



**FACTORS AND IMPORTANCE OF FORMING PERSONAL
CONSCIOUSNESS IN THE INFORMATION SOCIETY**

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ABSTRACT	KEYWORDS
<p>This article is devoted to the modern meanings of the formation of individual consciousness in the information society, especially representatives of the vulnerable segment of the population in the socio-psychological provision of sustainable development of society in the era of globalization: In addition, the author gives scientific interpretations by foreign and Uzbek scientists of the concept of the information society. It is concluded that in the context of the expansion of the information space, the individual not only receives free access to information, but also becomes the object of information influence. Under these conditions, the danger of alienation of the individual from society and culture increases.</p>	<p>Information, formations, information society, personality, consciousness, psyche, society, globalization.</p>

Introduction

As a result of the emergence of a new form of information space in the world and the rapid development of computer technologies, the process of information exchange between people has been brought to a new level, which has also led to changes in human thinking. It should be noted that the endless expansion of mutual information exchange, the deepening and acceleration of socio-cultural integration create unique difficulties in the socialization of young people in society.

Information is a message, information. But such an interpretation of "information" is not enough to understand the entire mechanism of information exchange in society from a socio-philosophical point of view. Therefore, it is appropriate to pay attention to the aspects characteristic of any process in order to study the essence of the process of information exchange as a phenomenon, all the general features of information.

In the 21st century, people's activities are increasingly dependent on the possession of information on the one hand, and on the use of this information on the other.

At present, any specialist must be able to receive information through information and communication means, process and use it.

Recently, there has been a growing opinion that information is a factor that determines the strategic direction and level of development of a state.

Globalization has accelerated the transition of societies to the information society. The information market has provided consumers with all the necessary products and services that the information industry produces.

Uzbekistan is trying to be not only a participant and consumer in the global information market, but also a leading state in the production of information.

In particular, in the context of the "information war", new threats related to information security issues are emerging, and this is of urgent importance for the security of our state and our people.

It must be said that when speaking of a spiritual threat, it is necessary, first of all, to have in mind "ideological, ideological and informational aggression directed against the freedom of every person, regardless of his language, religion, and faith, with the aim of completely destroying the spiritual world."¹

In an informed society, the most important thing is information, the ability to own and manage it. The practice of managing, modifying and, if necessary, using the flow of information for short-term and economic benefits is now evident. Examples include hacker, derived from the English word (hacker, computer that gives systems the meaning of an intruder), spinductor, influencing the content of information and transforming it into a form convenient for the communicator.

According to V. Ustyanov, the informatization of everyday life and the emergence of a new information field surrounding the human soul are not without complications. The digital space of the individual, value goals and traditional relationships are changing. These changes are becoming more and more noticeable in all spheres, especially in the economic sphere. Because the exchange of information in organizations connected to the same network is fast, convenient and efficient. But there is another side to the informatization of society, i.e. the use of information by destructive forces to influence the minds of citizens of other states in order to create the basis for destabilizing the situation of a certain country or region.

Hacker attacks on portals and computer programs of Uzbekistan, as well as acts of information aggression carried out from the territories of various states, are examples of information wars waged against our state.

To date, the entry of the state into the world community is ensured not only by its military and financial might, but also by the ability to accurately apply the intellectual achievements of other states, moreover, preventing the cultural expansion of foreign countries, timely agitation and introduction of national spiritual values, the degree of development of public and personal consciousness.

From this point of view, it can be said that information is the political capital of a nation.

In the information society, one of the main factors ensuring the development of society and the state is the rapid informing of the population about the events taking place in the world.

The system of public education plays an important role in the formation of this factor. Despite sometimes opposing points of view, views (religious, philosophical, biological, medical) on the essence of consciousness, there is still no single definition of it.

But psychologists have studied and introduced its general features, and they can be of great importance in understanding (realizing) the managerial mechanism of human actions. This is:

1. A person's consciousness reflects the external world around him;
2. The consciousness of each individual is peculiar to him;
3. One of the main means of comprehension and analysis of the environment, the external world is thinking;
4. Consciousness is strongly connected by speech (verbal, written);

¹ Karimov I. High Spirituality – Invincible Force. – T.: Manaviyat, 2008.p.13

5. Man's consciousness plays an important role in determining his activities;
6. Consciousness plays an important role in determining the subject's attitude to various values (axiological aspect);
7. Consciousness expresses the sequence of symbols (signs, images) perceived by thought and sensation;
8. Physiological and social processes, as well as the environment and external factors are of particular importance in the formation of consciousness;
9. The circumstance that a person is aware of depends on assumptions and conjectures, as well as on the content of his activity at that time;
10. Processes related to the psyche and comprehension depend on the activity of the brain.

In this article, we consider the concept of "consciousness" not from the point of view of religion or philosophy, but from the point of view of medicine and psychology, which describe mental processes as thinking, speech, sensation, consideration (reason), representation (imagination), attention, thought, will, memory; as denoting the meaning of human activity.

Consciousness manifests itself as an argument (proof) of a person's empirical assessment of his knowledge of himself and the external environment, the motive of his behavior and actions.

For example, some Russian psychologists (mainly representatives of the St. Petersburg scientific school) do not include sensation, interest, and emotion in their work as part of mental processes. They are proponents of the study of sensation, desire, and emotion as psychic circumstances.

But analyzing mental processes in a completely different aspect, in contrast to the proponents of a separate study of emotional relations, the Russian scientist V. S. Deryabin in one of his works as early as 1927 emphasized that the study of a new disease – lethargic encephalitis – provided interesting information for the study of brain activity. In this disease, in most cases, the sensual-volitional area is damaged.

As evidenced by practice - psychological research, in most cases patients are not inferior to ordinary people in intelligence, but they do not have a feeling of sorrow, joy, hatred, hope, especially striving for a goal. They look like a living corpse.

The results of research show that sensuality has a central place in human activity, in his aspirations. "Reason without sensuality is nothing. It can be compared to a mechanism from which the spring has been removed. The mind is exclusively a working apparatus."

At present, when describing the initial stage of epidemic encephalitis (Japanese viral encephalitis), such mental changes in patients as impaired attention, thinking delay from mild mental retardation to a deep decrease in thinking abilities are noted. We believe that from this point of view it is expedient to evaluate, systematize, and study the mental state of a person.

An analysis of the concepts of "consciousness" and "thinking" shows that the concept of "consciousness" is the broadest and includes various functions. Thinking, in turn, is an integral part of consciousness. Thus, the understanding of reforming, changing thinking in the process of human management takes into account only mental operations (operations of thinking).

Such important aspects as speech, sensation, reason, attention, thought (imagination), will, and memory are left aside. When involving people in destructive groups, introducing alien ideologies into them, they effectively use the specific features of the brain.

For example, in the process of meditation, the ability to convey feelings in words and the sense of state, critical evaluation of behavior, is reduced. If we analyze this state from the point of view of

neurophysiology, then all kinds of meditation cause brain activity at different levels, gradually moving from the alpha rhythm to the theta and delta rhythms.

A person with closed eyes in a relaxed state is characterized by alpha waves, the frequency of which is 8-12 Hz. In the first stage of sleep, theta waves with a frequency of 7-8 Hz appear in the brain of a person sitting in an enclosed place (for example, in a cell). Delta waves with a strength of 0.5-3 Hz are observed when a person is immersed in a deep sleep. Beta waves of 13–25 Hz are typical for active brain function. Although a person is free from all content, if he constantly concentrates his attention on the right combination of sounds, tirelessly repeats different texts, then certain processes that inhibit the nervous system can reduce the influence of mental activity.

The main thing here is not the content of the text, but the tempo, timbre and number of repetitions. In this case, repeating the same text over and over again is nothing more than verbalized meditation. This gives special importance to what attracts a person's attention and directs him to the right object, to the goal, and at the same time it must be borne in mind that there is something that relaxes the personality and helps to isolate it from the outside world for a while. Electroencephalographic studies show that this state of a person is closer to the state of hypnosis. In addition to the accepted methods of observation of consciousness, various mechanisms that affect the psyche of people are effectively used for certain purposes.

The main mechanism is suggestion. Suggestion is a process that influences the mental state, in which the person, not fully aware of the content of the information offered to him, cannot treat it critically, consciously recognize it.

In spite of this, the person freely accepts the information offered or forcibly suggested. Suggestion can be carried out with the help of words, gestures, artificially created circumstances. A person can be indoctrinated in a waking, sleeping, and hypnotic state.

The effectiveness of this process depends on the suggestible person (on his willpower, attraction, superiority) and on the suggester (largely on the degree of influence). It is very difficult to "correct", correct, or turn into the right channel the consciousness formed or programmed by the influence of the information received as a result of suggestion.

The degree of suggestibility is a factor whose appearance depends on the position and characteristics of the personality. Such personality traits include the following: lack of self-confidence, low level of self-esteem, feelings of inferiority, submissiveness, dependence, cowardice, shyness, credulity, restlessness, anxiety, high emotionality, low level of logical thinking, extrovert (of course, typical extroverts are characterized by sociability, excitement, social adaptation, they have a lot of friends, love fun, entertainment, but they find it difficult to control You can also persuade educated, calm people.

In various emergency situations, especially during a fire, an earthquake, after the death of a loved one, the degree of protection of consciousness decreases. At such a moment, it is easier to perceive certain events, to perceive someone's thought.

Factors associated with a situation conducive to suggestion include such motives as an unexpected impact on a person, the absence of any information about the suggested material or the activity being carried out, limited opportunities for critical assessment of the situation, and the psychophysical state of the subject.

With the development of culture, representatives of humanity who have not received education and knowledge are deprived of the opportunity to use all the benefits of civilization. Any lack in the

educational system, including the lack of education for all segments of the population, is the cause of the mental, intellectual and cultural crisis of the individual, and this, in turn, has a negative impact on information security, and at the same time on the stable development of the state.

From this point of view, the Law "On Education" adopted in our republic in the new context is important because they, in accordance with the principles of organicity and continuity, are aimed at the formation of a new generation of personnel, with a high general and professional culture, creatively and socially active, with developed skills of independent decision-making in socio-political life, capable of promoting and solving promising problems.

Uzbekistan is successfully eliminating various threats to building an information society and taking its rightful place in the world market of high information technologies. Special attention is paid to this task in the educational institutions of our state.

Familiarization of pupils and students with the events, changes taking place in our republic and in the world at information hours and social and humanitarian classes is of great importance in patriotic education, the development of analytical thinking, and ensuring the information and psychological security of the individual.

In general, in the twenty-first century, in the process of globalization, states and societies face an important task of creating an information environment aimed at ensuring human interests, forming and developing personal consciousness. The individual, his consciousness, interests and needs, spirituality, and ideals are the tasks that are the focus of the state's attention in the policy of the information sphere.

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