The Role of Mass Media in Improving the Spirit of Youth

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Abstract

This article addresses the issues of the negative consequences of spiritual threats in the process of penetration of information and communication technologies into various spheres of society. In particular, there is a discussion of scientific and methodological bases and approaches, such as the need to clearly define the place, role and position of the media in their prevention.

Keywords: Keywords: Information technology, "popular culture", radio, television, press, Internet, spirituality, information society, ideological struggle, moral threats.

Today, the mass media (hereinafter referred to as the media) is inextricably linked with all aspects of human life. At a time when the process of globalization is in full swing, one of the main tasks facing any media is to have its place in the global information space, as well as its development. Because of this, the world today, the lives of people living far and near, cannot be imagined without the media. At present, information technology is rapidly entering various spheres of society's development. Just as there are pros and cons to any process, there are pros and cons to informing the public. It is known that the main target of the information attack is the youth. They are primarily aimed at attracting young people. Such risks, like those in other fields, require new demands on the media and the strengthening of the responsibility of journalists. Consequently, not only the media, but the whole system is dealing with the problems of young people, but the fact that young people are falling into the trap of evil intentions, striving for "mass culture" is rightly a cause for concern.

In the current context of globalization of the global information space, there is an impact of ideological, ideological, information threats that can negatively affect the development of the human mind, heart, national mentality, healthy beliefs, patriotism and self-sacrifice. In today's globalized world, the demand for information is growing. The forces of the destructive spirit are trying to take advantage of the curiosity and instability of the youth by various means. At the same time, among young people, "the struggle against thought, against idea, against ignorance, against spirituality is more important than ever." In order to achieve a certain result, they must first develop a sense of self-confidence. A self-confident person develops a sense of striving for good and rejecting evil, of fighting it. This feeling forms a healthy mindset in them. It awakens a great love for people, the state, society and the future. As a result, young people develop a desire to engage in ideological struggle with ideological enemies.Another aspect of the current problem is that in the context of globalization, information attacks are coming at lightning speed. Admittedly, today the world has become a single information space. Whether we like it or not, we have the ability to follow every event as active participants in the process. Unfortunately, information does not always serve goodness, creative ideas. Sometimes this tool becomes a weapon in the hands of

certain destructive political forces, criminals, terrorists, and especially targets the minds and hearts of young people, from whom the chances of complete protection are dwindling. That is why many countries are choosing the right way to influence the media in order to create immunity in the population against such information, which is contrary to their interests.

That is why the issue of protecting young people from the harmful effects of "popular culture", which is taking root in our society through information technology, is becoming increasingly important. There is a wide range of tasks facing the creative community, especially the media, in finding their solution. After all, such results of "culture", which are alien to our national spirit and nature, canot be achieved by criticizing and denying or banning them. In order to protect the minds of young people from such dangers, to prevent a spiritual gap, first of all, creative products created with noble human ideas and high skill should be presented to our people. In this sense, the activities of the media play an important role. In turn, it is necessary to reform the way the media presents information to the reader in an interesting way. After all, in the psychology of youth there is a hunger for more images. In this regard, the information intended for young audiences requires the use of delicately designed design, thematic, eye-catching pictures and plates. Therefore, the media should not tire of diligently fulfilling this responsible task. Dissemination of objective and truthful information, meeting the information needs of the population, especially young people, is becoming more important than ever. We know the unique role and influence of the media in providing accurate information about the situation around the world at the time of the information crisis, explaining to the public and, above all, our youth that there are alien and destructive ideas at the heart of any biased information. Young people are the future of our state, the star of hope. First of all, their interests are at the heart of all the reforms, reforms and creative goals being carried out in our country. The magnificent educational institutions, music schools, sports facilities and other opportunities being built in different regions of the country are aimed at the physical and spiritual development of our children. In response, our young people are making great strides. But at the same time, the huge innovations in the information system and the peculiar "explosive effect" are surrounding young people. Today, about 20 million people in the country use the Internet. The most modern type of media - online journalism - is developing. According to the data, thousands of active sites are registered in the "uz" domain system for the territory of our country. Likewise, in the global network, such as Ziyonet.uz, Arxiv.uz, Oliygoh.uz, Qalampir.uz, Daryo.uz, Kun.uz, inbrain.uz, Muloqot.uz, which are directly aimed at expanding the scope of knowledge, worldview, interaction of young people. a number of sites are operating. Therefore, further strengthening the legal framework of the industry is an important factor in working on the Internet. Nevertheless, it is no secret today that the main area that organizes and disseminates information attacks is the Internet. Naturally, young people are the most used layer of the internet compared to the older generation. However, in modern society, it is impossible to abandon or deny the Internet, which is the main network. In the pamphlet of the first President of Uzbekistan "High spirituality is an invincible force", "Today, our young people receive a variety of information and data not only in schools, but also through radio and television, the press, the Internet. In such a situation, when the world information space is expanding, it is not in line with the requirements of the times and our noble goals to educate our children in a one-sided way, not just to read it, not to see it, to surround them with an iron wall. He said. There are also some shows and sites in the media that are about Western culture, which are absolutely immoral. It is clear that such information has a negative impact on the behavior and outlook of our youth. At the same time, it should be noted that the fact that the "mirror world" is full of serials, in our opinion, is not a positive thing. Because the fact that young people spend most of their time watching these series, of course, affects the quality of education. By the way, the shallowness of the content of information and data published in

newspapers and magazines also has a negative impact on the thinking of our youth. That is why it is important to radically change the spiritual and enlightenment work, to enrich its content, to find effective ways and apply it in life in order to form a spiritually rich, harmonious person. On this path, we must all move forward with a deep sense of responsibility.

In today's world, where it is difficult to imagine life without the media, the Internet is becoming a major source of information for young people. Unfortunately, the so-called "world spider web" is also being sabotaged on the Internet. Of course, the question arises as to what is the best course of action. In today's increasingly globalized world of ideological processes, the best way to protect ourselves from the onslaught of distracting information is to create a culture of Internet use among our citizens, especially our youth. Restricting the Internet or banning access to information will not solve the problem. So its effective use is for the same purpose.

So, now that every piece of information has no boundaries, one of the most pressing issues today is the preservation of the inviolability of the spiritual world of the young generation, whose consciousness and worldview are just being formed. The process of formation of ideological immunity in young people should be carried out regularly and continuously at all stages of the education system of the republic, during the activities of the media, on the basis of modern requirements and specific measures. No force can replace the media in raising the morale of young people.

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