



EFFECTIVENESS OF USING TELEVISION IN THE FORMATION OF SOCIAL AND MORAL QUALITIES OF YOUTH

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Annotation

This article discusses the role, importance and benefits of television in the formation of socio-ethical qualities of students. The articles of the President of the Republic of Uzbekistan on this issue were widely and appropriately used in the article. In particular, there should be no break in education. This will further enhance the role of television in shaping the socio-ethical qualities of students.

Keywords: Social networking, popular culture, Zoom internet platform, webinar, online conference.

Today, in the conditions of the rapid development of science and technology, as each country draws up its future plans, it is the demand of the time that the young generation implementing these plans should pay special attention to developing their abilities, raising their intellectual potential, and enriching their spirituality and universal culture. Therefore, in our country, measures aimed at forming a mature generation, educating young people to be morally, morally and physically healthy, and making them an active participant in the ongoing reforms are being implemented consistently. Human development has strict laws and requirements that have passed the test of centuries. Morality is the basis of any progress. The reason for any decline is immorality, the forgetting and trampling of moral values. Where moral standards, moral boundaries, requirements regulating human behavior are violated, where unrestrained freedom is given in its place, disorder will arise.

Today we cannot imagine our society without mass media. Taking into account the leading position in social and political processes in the society, the mass media have even risen to the level of the fourth power.

By the 19th and 20th centuries, the invention of the telegraph, telephone, radio and television not only satisfied the communication needs of the states, but also revolutionized political propaganda. Usually, when we think of mass media, we think of television, radio, newspapers and magazines. If we analyze the example of the last four to five years, the number of these has increased in some sense. Now it is no exaggeration to say that social networks have taken the lead in the production, processing and fast delivery of information. In ancient times, delivery of messages





was entrusted to couriers, messengers, merchants and pigeons, but the wide spread of the Internet has brought unprecedented convenience to the world of information. There is a place in the world where people have settled, and events and events that have happened are revealed to the world public in a matter of seconds. Today, we see that the role of the Internet and social networks in the acceleration of the process of globalization in the political arena is incomparable.

Odnoklassniki, Wahtsap, which we used as the first social networks, began to develop gradually, became multifunctional, increased convenience for the user, and created different ones, so that now almost all networks such as Telegram, Imo, Instagram, Facebook, Youtube, Twitter, Viber in use. These networks have brought great convenience to mankind. In particular, networks can be found in many useful networks, such as knowledge imparting, educational function, news distribution, information function, advertising, advertising, commercial function, medical recommendations. There are also many channels and groups with opportunities for entertainment and interaction. Thus, these networks can be used from seven to seventy years old, and there are opportunities to receive any information, share it with friends, communicate with distant and near acquaintances, and make new friends. Unfortunately, there are those who are abusing these opportunities, raising funds secretly, and poisoning people's minds by promoting vandalism, corruption, "mass culture", and extremist ideas. Especially, the fact that teenagers of puberty age fall into this type of flying "propagandists" gives a more serious tone to the issue and requires deep thinking and analysis. The solution is only to be enlightened and knowledgeable. Only by being enlightened can a person harmonize his personal interests with the interests of society. To the extent that a person can show activity to express and satisfy the interests of the community, nation and state, the realization that his own interests will be satisfied depends on the level of enlightenment of the waking person. In a truly mature and enlightened person, the character of striving to reconcile and coordinate all the interests and needs of the society, feeling this activity as the meaning of his life is formed. Of course, the formation of an enlightened person does not happen naturally, by itself. For this, extensive and deep efforts and activities of the society, the state, and the public are required. For this purpose, in the current conditions, educational processes can be effectively used through television. Today, online classes and webinars are held from preschool to higher education. A number of universities have organized online conferences and webinars with the world's leading educational institutions. I had to adapt to new conditions in a short time, working on the Zoom internet platform gave unprecedented opportunities. Not only professors, but also students gained new skills. Through this, the secrets of science





are being imparted and the social and moral skills of students are being further strengthened.

"The breadth of the television audience. Consequently, the audience of television covers citizens of all ages and social groups. Therefore, with its help, it is possible to address the whole nation (and sometimes the international community).

Under the chairmanship of the President of the Republic of Uzbekistan, Shavkat Mirziyoev, on January 19, 2021, at the video selector on the issues of fundamental improvement of the system of spiritual and educational affairs, strengthening the cooperation of state and public organizations in this regard, educating our children in the spirit of our national values, raising them to be spiritual and enlightened, and introducing them to various foreign ideas attention was paid to the importance of protecting against threats, teaching to live in the future, and increasing the responsibility of parents.

"If the economy is the body of society's life, then its soul and spirit is spirituality," said the head of our state. In this sense, just as the body can never be a whole without soul and spirit, economic development cannot be achieved without spirituality and education. Only a nation with deep independent thinking and high faith in the past can develop with common ideas on the path of goodness and development. No foreign idea can attract a nation raised by its spiritual unity. There should be no break in education. In family, kindergarten, school, higher education, this process should continue in harmony, complementing each other. Only then will we be able to raise a generation with a strong spirituality, a broad worldview, and an educated generation. Of course, parents are primarily responsible for raising children, not society, neighborhood or school. That is, it is appropriate for every parent to be responsible for their child, to feel responsibility." In this regard, mass media is of great importance.

For example, E. Dennis said, "The mass media shapes our thinking, influences our thoughts and views, motivates us to certain types of behavior, for example, to vote for a certain candidate," while another author, O. V. According to Kuzmen, the influence of the mass media on the behavior of citizens is carried out by creating a certain public opinion.

Currently, more than 1500 mass media are operating in our Republic. The total broadcast time of the TV channels within the National Television and Radio Company of Uzbekistan alone is 616 hours. However, before independence, this number was only 48 hours.





In addition to the above, television's impact on social consciousness is characterized by the fact that its price is much cheaper than that of newspapers, magazines, and books. As V. A. Maltsev rightly pointed out in this regard, the main attention is paid to television because a person can remember the reality he saw with his own eyes rather than what he heard and read. In particular, citizens in Germany spend 5.3 times more time watching television than reading newspapers and books.

Speaking about spirituality, the head of our state said, "If the body of society's life is the economy, then its soul and spirit is spirituality." In this world, strong economic development is powerless in the face of spiritual decline, people are materially rich, but spiritually impoverished, at a time when some classes call uncivilized culture, immorality modernity, baseness and vulgarity the essence of life, what are the spiritual and moral qualities for the survival of high humanity in humanity? we understand that it is important.

The statements of the great thinker Vaiz Koshifi that "the value of a person is not measured by his property or social origin, but by his spiritual appearance and moral qualities" can be a proof of our opinion.

Since ancient times, intellectual maturity, common sense, high talent, creativity, good behavior, and education of enlightenment have been understood as the main criteria for forming a perfect person.

Only spiritual and enlightened people are able to work for the benefit and development of the people and the state. The famous Eastern thinker Sheikh Azizuddin Nasafi speaks about the qualities of a perfect person and says that it is necessary for him to be highly moral, self-aware, spiritual and enlightened, possessing worldly and divine knowledge: If you don't understand this phrase, let me say it with another phrase: you know, a perfect person is a person who has the following four things perfected: good words, good deeds, good morals, and knowledge.

In conclusion, it should be said that the head of our state said a thought that awakens our hearts at the recent meeting: "Our great ancestors taught the world with their scientific and creative discoveries. He did not follow others, but others followed him. We must be a people with the power to follow and not to follow. Otherwise, we will leave the path of development and sink into the mire of decline. We easily lose sight of the achievements of our ancestors. Isn't this a betrayal of the spirit of our ancestors and our future generations? If we do not take urgent measures in this area today, it will be too late tomorrow." .

At the root of this worthiness to follow, first of all, there is knowledge, enlightenment, good morals, justice, philanthropy, and steadfastness in humanity. In the path of





goodness, the world follows enlightenment, not ignorance. The world follows justice, not pleasure. The world follows love, not enmity.

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