad taste. 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. While the development of large-scale industry created a need for hired workers, the collapse of the traditional social structure of feudal society created a mass of people deprived of ordinary

labor, trying to satisfy this need. The formation of mass culture was a reflection of this process. Because it was formed as a result of the desire of new social strata to create their own unique cultural image. The emergence and development of mass culture are also due to the transfer of social values into a simple, understandable language for all, the growth of mass literacy, and the emergence of printed products. For a long time, worldview and Moral standards were passed on from teacher to student in a single way. In the 20th century, with the advent of radio, cinema, video and computer systems, a new stage in the development of mass culture was entered. This stage is characterized by a sharp increase in the possibilities of forming views and values that are acceptable to the majority. At a time when mass consumer culture, using advertising and fashion, which has become a subtle and powerful tool of influence, has displaced intellectual activity from all spheres, and at the same time, an attempt to form a physically fit person by actively promoting various sports that serve to maintain physical health is also a result of this process. Unlike folk culture, mass culture can acquire not only national, but also interethnic, international characteristics, while at the same time it can be far from national at all.

However, the promoters of "mass culture" argue that women are discriminated against in the Eastern family and that they do not have equal rights with men. This is especially having a strong impact on young families. Consequently, protecting ourselves from the onslaught of biased information aimed at various interests under the guise of mass culture (such information is distributed in a huge number of ways; entertainment TV channels, radio broadcasts, newspapers and magazines, movies, TV series, cartoons, etc.), timely understanding of the violence, immorality, and egocentric ideas propagated in the core of "works of art" and creating ideological immunity against them is the most urgent issue today, not only in our country or region, but throughout the world. The task before us is to protect our people and our youth from this imitation and blind obedience. For this, first of all, intellectuals themselves must be able to deeply understand the subtle difference between true and false values. We think it's important to explain this simply to young people: the sound of our own drum is better than the foreign noise promoted by popular culture promoters.

Because it is close to our hearts. Only, unlike them, we have human feelings such as shame and eloquence... If we explain popular culture to our young people in a simple way without making it too abstract, it will be easy to form the skills of approaching any issue critically and knowing the difference between good and evil, not blindly imitating everything. Therefore, as the President of the Republic of Uzbekistan Sh.M. Mirziyoyev emphasized, "There will never be such a thing as a vacuum in the field of ideology. Because the human heart, brain, and consciousness never stop receiving information, thinking, and being influenced. So, it always needs spiritual nourishment. What happens if it does not get this nourishment from the environment in which it lives or if this environment does not satisfy it, tell me? It will gradually look for such nourishment from other sources.

This influx of "popular culture" is having a huge impact on the minds of our youth. It is known that young people are very sensitive to all matters. In particular, they are sensitive to injustice and injustice in life, and they perceive positive and negative changes in this regard very quickly and sensitively. That is why various ideological centers, from the sidelines, are trying their best to instill false ideas such as "absolute freedom", "unlimited freedom", and "free morality" into their minds. In this way, they cunningly use various information technologies, such as radio, television, the Internet, and social networks, as examples of "popular culture". If we turn to

culture itself, we understand our national and religious values, which our people have cherished and cherished for a long time. The popular culture we are going to talk about now is being used figuratively, not literally.

"Popular culture" is essentially a product of national cultures. Its propaganda is primarily aimed at replacing our Islamic values and ethics with ethics interpreted within the framework of the Western lifestyle, individual freedom, and democracy. "Popular culture" is enriched mainly on the basis of new "fashions" of the representatives of our time. It is as if whoever follows that "fashion" is considered cultured. In fact, this is not culture, but rather unculturedness. However, nowadays, such an idea has been formed in the minds of our youth that everyone should live according to this fashion in public. Otherwise, they will consider themselves uncultured and behind the times. Unfortunately, we ourselves, unknowingly, are contributing to this to a certain extent. While we are looking at this with negligence, our society is falling further and further into the abyss. The most correct way to prevent this is to instill in the youth our national mentality, national values, and the generation of whom we are. Therefore, at the initiative of our President, in order to educate young people as fully developed, well-rounded individuals, the national idea laid the foundation for the direction of spirituality and legal education. The main goal of this direction is to free young people from various foreign ideas, to form a spirit of patriotism in their hearts, and to raise them as fully developed, well-rounded individuals. The main goal of this discipline is to educate them in the spirit of loyalty to the Motherland.

Popular culture is interpreted differently by scholars and experts. They can be summarized as follows:

- Popular culture is a concept that represents folk culture, customs, rituals, art, etc.:
- A phenomenon related to the development of mass culture media:
- Mass production is a negative phenomenon in the form of condensed examples of culture created by the "entertainment industry" and intended for mass consumption.

Today, mass culture has become one of the most dangerous weapons of cultural and ideological pressure. The inculcation of mass culture into the minds of young people is carried out in conjunction with various alien ideas. Indeed, no vacuum can be allowed, especially in the field of ideology. "Nature does not like a vacuum" - As the famous American thinker George Bernard Shaw said, "Where people do not know the truth, they fill the void with fabricated ideas." That is why new states, in the initial, most stable stage of independence, were very helpless in terms of national security, stability, and ideological protection. We need to read more books to avoid being influenced by such foreign ideas.

Indeed, it is important to analyze the processes taking place in society, to be aware of various ideological threats, to understand the goals of ideas and views that are alien to our country's interests, national traditions and values, and to launch consistent propaganda work among the population, especially young people, through the media, radio and television channels.

The tasks listed above open up a wide path to preventing threats from popular culture, which are implemented in our daily lives and are directed against our national mentality. Popular culture is distinguished by its specific authors who are popular among the general public. Popular culture is always associated with a specific place. In popular culture, such locality is not observed. It is intended for a wide audience from the very beginning. It is based on human emotions - love and fear, the desire to achieve temporary, faith in the extraordinary, and the like. In this way, popular

culture creates a picture of life that is similar to real life in some respects, but at the same time is far from it, serves to form a system of views and values, and a model of behavior. With these features, popular culture seeks to satisfy the spiritual need of man for the ideal. Popular culture is interpreted differently by scientists and experts. Summarizing them, they can be expressed as follows:

1. Popular culture is a concept that represents folk culture, customs, rituals, art, and the like.
2. Popular culture is a phenomenon associated with the development of the media.
3. Mass production is a negative phenomenon in the form of polished examples of culture created by the "entertainment industry" and intended for mass consumption.

In conclusion, the widespread spread of mass culture in our country, its influence on the minds of young people, and the threat to their spirituality are increasing day by day. Today, the teaching of the subject of national ideas as a textbook in higher and secondary specialized education institutions also serves to prevent the ideological void in their minds from being filled with alien ideas. If we also contribute, we would have made our own worthy contribution to the future of young people...!

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