



THE MAIN FACTORS THAT FORM SOCIAL ACTIVITY IN YOUNG PEOPLE: EDUCATION, CULTURE AND MEDIA

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ABSTRACT

This academic article analyzes the formation of youth social activity through key factors such as education, culture, and media. Education, culture, and media play a significant role in developing the youth's consciousness, encouraging their active participation in societal changes. The paper emphasizes the role of the education system in preparing youth for social responsibility, the influence of culture in shaping moral values, and the importance of media in increasing youth engagement. These factors, working in harmony, serve to involve youth in societal transformations.

KEY WORDS

Youth, social activity, education system, culture, media, moral values, society, humanities, philosophy, media outlets.

Introduction

Social activity of young people is seen not only as a virtue of their place in society but also as an important factor influencing the development of society. Youth activism today is shaped by many factors, particularly through education, culture and media. These factors play a major role in the development of social consciousness, spiritual values, and responsibility towards society. In a philosophical approach, the mechanisms that shape these factors and their impact on the minds of young people should be studied in depth.

1. Education system is the basis of social activity

Education is not only the imparting of knowledge, but it is the most important tool for shaping the minds of the youth. According to John Dewey's thoughts on education, education is not just about the transfer of knowledge, but is the basic form of preparing young people for social life¹. Through education, young people will understand their place in society and sense of responsibility towards themselves and society. This process is carried out with the help of humanities, philosophy, history, and social sciences, in particular. Social activity of young people develops through the concepts of values, responsibility and justice, expressed in education.

In Hegel's philosophy, the process of self-realization leads to activity in society. Young people will understand how they should show themselves in society through education, with what activities they

¹ Dewey J. Democracy and Education. – New York, 1916

should contribute to society². This activism, in turn, increases the enthusiasm of young people to bring about change in society.

2. Culture – the formation of values and social activity

Culture is one of the most important factors that shape the social activity of the young. Through culture, national customs, traditions and moral values, young people understand their place in society. Cultural values, in turn, play an important role in the formation of young people's responsibility for society and in making decisions on social issues. According to Aristotle's ideas on social activity, culture and morality are the basis of social systems and are necessary in making decisions about the social role of the individual and his role in society³.

The cultural heritage and values of society encourage young people to see themselves as an integral part of society, to solve problems in society. Culture provides for the spiritual and spiritual development of young people and involves them not only in physical, but also spiritual activities.

3. Media – mass media and social activity of youth

Today, the media is the most powerful tool for the formation of social activity of young people. Media, especially Internet and digital media, shape young people's way of thinking, worldview and attitudes to social issues. Marshall McLuhan evaluated media as an expanding factor in a person's sensory system and extensively studied their impact on changes in society⁴. Media not only acquaints young people with modern realities, shapes their reactions to changes in society, their sense of responsibility and participation in the implementation of the changes. Media, with its ability to disseminate information quickly, plays an active role in the rapid response, promotion and implementation of social issues of young people. Through the media, young people will be able to connect to global social networks and reflect on global issues.

4. Harmony between education, culture and media

The correlation of the factors of education, culture and the media plays an important role in the formation of young people's social activity. The education system prepares young people for social activity, through culture a system of values is formed, and the media provides the expansion and urgency of information. Through this harmony, young people are encouraged to actively participate in the changes in society. To ensure stability in society and increase social responsibility, these three factors must work as complementary mechanisms.

Today, youth social activity stands out as an important factor of social, political and economic development of society. The formation of this activity needs to be determined not only by external factors, but also on spiritual, cultural and philosophical foundations. The article shows that factors such as education, culture and media are the main mechanisms that shape the social activity of young people. Education is the foundation for shaping the minds of young people, culture is a tool for conveying to them a system of values and moral standards, and the media is a platform that develops reaction to rapid changes in society and forms global thinking.

² Hegel G.V.F. History of Philosophy – T.: Uzbekistan, 2001. – B. 217

³ Aristotle. Nicomachus Morality. – T.: Gafur Gulyam NMIU, 2004. - B. 96

⁴ McLuhan M. Understanding media: The extensions of man. – MIT Press, 1994

Education not only provides young people with knowledge, but also teaches them social and moral responsibility. The integration of humanities and philosophy into the educational process has a significant impact on the development of young people's minds and their social activity. The benefits of these transformations for society are that young people will not only acquire theoretical knowledge, but will be able to apply it in practice, solving social problems.

Culture, in turn, shapes the moral and aesthetic education of the individual, acquaints him with the cultural heritage of his people. Young people will be able to understand their national and cultural values and determine their place in society. The culture also introduces young people to the different social systems and approaches to social justice in society. This, in turn, increases the activism and determination of young people to fight for change.

Media, with its instant dissemination of information, broadens the outlook of the youth. The Internet and social networks provide opportunities for young people to acquire new knowledge and actively participate in the social and political changes taking place around the world. Media encourages young people to actively participate in areas such as global change, science, culture, and politics. However, it is necessary to pay special attention to the quality of information disseminated through the media and its impact on the minds of young people.

All of these factors together help shape youth activism not only externally, but internally, through conscious decisions. Social activism, first of all, from the point of view of spirituality, ethics and ethics, increases their responsibility in social life, strengthens the place of the individual in society.

The following proposals are put forward;

Adaptation of the education system to the formation of social activism: In the education system, special attention should be paid to the humanities, philosophy, history and ethics. Philosophically, it is necessary to develop programs aimed at developing youth social awareness, preparing them to positively influence changes in society. At the same time, it is necessary to provide young people not only with theoretical knowledge, but also with practical social experience.

Widespread promotion of culture and national values among young people: It is necessary to continue to involve culture in social activity by instilling culture in the minds of young people. Through cultural events, art and literature, young people should learn moral norms, national values, strong social ties. In this process, learning on the basis of national traditions and customs serves to strengthen the social consciousness of the youth.

Turning the media into a platform for young people to develop scientific and social activism: To improve the impact of media on the minds of young people, it is necessary to create platforms through which not only information is disseminated, but also scientific and social discussions, exchange of ideas and problem-solving. Organizing interactive discussions for young people on science, culture, history, and politics in the media and online social media can help engage them in social change.

References

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