STRATEGIES USED IN THE FORMATION AND DEVELOPMENT OF STUDENTS 'COMPETITION SKILLS AGAINST "PUBLIC CULTURE"

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Annotation. This article discusses the strategies used in the formation and development of students' skills in combating "mass culture". The article also analyzes the positive qualities of the film's protagonists and encourages young people to follow their example.

Key words and phrases: "Popular culture", "screen culture", national culture, information environment, spiritual and moral values, family traditions, interpersonal social relations, social environment, creative, enterprising, virtual world, juveniles.

Аннотация. Ушбу мақолада таълим олувчиларда "оммавий маданият"га қарши курашчанлик кўникмаларини шакллантириш ва ривожлантиришда қўлланиладиган стратегиялар ҳақида фикр юритилган. Шунингдек, мақолада экранларда кўрсатилаётган фильм қаҳрамонларининг ижобий сифатлари таҳлил қилиниши ва ёшларни худди мана шу жиҳатлардан ўрнак олишга чақириш ҳам алоҳида педагогик аҳамиятга эгалиги баён қилинган.

Таянч сўз ва иборалар: "оммавий маданият", "экран маданияти", миллий маданият, ахборот муҳити, маънавий-ахлоқий қадриятлар, оилавий анъаналар, шахслараро ижтимоий муносабатлар, ижтимоий муҳит, ижодкор, ташаббускор, виртуал олам, вояга етмаган ёшлар.

Резюме. В статье рассматриваются стратегии, используемые при формировании и развитии у студентов навыков борьбы с «массовой культурой». В статье также анализируются положительные качества главных героев фильма и предлагается молодежи последовать их примеру.

Ключевые слова и фразы: «Массовая культура», «экранная культура», национальная культура, информационная среда, духовно-нравственные ценности, семейные традиции, межличностные социальные отношения, социальная среда, творческий, инициативный, виртуальный мир, подростки.

Today, the promotion of popular culture is gaining momentum through the field of cinema culture, which is called "screen culture". In this sense, today's society is a screen society, which attracts a wide range of people, especially women sitting at home and teenagers. Most of the screen productions show behaviors that are not typical of the Uzbek way of life. Denying the sacred value of the family and engaging in intimate relationships with whomever you want, many young people are becoming more interested in homosexuality as a result of promoting the idea that it is a human right. Family life is being devalued in the eyes of young people.

Screen products have an aggressive effect on young people and poison their minds. In this way, they absorb information products. As part of the information environment, the components of "screen culture" include movies, series, video games, and television. They represent the spiritual aspects of human life. Such an information environment not only promotes the daily lives and activities of community members, but also affects their consciousness.

One of the important issues is that "mass screen culture" is now using new strategies. With their help, they promote not only technical and social issues, but also personal and existential issues that are important for the time. Existential problems occupy a special place among them. Most of them represent situations related to death, imagining the end of one's life. The problem of death is manifested in a way that is intertwined with a sense of satiety that is opposed to it.

Man is always actively trying to avoid the first situation and choose the last one. Today's members of society are no exception. To this day, this trend is evolving, bringing with it unique, cultural approaches. The advantage of "screen culture" is that it has a special scientific interest. Many scholars have sought to study the extent to which "screen culture" affects the socio-cultural environment. For example, the scientific work of V.A. Sukovataya [1], I.G. Tropina [2] and others can serve as an example. The image of death and violence on the screen is attracting the attention of scientists. Many experts, such as M. Kuronov [3], L.G. Ionin [4], M. Yampolsky [5], have analyzed this issue in their works.

Such films, which frighten young people, manipulate their minds, and call for murder and violence, are subject to in-depth analysis by groups of educators and psychologists to remove them from the screens or limit the age of viewers.

Today, many Turkish films, which do not fit into our mentality, promote scenes of murder and lust. Such films are shown on all channels of Uzbek television. Selfishness, violence, devaluation of family relations, revenge are widely propagated in them. Walking with a gun, being in a relationship with him, killing each other and escaping punishment are the main themes of many films. Young people who have seen such films are following the protagonists. Parents watch such movies with their children. Surprisingly, they do not explain to their children about the negative habits in these films.

The protagonist of each work has both positive and negative qualities. The positive and negative aspects of the film's protagonists will be analyzed by experts, including educators and psychologists, and the annotations of these films will be announced in advance.

It is also of pedagogical importance to analyze the creative qualities of the film's protagonists and to encourage young people to emulate them in this regard. Today, we cannot hide anything from students and young people, and we cannot forbid them to see. We just need to warn them, protect them from negative influences and be careful. To do this, it is expedient to use the experience and spiritual heritage of our ancestors, to set an example of our national heroes instead of foreign heroes.

This is because the centuries-old traditional national culture has found its expression in works of art or fine arts. They have significant values that help a person think about the environment. Examples of national culture express human life through the development of the heart. Traditional national culture is the culture of the elites of society, who preferred the beauty of heart and soul above all else, and today glorify science by creating their own conscious lives, cultural riches, feeling the beauty of works of art. Undoubtedly, such a culture encourages young people in our society to feel kindness, love and beauty.

Today, "mass culture" is emerging as a culture that meets the material needs of man. A person connects his cultural views with material wealth. The need for values is manifested only in the assimilation of material values. It is obvious that traditional national culture is slowly giving way to "popular culture". This culture represents a very low level of public opinion.

Folk culture suitable for young people includes circuses, market stadiums, traveling performances, comedy games, performances of entertainers. Most of their tasks are to save people's time and distract them as much as possible from the problems they face. Today, sociologists and culturologists regard such views of popular culture as light-hearted.

One of the characteristic features of "popular culture" is the standardization of the spiritual activity of young people. It is well-known that the best representatives of mankind have always strived to learn and master the riches of culture. The purpose of "popular culture" is to distract young people from the main life activities, to distance them from the national culture by occupying their minds. Undoubtedly, young people who have distanced themselves from the national culture will be deprived of a sense of identity. They are moving away from their nationality. Young people's interest in "popular culture" began with their interest in foreign music and clothing. Screen culture is also helping to foster such interest. The virtual world has become the most convenient means of inculcating popular culture in the minds of students and young people.

Researchers of the phenomenon of "popular culture" emphasize that it has its own dynamics of development. The main focus of "popular culture" is to instill violence in the minds of students and young people. To do this, they show on the screens, in video games, cases of cruelty and cruelty. For this purpose, the militants use the image of tyrants. The maturity of the film's protagonists is determined by the number of people killed in battle. The violence perpetrated by them intoxicates students and young people like drugs.

As a result, juveniles are more prone to violence. They mostly play fighting games with their peers around them.

It is known that a person seeks his own satisfaction mainly in art. Proponents of "popular culture" promote the idea of "popular culture" by increasing the attractiveness of light-hearted works of art for teenagers and young adults. That is why sexuality, violence and cruelty take precedence in works of art that promote "popular culture".

One of the tools of "popular culture" to capture the minds of young people is to intimidate them. To do this, the propagandists of "popular culture" use scary movies and violent games. They are able to effectively use the subject of fear to actively promote "popular culture." As a result, the morale of young people is numb under the influence of tragic events, and real-life events are not understood. They become accustomed to killing and abusing each other. Such young people are indifferent to those around them and begin to accept violence as normal.

Thanks to the unique educational potential of Islam, before the development of technology, man felt himself an integral part of nature. Enjoying its beauty, he established a relationship with those around him in accordance with human laws. Today, with the advancement of technology, adolescents and young people in particular are increasingly in need of communication with the virtual world. This, in turn, is in the interests of "popular culture" supporters and propagandists. In such a situation, first of all, parents, teachers, neighborhood and human rights activists should pay attention to young people and look for convenient means and methods of protecting them from the attacks of "popular culture", so that they understand and to teach students to appreciate human beings, to enjoy the beauties of nature, to appreciate life, which is the most precious blessing, and to make effective use of the heritage of our ancestors.

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