

The Role of the Media in Combating the Negative Effects of Ideological Threats

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ABSTRACT

The article focuses on the role of the media, which serves the interests of the people, along with the ideas and ideologies that hinder the development of society. At the same time, ideological threats stem from the strategic goals of selfish forces and serve as a powerful weapon in the organization of various geopolitical "games". The establishment of political centers with strong infrastructure and means of communication aimed at achieving strategic goals creates the basis for their expansion.

KEYWORDS: *Man, society, past, history, development, goodness, destructive, creative, creative, idea, ideology, information, globalization, threat, egocentrism, cosmopolitanism.*

We know from history that ideological threats are destructive as a reflection of noble, creative ideas. As they acquire an objective character, they become focused on the subject's mind and heart. As a result of the constant struggle and competition of ideas, ideological threats are enriched in content and manifested in various forms.

After all, one of the important features of the process of globalization is the intensification of the struggle to capture the minds and hearts of people. Forms of action, such as military campaigns and economic oppression, which served to ensure domination in a particular country or region, are now being replaced by more ideological and spiritual conquest of social consciousness.

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Especially in the last decade of the twentieth century, including in the post-Soviet space, the policy of ideological "ideological redistribution" of the territory of independent states creates non-classical directions of ideological threats.

Ideological threats are also characterized by the formation of political corporations of hegemonic states. The study and analysis of the social roots and causes of these ideological threats shows that issues related to their ideological, political, economic and other foundations and factors are the most important and priority task of philosophical research.

Attempts to propagate the ideas of egocentrism, cosmopolitanism, corruption and violence, and to spread immorality and obscenity under the guise of the principles of freedom and democracy are contrary to spirituality. Such ideological pressures by malicious forces are mainly aimed at the youth.

At the same time, such an attitude towards young people whose consciousness, worldview, independent civic position is not yet fully formed, manifests itself not only as a threat to the concrete nation, centuries-old traditions and values of society, the spiritual foundations and roots of life, but also to the future of mankind. The danger of such threats is also determined by the fact that "works"

aimed at promoting the norms of behavior presented as a "model", "benchmark" bring huge material benefits to their creators and sponsors, and the collected funds create new forms of corruption in the form of popular culture.

In the context of globalization, the fight against harmful ideological influences requires the purposeful promotion of the creative content of the national idea among our people, especially among our youth. After all, with a sense of national pride that empowers us for our past and future, we must nurture new generations and strengthen our national statehood. In this process, life experience proves that the issue of improving the infrastructure and technology of transmission of national and universal values to the younger generation is an important factor in overcoming ideological threats.

In particular, when we analyze what is happening around us today, we can see that the fight against ignorance with enlightenment is the most sensible principle. Especially in education and upbringing, young people, who set an example for others with their curiosity, initiative, activity, knowledge, demonstrate ideological immunity against the effects of harmful threats. From this point of view, one of the important requirements of the time is to strengthen the passion for enlightenment among young people, to further strengthen cooperation between families, communities and educational institutions in the field of education support. Indeed, the integration of the structural elements that make up the institutional system of combating ideological threats is important. The specification of the functional directions of each structural element, the organization and management of pedagogical and didactic activity on the basis of the principle of differential approach to the object creates a solid foundation for achieving the intended goals.

Also, due to independence, serious attention is paid to the activities of the media in our country, creating ample opportunities for them. Intense manifestations of information warfare in the global ideological space require the collection, systematization and effective dissemination of information that reflects the identity of the people, the pride of the nation, the stability of society and the interests of the Motherland. To this end, it is important to improve the methods and means of assimilation, promotion and advocacy of ideas in the national ideological system in accordance with modern requirements. Increasing information pressure requires the search for constructive and rational ways and means of sorting, generalizing and disseminating them to the public. This shows that the rational use of the opportunity of socio-cultural events with strong spiritual influence, such as science, literature, art, in the fight against ideological threats has become a topical issue on the agenda.

In general, as a result of globalization, the conditions of information, the process of implementing destructive ideologies, along with good ideas, is gaining speed, clarity, intensity. In particular, most modern media outlets have websites of forces and groups aimed at promoting the destructive ideologies discussed above on the Internet. Also, most of them have press releases. These opportunities make their activities more popular than in previous periods.

In particular, for a comprehensive scientific and practical analysis and evaluation of complex ideological processes, to identify their priorities, to study their impact on different segments of the population, to reveal the essence of harmful ideas that contradict our national interests and way of life, to strengthen national thinking and healthy thinking the effective performance of a task of special importance is an objective necessity.

The analysis of the characteristics of the manifestation of ideological threats in the current period allows us to draw the following conclusions.

First, ideological threats are essentially directed against the freedom, sustainable development of the individual, social group, nation and society, and are a reflection of selfish political and geopolitical

interests. Such threats of a destructive nature are characterized by their focus on the subject's mind and heart, and their diversity in content and form.

Second, ideological threats are becoming global. This is evident, on the one hand, in the fact that all spheres of social life are under such threats, and, on the other hand, in the formation of a well-designed international institutional system that implements strategic goals, tactical tasks.

Third, the fight against ideological threats, their prevention shows the need to form a high spirituality, to draw public attention to the essence of ideological and ideological processes. This is determined by the fact that global ideological threats, which have become an objective reality, are directed against the subject of social processes and their prevention is of vital importance to increase the activity of these subjects, involvement in ongoing processes and the formation of active feedback.

Fourth, the ideas that express the essence of the national ideology reflect the interests of all social strata, demographic groups in society. Therefore, their correct understanding, deep mastery and motivation for action require a differential approach and determine the effectiveness of ideological propaganda.

Fifth, young people are a social stratum with specific needs and interests, interests and aspirations. As the future of the country depends on their spiritual maturity and maturity, it is necessary to equip them with ideological programs that include the essence of destructive ideologies, their threats, ways, means and mechanisms to prevent them, along with constructive ideas.

Sixth, ideological threats have a clear spatial and temporal character. This shows the need to rationally use the potential of the mahalla institute and the education system in the ideological struggle. The mahalla creates the basis for the organization of ideological propaganda on the basis of specific conditions and situations, the social situation of the population, the characteristics of the education system, the knowledge, skills and abilities of young people, the use of collective mechanisms and collective influence.

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