



PHILOSOPHICAL PROBLEMS OF THE INFLUENCE OF MASS MEDIA ON AESTHETIC EDUCATION OF THE YOUTH

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Annotation: *Media information is the main tool in spreading it to the people and forming their spiritual and aesthetic taste. Information has a strong influence on the minds of young people, and it is focused on their needs and has a manipulative character. Through media, consumers can be educated according to different ideas. Because the mass media has become a decisive weapon in the formation of the psychological personality of young people at the present time. In the modern world, the flow of information is so diverse and contradictory that it is possible to easily manage a group of young people with a weak and unstable worldview. Mass media directly or indirectly transmit information, and their content consists mainly of entertainment, information and knowledge.*

Key words: *globalization, post-industrial revolution, mass media, aesthetic taste, television, information, Internet, infoethics, media ethics, media education.*

We can't imagine our life without mass media these days. There is hardly a person in our society who does not pay attention to them at least once during the day. Even a young child gets aesthetic pleasure from music broadcast on television. The dominant feature of the current situation of the entire world community and individual national states is represented by the free and dynamic development of the information space. This is a reflection of the global trend that determined the period of the second half of the 20th century and the beginning of the 21st century, that is, the tendency to move from the traditional models of social structure to the information society.

Studying mass media in modern society due to a number of circumstances is important: the dynamics of the development of the mass media will become more complex, they will become a part of the daily life of millions of young people, and they will determine their views and opinions; mass media will lose uniformity in the sense of producing a single, general knowledge for everyone.

The younger generation forms their opinions almost one hundred percent thanks to magazines, entertainment television and the Internet; Adults who read newspapers and consider it obligatory to watch daily television news, the enormous amount of information received by them and processed in conversations with family, friends or colleagues, gradually begin to take into account their opinions. In any society, information has always been a mirror of the country's development, one of the main means of forming people's consciousness, worldview, and political level. Therefore, the vital need for information, the formation of factors that serve to satisfy it, occupy one of the leading positions at each stage of personal development.



If we pay attention to the importance of mass media in the education of young people and their place in the formation of aesthetic thinking, we can analyze two main positive and negative factors. Mass media play a significant role in the socialization of young people. Because the reality in the universe is constantly systematized by the human brain. New information, knowledge, experiences and events are emerging every day. They need to be collected and processed and delivered to society. There is so much information that it is impossible for young minds to take it in straight away. This is when the media comes to the rescue. They shed light on various current social issues and the thinking and behavior affects of young people.

Mass media can be divided into such types as technical means (press, television, radio, Internet), satellite communications, cable radio and television, electronic text communication systems, individual means of data storage and printing (cassette, CD). Among these, audiovisual media have a stronger influence on the minds of young people. Because their sound and video sequences, as well as consistent unity, the participation of all types of human receptors ensure the establishment of strong connections with young people who perceive information.

The development of the information space and the increase in information flows do not affect the formation of consciousness. Consciousness, in turn, actively influences human behavior. Accordingly, the process of his socialization and lifestyle is changing. Changes also occur at the level of information-communication interaction of various social groups and, as a result, affect the social dynamics of society as a whole. The most active subject and object of these processes is the mass media, which is an important factor of social management [2. 12] In today's expanding global information space, restricting the information network and giving them one-sided education in order to protect the minds of young people from harmful information does not correspond to the needs of the time and the goals of society. Regarding the opinion that messages received from the Internet can only have a negative effect on the moral education and consciousness of young people, it is necessary to rely on the words of the First President I.A. Karimov: "...simply speaking, the Internet is a big store. For example, we want to go to market we go to buy an item that serves our interests. The Internet should also be understood as an information market that serves the needs and interests of people." Therefore, it is necessary to educate young people in such a way that when they enter the Internet - information market, they only get what is necessary, useful for themselves and their country, and does not touch the moral foundations. in the use of the Internet, information, information culture, no matter what information comes from any part of the world, no matter what kind of spiritual aggression threatens, in any case, the formation of well-rounded individuals who are morally and spiritually aware and alert, who do not lose themselves from various informational attacks, should be the main criterion of spiritual education in this field.

Where the upbringing is weak, various unpleasant vices begin to spread, young people with little life experience fall under the influence of various biased rulers.

There is a conscious person who either receives information, perceives it, or transmits it at every moment of his life. The fourth of these three processes is getting rid of



unnecessary information. Today, protecting young people from information that has a negative impact on their spiritual and physical development is an urgent issue. The development of information culture in young people is a permanent helper in addition to creating a foundation for living and working within the four-step process listed above. In developed countries, information culture (info ethics, media ethics, media education, etc.) has reached the level of a separate science, a separate problem, a separate pedagogy, a separate policy. Scientific centers, scientists specializing in these problems are studying the current situation and creating analytical works. It's not for nothing. American scientist E. Toffler in "The Third Wave" "Humanity" "The road left behind consists of three stages". That is, agriculture, industry and current information civilizations. Logically, information culture is already emerging as the fourth wave. Now the development and perspective of humanity of people, families, national values is directly related to culture. to remain dependent.

Modern researchers and practical teachers discuss the role of television in the life of schoolchildren and come to the conclusion that this increasingly developing field of communication, as a rule, has a negative impact on the development of schoolchildren. Unsystematic and prolonged perception of television programs leads to informational and emotional overload, takes up a lot of the student's time, distracts him from independent creative activities, real communication with peers, participation in cultural and sports events, classes in the field of additional education and sports.

It should be recognized that the functions of using audiovisual technologies in school and at home are very different. It is educational, information, knowledge and entertainment functions carried out through a network of television channels that perform social and useful functions. At the same time, the share of the solved tasks depends only on the planned Policy carried out by each radio broadcasting company in pursuit of "its audience".[3. 25]

The post-industrial revolution, information and globalization processes, unfortunately, created categories that only seek to satisfy their material interests and needs, have almost lost their national identity, and are ready to use any idea for their own goals. Such a negative situation, the population of our country, especially, it will not fail to show its influence on our youth. In order to eliminate this threat, it is necessary to fight consistently, using every opportunity..

Therefore, now that every information has the characteristic of knowing no borders, many people should think about protecting the integrity of the spiritual world of the young generation, whose consciousness and worldview are just being formed. The problem will not be solved by restricting the Internet or banning access to information. In today's conditions where it is difficult to imagine life without media, the Internet is becoming the main source of information for young people.

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