



**CULTURE OF RECEIVING POLITICAL INFORMATION IN THE
INFORMATION SOCIETY**

Haydarov Abror,
Ph.D. Tashkent State Transport University,
Associate Professor of the Department of Social Sciences,

ABSTRACT	KEYWORDS
This article analyzes the role of information culture, highlighting the role of education, mass media and communications, and the Internet in ensuring personal political security.	Information, culture, information society, political security, political culture, mass media.

Introduction

Many researchers, when describing the transition of modern society to the information stage, emphasize the existence of a large number of serious conflicts and negative socio-political trends along with the positive qualitative changes that have occurred. However, all of them collide with evidence of diversity of interests of individuals and society in the socio-political sphere and the lack of information culture for the conditions of the information society. According to scientists, the information culture of modern man "has a general intellectual and object-oriented description" [1,-S.406-407] and it includes "among the three main concepts (together with matter and energy) that form the basis of the structure of the modern landscape of the world" about information. takes the imagination. [2,-S.42)].

What is the information culture of a person in terms of mastering the social sphere of life in an information society? It is known that culture is a certain level of historical development of society, human creative power and abilities. It is expressed in various forms of people's life and activities, as well as in the material and spiritual wealth they create. It can be described as theoretical knowledge and skills that ensure the understanding and understanding of the essence, uniqueness and laws of implementation of politics in societies with different levels of informatization. The following aspects are important here:

- a) necessarily mastering scientific categories (concepts) describing the operation of politics in the conditions of an information society (information environment, information resources, information infrastructure, information worldview, etc.);
- b) use of acquired knowledge in the analysis of political processes taking place in society;
 - formation of a new informational outlook and strategy and tactics in political-informational activities, which will allow to clearly adapt to the political environment of the information society;
 - "informed ethics" describing highly ethical political communication in social networks;

- political-informed literacy, which includes the ability to distinguish and form politically-informed needs and interests, mastering new information and telecommunication technologies used in the political sphere of society, the ability to quickly and effectively search for necessary political information using electronic search systems, the ability to store and transfer information adequately acquisition of forms, means and methods.

Based on these ideas, the political and informational culture of a person can be defined as an information worldview as a synthesis of special knowledge and skills, which provides a relatively complete satisfaction of the political and informational needs of a person and includes traditional information technologies.

Like any worldview, it is important to analyze the political-informed worldview by dividing it into "everyday" and "theoretical". The everyday level is the emotional-emotional perception of the "political-informed being", which cannot give a true picture of reality; and the theoretical level is based on scientific knowledge in the life of the society - it corresponds to the modern ideas about the political life in the society and helps a person to find his place in the information society thanks to the scientific understanding of the integrity of the world's political-informational landscape. In other words, the new political-informed worldview corresponds to the new political landscape of the world in an information society - an adequate political-informed reflection of political events and processes that directly characterize the individual political security of a person is provided.

The success of forming a new political and information worldview is largely determined by the individual's personal motivation. It should be noted here that the skills of working with information acquired in the course of professional education a quarter of a century ago "worked" for almost the entire conscious life of a person. Now the situation has changed radically. It is not only that the information environment and means of interaction with information have changed: under their influence, new conditions of political existence and new political values have been formed. In this regard, the new political-informational culture is only a strict condition for their awareness and development, it does not guarantee the political security of a person and cannot provide it "once and for all" - because it requires constant self-improvement of intellectual and professional skills.

One of the most important foundations of this is education. The scientific-educational process is not limited to simply reflecting the existing conditions - it should be able to perceive (that is, predict) the future in advance - it can and is necessary to implement the strategy of a new civilization [3,-S.75]. According to many experts, the information age has neglected the educational system of the whole world, which is not ready to perceive the new information reality. Today, the traditional education system is under criticism. Its main drawback is that it remains attached to the previous conservative system. That is why he practically denies the news brought by the emerging information society. Among local experts in this field, voices are increasingly heard that the current education system is not only hopelessly outdated, but also does not allow a person to adapt to the conditions of the information age. In other words, the conservative component of modern education reproduces the "ordinary industrial man" who is not able to fully function in the future society, and his improvement in the form of "Bolognaization" (bachelor, master, credit-module system) solves only a small part of the problem. At this point, one cannot disagree with the following opinion of E. Toffler, in his opinion, "To avoid the shock of the future, we must now form a super-industrial education system; and for this we need to look for our goals and methods not in the past, but in the future". Information culture (the level of its necessary demand) is also the basis for the development of scientific knowledge, which in turn does

not have time to "digest" all scientific information. As the same E. Toffler correctly noted, "in connection with the further acceleration of development, knowledge is increasingly becoming a "perishable" product. Today's "fact" will become tomorrow's "disinformation". [5, -S.450]. So how to solve this problem? Apparently, motivation for self-education plays a very important role in this process. Our primary, secondary and higher education system suffers from two defects: firstly, the desire to transfer knowledge from the teacher to the student (learner) instead of teaching the method of developing and using it; secondly, alienation of students from the political life of society. As a result, these will lead to the extreme degradation of political culture and will have a negative impact on the political security of the individual in the future. The main thing in any educational system is not the desire to transfer as much knowledge as possible (this is a utopia in the conditions of the modern information society), but to learn how to acquire it independently and use it in accordance with professional conditions, including in political activities. "The measure of knowledge becomes a value-qualitative feature like "humanization". [6, -S.154].

Accordingly, as the basis of information education (which today is limited to the formation of elementary computer literacy, which is only one of the elements of information culture), it is necessary to establish the following principle: not to form, but to find and support the mechanisms of self-awareness and self-development in each person and development, only through this a person can prepare for life in the modern information society and ensure all types of personal security.

What are the mechanisms of formation of political information? In the most general sense, the diversity of individual interests in the information-political sphere is characterized by the ability of each person to actively and effectively use information resources and mass communication tools (from mobile phones to computer networks). In the conditions of the information society, the totality of information flows surrounding each person requires him not only to understand the development laws of the information environment, but also to be able to adapt to it.

As a phenomenon of an informed society, information culture in the political sphere of society means, on the one hand, a competent attitude to the ideology and activities of political power, and on the other hand, conscious participation in the work of its bodies. One of the main indicators of such a person's political activity is his readiness to be elected to various bodies of political power. Of course, this activity is different in different regions, but the general trend is roughly the same: people are not very interested in working in political power structures. After all, according to the "Russian Generation 3" study conducted in Russia in 2019 by the German Friedrich Ebert Foundation together with the Levada-Center think tank, more than 80% of young people are not interested in politics or do not have a clear opinion on it. Only 19% of respondents aged 14 to 29 are interested in this. This is due not only to a misunderstanding of the meaning of political activity, how politics works, but also to the fact that the everyday concerns of young people have little to do with what they consider politics. Such socio-political passivity indicates that people do not have enough information about the nature, social importance and powers of the activities and powers of state bodies, which inevitably lowers the level of political protection of both the individual and the entire society. It can be said that this situation is characteristic of almost all countries in the post-Soviet region. Of course, there are objective reasons. The importance of "information fatigue syndrome" for the political security of the individual and society is felt. We are surrounded and influenced by various information everywhere. Resources for its development are very limited. It takes a lot of time to collect, organize, systematize, and sort information, especially political information, which is not justified, because firstly, the more

information there is, the more difficult it is to find and work with large volumes of it, and secondly, "probably, information collected on the principle that it will be useful in the future will not be very useful in the future, because a third of it will lose its value even when collected, sorted, etc., and another fifth will become obsolete before it is needed.

It is for this reason that the information culture of a person in an information society requires immediate filtering of all information according to the principle of "here and now" during contact with him. After a while, all other information planned for use should be checked: there is no shortage of it in the information society, and the necessary information (which reveals both the history of the problem and its prospects) is obtained when it becomes relevant. This integral element of information culture helps prevent a number of negative consequences of "information-political information overload", including its impact on human health.

One of the important elements of forming the general information culture and political information culture in particular is the development of new information and telecommunication technologies. Being immersed in the modern social environment and working with social information, they indirectly become a means of social change, contribute to changes in public consciousness and, most importantly, encroach on the sphere of personal values, affecting the provision of personal information security as a whole. This happens in interaction with other media and communications (OAVK) and the Internet. The fact is that the modern political landscape of the world is perceived by the individual through the political information presented by the mass media, taking into account the individual's worldview, needs, interests and values, but - this is the most important - mainly formed by them. As a result, there is a twofold subjective perception of the political world, on the one hand, by the interpretation of these mass media and communications, which secretly predetermine or, at least, strongly influence their pre-prepared templates, and on the other hand, by the political behavior of a person who seeks an independent assessment. to be interpreted. The influence of the Internet on political behavior is even more significant, and it dominates the formation of the information culture of a person in many ways, because it is unlimited, free, anonymous, and always fascinates a person with an incessant desire for self-expression.

But the influence of the Internet environment on the individual is almost uncontrollable, it is more effective with its beautifully packaged "home preparation" that directs the individual to accept ready-made solutions to the current problems of political life [7, -S.262]. The Internet has an international character, but political communications on it are often not only painted in national colors, but also contain direct political assessments of what is happening in the world or in the country, which makes a person different political, including. can lead to support for organizations with an extremist character, which is of course very important for the assessment of its political security. The algorithm of influence on political consciousness is very simple: repetition is carried out in an artificially created (virtual) political and informational environment, then the natural images surrounding a person are replaced in the usual "live" political communication conditions; as a result, the real political world is replaced by a virtual political world. As a result, the processes taking place in the global network, on the one hand, contribute to the formation of a single political and informational space in which political communications have a new quality, and on the other hand, reverse demassification processes (including a crisis of political socialization) may occur, which will lead to the previously established political relationship between people. destroys connections and relationships [8, -S.3]. Cultural values floating freely on the Internet can affect not only the mind, but also the mentality of an individual. In

this regard, the Internet is a powerful tool in the political struggle of opposing political forces that seek to increase the number of their supporters through social networks. This once again emphasizes the need for a targeted public policy in the global network, taking into account the new models of political communication that ensure the introduction of new technologies for political activity, political image, election campaigns, political advice.

To realize this goal, a set of measures should be implemented: a) improvement (at least optimization) of the structure and content of the activity of political-legal mechanisms for regulating relations on the global Internet aimed at protecting personal political security from external negative influences; b) within the framework of the concept of information security, the development of its political component in relation to both society and the individual; v) creation of conditions for humanistically oriented political socialization of young people on the Internet; g) monitoring the activities of destructive political opposition and extremist groups on the network and blocking their Internet content in cases of political and informational attacks on the state, society and individuals, as well as violations of the generally recognized legal and moral principles of political confrontation, etc.

If today Uzbekistan is the object of political and informational influence, then such influence is primarily aimed at changing the ideological attitude of all members of the society. It is necessary to influence the public opinion in such a way that the desired goal is supported in the mind of every person. It is no coincidence that political confrontation is always accompanied by the political-psychological impact of public information and propaganda on people's minds.

All this depends on how strong are the spiritual and value-ideological foundations that provide immunity to any conflict-problematic threats in people's minds, and how different informational factors can influence the socio-political processes taking place in our country. It is also important to take into account how the individual's political interests are compatible with state policy, changing the public worldview - with the paradigms of personal self-determination, so that there is no division and stratification in the general political interests of society. The information culture of a person, which summarizes the results of personal, public and state efforts in solving security problems, should play a very important role in this. Let's clarify this point. Information society objectively creates contradictions for different social groups, because their information culture is formed under different conditions: for some, this process is under the direct influence of new information and telecommunication technologies, while for others there are such opportunities. limited and their information culture is predetermined by traditional means of communication. One important fact should be noted here: self-development is, of course, a necessary element of the formation of information culture, but this process should not be limited to "one-dimensionality" (G.Marcuse) in a person and stimulation of rational thinking and behavior within the framework of information culture. Academician V.A. Lectorsky stated that "the development of technical rationality in the broadest sense (including economic, administrative, political and other techniques of conducting work) not only did not lead to the growth of human freedom, but, on the contrary, has its own logical activity, alienated from man and against him and his freedom. a system of standing mechanisms" is expressed in the creation. [9, -S.86]. Rationalism in consciousness and activity causes a person to associate himself mainly with the information field, which creates the risk of losing individuality and lowering the level of general cultural development, which is highly undesirable for ensuring his political security. The information society moves a person to an artificially created information environment, which begins to impose its demands on him in all spheres of life, including the sphere of political relations. possible Its

role today in the humanitarian sphere is primarily related to ensuring the political security of the individual, because information and knowledge predetermine the level of general security. As a multi-level system of information interaction in the information society, the core of information culture is a new information worldview instilled in every sphere of human activity. The endless stream of political information falling on a person creates the effect of "excess information-political load", which negatively affects his (the person's) political security: sufficient information culture is necessary to "filter information" and ensure its necessary protection. Otherwise, it is sure to fall prey to low-level "popular culture". Information culture is a necessary component of a person's general adaptation to the conditions of political life in the information society. The process of his political socialization should be considered together with the provision of political security, because modern mass media and communications, the global Internet present their "pre-prepared" assessments of political reality, which are always based on the political interests, worldview positions and does not correspond to their values. In performing this task, the mass media should provide the society with truthful information - this is one of the demands of democracy. The conditions of excessive noise and rumors in the socio-spiritual image make it difficult to implement justice[10, -B.168-169]. Motivation for continuous and lifelong learning of a person plays a decisive role in the formation of information culture as a strategic resource for ensuring the political security of an individual in the information society.

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