

Methods of Increasing the Role of Ethno-Cultural Values in Ensuring Youth Spirituality and Social Activity against "Mass Culture"

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Abstract: The role of ethnocultural values in the fight against "popular culture". The role of national values in preventing the negative consequences of popular culture.

Keywords: popular culture, values, ethnoculture, globalization, thinking, idea.

In today's era of globalization, the preservation, protection and strengthening of peace and stability, independence in our country remains a priority goal. This is due to the fact that, on the one hand, independence gave us, first of all, the right to own our own destiny, to build our future with our own hands, to use the wealth of our country only for the benefit of our people and our homeland, and the youth of Uzbekistan is also deprived of this great blessing. , gave the right to live based on these sacred ethnocultural values and national traditions during the years of independence. To preserve it, it will be necessary to preserve independence. It is known that before independence, the natural desire to realize the national identity was ignorantly denied. Holy national holidays such as Nowruz, Ramadan, Eid al-Adha were banned. An attempt was made to erase the names of our ancestors like Amir Temur, Imam Bukhari, Imam Termizi, Ahmad Farghani, Bahauddin Naqshband, Haja Ahmed Yassavi, Najmuddin Kubro, and the names of the devotees of the national liberation movement like Abdulla Qadiri, Abdurauf Fitrat, Abdulhamid Cholpon, Mahmudhoja Behbudi from the memory of our people. Today, thanks to independence, their names, our national-spiritual values have been restored, and we are gaining a deeper understanding of our identity. Today, young people are studying their national history. It is also an important achievement that the revival of the mother tongue, culture, customs and traditions creates conditions for them to realize their identity. Today, young people are not only learning national-spiritual, ethno-cultural values. They are enjoying the achievements of the nations of the world. They have the opportunity to study in foreign countries, acquire knowledge, acquire scientific and technical achievements, and introduce advanced technologies into the social life of our society. It is known that in 2017 there were 10,360,000 people under the age of 18 in our country, or about 40 percent of the total population, and 17,80,000 people under the age of 30, or 64 percent. It is self-evident that the issue of drawing our attention to the unresolved problems of our youth, who make up the majority of our population, and turning them into a truly decisive force in our lives, is in the center of our public's attention.

It is known that education is a process aimed at forming a person's spirituality, faith, self-awareness, and attitude towards the environment. Therefore, in order to ensure the proportionality of this process, it is necessary to carry out educational work in a harmonious way. Through education, young people prepare themselves for their future life while learning a certain profession to find their place in life. The spirituality and culture of the people, its true history and identity, is being revived, and is of decisive, so to speak, initiatory importance in successfully moving forward on the path of renewal and development of our society.[1]

Relying on ethno-cultural values in the worldview of young people, their interpretation and their role in the implementation of economic and political reforms in our society are among the important problems of today. Freedom for the nation is the supreme expression of the celebration

of justice. Freedom does not allow to depend on someone, to rob someone's property, to betray someone, to kill or harm someone. Because freedom is based on the law: actions and actions carried out within the framework of the law are justified in terms of moral and legal values. In everyday life, human freedom in relationships is limited by law and moral norms. Only when we correctly understand freedom and apply it to our lives, we can preserve this great blessing - justice and freedom, and our future generations can enjoy them. I. Ergashev Relying on national-spiritual values in the outlook of youth includes certain goals and tasks. They are as follows:

If young people do not rely on national-spiritual values in their worldview, completely foreign values take place in their minds and thinking. A disdainful view of one's own national-spiritual values is formed.

- ✓ Studying the current state of young people's attitude to national-spiritual values helps to determine which values are becoming the priority in their practical activities. The main goal is to strengthen their trust and faith in national-cultural heritage and values.
- ✓ Strong confidence and faith of young people in relation to national-spiritual values arises from the requirements of the specific and appropriate development path chosen by Uzbekistan and sets clear tasks for young people[1] .

He attributes the problems of attitude to ethnocultural value in the spiritual life of society to the following factors:

1. With a deep understanding that independence is a great blessing and value, young people should be deeply aware of their responsibility to the society as a free person and a free citizen, and should become active in their hearts.
2. Liberalization of society and spirituality are inextricably linked with democracy and reliance on ethno-cultural values in the worldview of young people. Expressing one's opinion openly and freely about the values related to the present and future of the country, the people, and the nation prevents some negative situations. Above all, it is important to speak freely. By respecting the opinion of young people, relying on the opinion of others, restoring ethno-cultural values, the political and legal culture in the society will rise.
3. In a democratic society, the need to restore ethno-cultural values increases, the diversity of opinions and the culture of discussion are formed. Only passing one's own opinion and stifling the opinion of others will end.
4. Due to the revival of national and spiritual values, young people value their freedom and independence, treat it with respect, and feel a greater need for this feeling. Certain vices, such as indifference and indifference to cultural heritage, will disappear.
5. Today there will be an opportunity to put an end to negative vices that do not correspond to our values.
6. In an independent country, it is necessary for every young person to realize his/her identity as a free and independent person, a human being, regardless of what profession he works in. Self-awareness is realized through deep study and careful development of ethno-cultural values.

During the development of independent Uzbekistan from a strong state to a strong society, the correct use of our age-old spiritual heritage, national values, and the historical experiences of our great ancestors, and learning from their exemplary works, will serve the implementation of the tasks of building a civil society in our country, and the spiritual growth of our people. Our people are realizing more and more deeply that independence has gained a decisive importance in their life and destiny. We can say that every young person living in Uzbekistan today is benefiting from the blessing of independence. Thanks to the independence, the youth of Uzbekistan gained the right to decide their own destiny. Today, Uzbekistan is not dependent on anyone, it determines its own development path and conducts an independent domestic and foreign policy. Economic life is changing before the eyes of young people. The transition to diversification of

property has given every young person the opportunity to engage in economic activities of their choice. Instead of a one-sided, planned economy, free labor activities based on the market economy are being formed. Opportunities are being created for entrepreneurship, farming, small and medium business. Today, Uzbekistan disposes of the wealth that belongs to it, created by the labor of the people. He owns it. According to the results of a sociological survey conducted by the Public Opinion Research Center of the Republic of Uzbekistan, 46.6% of young people who were asked about the national identity were interested in the customs and traditions of the people, 28.9% were interested in the national independence of Uzbekistan, and 28.4% were interested in the rich history of their people. , 21.7 percent said that it is important to rely on the mother tongue and national culture, 19.5 percent on the spiritual identity of their nation, and 16.6 percent on the great heritage of past generations. Thus, the history and traditions of the people of Uzbekistan, national culture, communication between generations, self-awareness and uniqueness are important factors for the youth of Uzbekistan. In the conditions of independence, young people feel the advantage of independence in their life experiences and express confidence in it. Independence is valued as an important condition for realizing national identity and as a factor of self-expression. For example, 30.6% of the population aged 20-24 living in our republic, 30.3% of Uzbeks, 32.4% of representatives of Central Asian nations, 30.1% of people with incomplete secondary education associate national self-awareness with the national independence of Uzbekistan and consider it an important factor. knows that At the moment, 5.9% of the youth belonging to the Slavic nationality living in our country, and 10.4% of the representatives of other nationalities associate the awareness of national identity with the mother tongue and national culture (47.1%), with folk traditions (33.8%). . In society, the problems of youth education have always been one of the first priority topics of the day. At the same time, the process of globalization is accelerating in the world. Mutual relations between the peoples and countries of the world are increasing. Uzbekistan is no exception. The values of different peoples affect the lives of the youth of Uzbekistan. Such an environment creates conditions for the influence of the international information system, the Internet, mass media, advertising, and various film programs to influence the spiritual life of young people, and for the penetration of various values. Young people should know well which aspects of it to use or not to use. It is important to distinguish values from each other, to treat them without losing national values. In social life, in the behavior of some young people, it is possible to observe situations that do not correspond to our national values. It is possible to observe cases of incompatibility between the actions of some young people who support the ideas of religious extremism and fanaticism and our national values. The events that took place in Tashkent, Bukhara, Andijan show that we have important tasks ahead of us, such as instilling our national values into the outlook of young people and educating them to be loyal to them. Most of our young people have formed their correct attitude towards national and universal values. The fact that they express their negative attitude towards efforts to promote values, especially fanaticism, should be highly appreciated. Today, the attempt to educate young people against national values is increasing in the world information arena. It is becoming increasingly clear what hidden goals lie behind the ideas that a democratic society cannot be built without changing the attitude to values. Such actions are aimed at educating young people in a spirit of disdain for their people, homeland and national values, and they have hidden goals of instilling in them a tendency to more western values. The role of national and universal values in the life of young people is important; Unhealthy bigotry occurs faster in the behavior of young people who do not know national values well. Independence opens up new opportunities for young people to correctly assess universal values by relying on a new system of values, national-cultural heritage and traditions. Independence marked a new era in the lives of young people, and it is appropriate that young people feel it deeply. The goal of strengthening national-spiritual values in the worldview of young people is not to teach them to live based on their own values, but to encourage them to live and work, taking into account that the development of the country depends on them. In addition, deep knowledge of national-spiritual values has a positive effect on preservation, protection and strengthening of independence by young people. This is inextricably linked with the future

development of the country. In the conditions of independence, national and universal values are gaining their true meaning. It is an important achievement that young people's views and attitudes about it are changing, and national-spiritual values are considered as the basis of universal human value. One of our important achievements in the current period is when we achieved the primacy of national and spiritual values in education. This means instilling in the young generation a rich historical, national, spiritual heritage and providing education based on the traditions of folk pedagogy formed over the centuries.

It is very important to be able to correctly interpret the events taking place in the process of globalization, to analyze each reality based on our national interests and ethno-cultural values. For this, our national idea and ideology must be strong. Resolution No. PQ-4307 of May 3, 2019 "On additional measures to increase the effectiveness of spiritual and educational work" was one of the documents aimed at further respecting our national values.[3] It ensures not to be influenced by ideas, but also forms the ability to respond appropriately to them, encourages to respect our national values and preserve them. Today, in our country, great importance is attached to the issue of bringing up the young generation to be mature and perfect in every way, in harmony with values. At the same time, attention is also being paid to the development of the mechanism of the system of moral protection of young people. Because in the current globalization, on the one hand, national values, on the other hand, modern values implementation of moral and legal renewal processes based on it remains particularly relevant. The Uzbek people have traditions, customs, rituals and ceremonies that can have a great influence on our education, especially the youth, and inculcating them in the minds of children and everyday life in the family today is one of our most important tasks in order to prevent young people from falling under the influence of spiritual threats.

1. We suggest the following as the role of ethnocultural values in increasing youth activity.
2. To further increase the spirit of respect for our national holidays among young people: in educational institutions, the fact that Navruz holiday is an ancient and national holiday, and the singing of lapars, which means nationalism, should be held as an example of how our women and girls prepare our national dishes together, not only by mouth, but also by example, on the occasion of this holiday, and ensuring the active participation of young people We think it is appropriate.
3. It is necessary to teach our national sport "Wrestling", which is considered a national sport, to our young men from a young age, and to organize competitions on this type of sport and to ensure that young people participate.
4. We think that it is necessary to further develop our national houses, such as the "wrestlers' competition", which symbolizes our nationality at weddings, and show them to young people. Today, this competition is preserved only in some of our villages.
5. Taking into account that the stage of Darboz is decreasing day by day, I think that they should increase their performances. I think that it is necessary to increase such spectacles, seeing that the game of darboz organized in the neighborhood of Gijduvan district of Bukhara region was watched with pleasure not only by adults but also by young people. In general, I believe that reducing the free time of young people would prevent them from falling under the influence of various alien and harmful ideas.

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