The Impact of Globalisation on Children's Behaviour

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Abstract

The article gives an idea of the negative impact of the globalisation process on the family environment, in particular on the behaviour of children

Key words: globalization, family, family environment, parents, children, youth, information, morality, behaviour, value, healthy lifestyle, transformation.

Introduction

On the eve of the new century, spiritual and attitudinal processes in the world have become more complex. In particular, many factors pose a serious threat to the spiritual image of young people, that can change their system of moral values and take a fresh look at their psyche. The emergence of new ideologies on the ideological ground of the world and the escalation of ideological struggle has further complicated the situation. Most importantly, the process of globalisation has intensified these spiritual and ideological tendencies. In such a situation there is a growing sense of responsibility for the fate of children and a growing kindness to young people. Attention to young people, the formation of their social image on the basis of humane principles, the formation of their ideological immunity, the creation of a mechanism for realising their abilities (the development of 5 initiatives), increasing public policy to meet their material and spiritual needs, therefore it has been declared the “Year of Support and Protection of Public Health”. It is, therefore, appropriate to identify and analyse the factors influencing children's behaviour.

Main body

First. It is well known that the Uzbek people have always been known for their kindness towards their children. In the last century, full of contradictions and difficulties, this kindness has become particularly special. Today, however, this situation is even more pronounced in the transition from polygamy to infancy.

In the context of intensified efforts to protect young people from the negative effects of globalization, our young men and women are growing in their social image, combining national and universal values, choosing socially important qualities and forming humane beliefs. They are becoming mature citizens of the country, pursuing different professions and raising their cultural level. However, the number of those who remain children of their parents for a long time has also increased. For this reason, it is common today to refer to those who judge 30-35-year-olds. The application of the 9 + 3 programme in general secondary and special secondary education has also had a significant impact on this process. This is a sign that people's periods of youth are lengthening as a result of the effects of globalisation.

Second. In developed countries, the amount of information, data and advertisements that negatively affect personal moral values are increasing year by year because, in the West, information and data are not selected on the basis of morality but based on popularity. For instance, one mayonnaise commercial shows two children laughing happily at their father who cannot open the garage door. The authors of the ads pay attention to the quality of the mayonnaise and do not care about its impact on the moral image of young people. This characterises the attitude towards the social significance of information and data and advertising in developed countries.
Naturally, due to globalisation, our young people are becoming more and more aware of this kind of information and data. It cannot be avoided by various prohibitions. Because today our young people receive a variety of information and data not only in educational institutions but also through radio and television, in the press, especially in social networks with a wide audience. In such an environment, where the global information space is expanding, it is not advisable to educate our children's minds one-sidedly, to surround them with a concrete barrier.

But a child who has assimilated information and propaganda promoting immorality sees the pseudo-moral norms he encounters on TV or the Internet as modern, trying to follow them rather than his parents' advice, national moral values. The result is a conflict between the value system of parents and children, which leads to disagreements between them. Even a small message directed against the human spirituality and psyche today can be reinforced by the intensity of globalisation in the information world and cause enormous damage that is invisible, but the consequences cannot be covered by anything.

**Thirdly.** Under the influence of globalisation, there has been an increase in the flow of films that change the behaviour of young people. In most of them, unhealthy lifestyles, especially alcoholism and drug addiction, are seen as commonplace. The ideas of self-centredness and individualism, totally alien to our national way of life, are being promoted. Interestingly, the plot of the film is not even indicative of the authors' negative attitude towards these shortcomings. Films depicting unhealthy lifestyles can encourage young people to adopt a unique pattern of behaviour.

The government is indeed taking serious steps to promote a healthy lifestyle. For example, thousands of gyms have been opened in different parts of the country for this purpose, and more than 10,000 girls regularly take part in rhythmic gymnastics clubs. "By engaging the population in mass sports, the coverage will increase from the current 19% to 25% in 2021" [1]. In the context of a global crisis and pandemic, the benefits of a healthy lifestyle have been proven over time. Otherwise, such neglect will lead to widespread family-weakening factors.

Movies promoting unhealthy lifestyles are also dangerous because they encourage filthy behaviour. Their influence has increased immoral behaviour among young people. As a result, experts note an increase in the number of venereal diseases among the country's youth. For example, the injury rate increased from 1.8 per 100,000 population in 1991 to 45.5 in 1998. Figures for subsequent years are also inseparable from their small numbers [3]. According to statistics published in 2017, 102 per 100,000 people, or more than 32,500 people in the country, were infected with AIDS alone [4] (this is still being recorded).

Changes in children's behaviour lead to a weakening of the parent-child relationship.

**Fourth.** In the course of historical development, our people have developed an entire system of values, rites, customs, rituals and prohibitions associated with the family and its relationships. For example, experts note only forms of prohibitions related to the wedding ceremony, the relationship between mother and child, dates and times, household items and various objects, as well as the activities of family members [5]. Similar examples can be given concerning family values, rituals, customs and rituals. Family members had to adhere to these values, rituals and prohibitions. Failure to adhere to them led to strong protests from parents, especially the older generation. It is for this reason that children take these values seriously, trying to pass them on to the next generation. This approach has persisted in the Uzbek family for centuries.

The process of globalisation is undermining precisely this feature. As a result, the pace of social development has accelerated and inter-ethnic relations have intensified. While the first of these consequences has led to a change in the content and form of family values within one generation rather than across generations, the second has resulted in the enrichment of the content of family values with new, alien elements. Take, for example, wedding ceremonies. As the pace of social progress has accelerated, its content has changed radically. Today's wedding is very different from that of twenty years ago. As a result of the intensification of interethnic relations, new
elements have appeared in Uzbek weddings (openness of the bride's dress, bringing the bride in a limousine, holding the wedding directly at the wedding, groom and bride dancing together, wedding in the banquet halls of modern restaurants, etc.). All this has increased the gap between the value system of parents and the value system of children. As a result, it has become more difficult for parents and children to understand each other.

This can also be seen in family members' attitudes towards clothing. As a result of globalisation, clothing designs in developed countries, new forms and styles of clothing have begun to infiltrate our country. Whereas it used to be difficult to find suitable clothes for a child, it is now difficult to choose the most suitable clothes among the colourful clothes. The child prefers to wear modern dresses, jumpers, tight trousers etc. D. Father and mother, on the other hand, object, realising that they do not always conform to national values. As a result, if the child is seen as a "deviant child", the parents adopt the image of a "retarded person" in the child's eyes. This contradiction is reflected in children's behaviour in the family, in their attitudes towards their parents' values.

Other factors are indicating the negative impact of globalisation on the family environment. But the point of the matter is not to state them all, but to prove that the transformation of the family environment takes place in the context of globalisation. For this, in our view, the considerations outlined above are sufficient.

**Conclusion**

In conclusion, various processes and phenomena have emerged over the years of independence which have positively influenced the family environment, but at the same time, the negative impact of the globalisation process is noticeable. This can be seen in the emergence of factors that change the behaviour of children in the family (prolonged adolescence, an increase in information and information promoting immorality, an influx of films highlighting unhealthy lifestyles, the appearance of differences between the value systems of parents and children). These factors are transforming the environment in the Uzbek family. All this puts on the agenda the need to develop and implement measures to further improve the family environment.

**Reference:**

