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POPULAR CULTURE

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ABSTRACT

in this article, what is popular culture? I will explain how popular culture influences the education of young people and causes the loss of our nationality.

KEYWORDS: popular culture, pop culture, social networks, lack of culture, globalization, technology, art, advertising, society.

One of the most important issues today is "mass culture" which is widespread among people. If I define this word, mass culture is imitation of the life, interests, and clothes of others. The majority of people in this category in our society are young people. It has negative and there are positive aspects. However, looking at our youth today, we can only see the negative aspect. This situation is due to the development of mass culture indicates.

Some people understand mass culture as a set of spiritual and moral vices that are contrary to our national values. In fact, the concept of pop culture teaches people to live an easy life and be indifferent to many things.

If we take an example from our lives, young people get to know the lives of people abroad from social networks, that is, from Instagram or YouTube. Most of our young people are popularizing English culture. The reason is that nowadays many people are busy learning the language. At the same time, it is clear as the moon that they pay a lot of attention to their culture. One of the English scholars said: "Learn English, speak fluently, but don't be interested in their culture. These thoughts are very clear and correct because their religion,lifestyle is completely different from ours.

Just as everything has its own history, mass culture has a long history as well. From the middle of the 20th century, mass media began to have a strong influence on mass culture. In fact, the essence of this word is "lack of culture". it means. Surprisingly, sometimes even extremely talented people fall under the saviors of popular culture propagandists. This type of bitter truth cannot be denied.

According to Carl Mann, if all the things that exist in the environment, in everyday life are separated from life, given a certain order and kept in view of people, these simple wastes, ancient

things found during archeological excavations, art, culture are not only for people, but also for people for example, even a simple picture on an advertising counter attracts us because it contains our I have a meaning that does not correspond to our religion and mentality. These kinds of situations teach us to be uncivilized.

But global culture offers a lot of opportunities for humanity. In particular, we can say that technological progress has been able to illuminate human life like the sun. For example, smartphones, computers, washing machines, etc. to get an education, to make household payments without leaving home, to see live exhibits in the museum, and together with this, young people, who are the successors of our future, can go abroad under favorable conditions opens the way for people to study culture, religion, and history. As a result, the exchange of cultural, economic, and social relations has accelerated. It is advisable to avoid the consequences and make proper use of the wide opportunities it provides.

We are witnessing the weakening of the interests created by mass culture in the character of some young people. The main reason for this is that games based on gambling, especially "PUBG", "1XBET", are making our youth addicted. For example, a decent young man in our neighborhood unknowingly joined this type of games because of his friends. He had to sell his house. A person should never interfere in something he does not know or understand.

Philosophers and sociologists in the Western world write that ignorant slogans such as "We don't need the Ninth Symphony" form the basis of the programmatic views of "popular culture" supporters and fans.

The main idea of pop culture is that it respects things and not people. If we take an example from life, now most of our young people see technology more than people is occupying their entire imagination. Some people, especially young people, cannot imagine their lives without smartphones. Another example is that today many bloggers use the latest. They are showing people the latest models of cars and smartphones. You can make a conclusion by simply watching videos to become uncultured. Popular culture cannot be completely lost, but people's minds can be partially corrected. Some official It is necessary to ban uncredited bloggers from appearing in public. Because such celebrities are poisoning the minds of young people through their appearances, dressing styles, and everything.

As they say, "a good deed has many supporters", today the concept of pop culture shares several advantages. The main one is its easy understanding and widespread use. Popular culture has brought people together on a global scale and created a common cultural image. In areas such as cinema, music, fashion made it possible to discover new ideas and trends. For example, all fashion designers are in regular contact with world exchange ideas are considered.

In conclusion, it is known that popular culture is ingrained in all of us. That is why we need to avoid the evils it brings and know how to use the favorable opportunities correctly. It is the highest goal of all of us to educate each growing young generation in the spirit of nationalism. "Young people are the foundation of the future. Our great poet Cholpon did not say for nothing: "The future will continue to rise as the ancestors showed to the generations."

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