



REFLECTION OF THE CATEGORY OF BEAUTY IN THE LIFE OF SOCIETY

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Boshlang`ich ta'lim yo'nalishi 1-kurs talabasi

Abstract

This paper examines the importance of beauty in the life of society and its reflection in various spheres. Beauty is perceived not only as external attractiveness, but also as the harmony of the inner world of a person, his moral values and culture, which makes it an important factor in the development of society.

Keywords: Beauty, life of society, aesthetic values, culture, art, fashion, social stereotypes, psychological impact, moral values, inner beauty, mass culture, youth, development of society, ideals of beauty.

Introduction

Mahmudov T., whose work "Beauty and Life" (T., 1977), conducts an in-depth analysis of beauty and its role in society. Beauty in the work is represented on the one hand as an ideal of appearance and aesthetics, and on the other hand, a reflection of a person's inner world and spiritual values. According to Mahmudov, beauty is not only related to the appearance of a person, but also his moral, spiritual and aesthetic elevation is considered an integral part of beauty. The work includes a detailed analysis of the historical development of the concept of beauty, how it has changed in different times and cultures. Mahmudov imagines beauty in each society based on its own particular aesthetic norms and values. Beauty is not only an ideal in the fields of art and fashion, it is a factor that serves to form spirituality and moral standards among people.

Beauty and social values. The notion of beauty in society is often based on social values, culture, and historical circumstances. Each society develops its own standards of beauty, which vary according to their culture, religious beliefs, economic status, and social structure. Beauty standards usually represent an ideal image in society and how members of society see themselves. Such norms include appearance, the style of dress of people, hairstyles, facial expressions, physical shape and other external factors.





Perceptions of beauty change over time, as well as new insights into how beauty is valued in society. For example, if in past centuries beauty for women and men was evaluated more by certain physical characteristics, in particular, tidy and beautiful appearance, today beauty is judged more by the inner world, moral qualities and personal transformations. Social media, media and advertising play a key role in appreciating and glorifying beauty. They bring ideal forms of beauty to the masses, often encouraging them to idealize themselves and see physical beauty as a core value. At the same time, this can lead to a focus on only the external, visual side of beauty, and inner beauty as well as moral qualities are often overlooked. The display of beauty through social values is becoming more popular, especially in the fields of fashion and art, in line with social norms and aesthetic ideas. In the fashion industry, beauty is often expressed through lenses, which represent a clean and perfect exterior. However, today, there is a growing consensus that beauty should be seen not only as an outward appearance, but also in conjunction with a person's inner world, moral values and state of mind.

Beauty and culture. Each stage of culture and each society has different ideas about beauty, and these perceptions are shaped by the historical, religious, social and economic conditions of the society, as well as their worldview. For example, during the Middle Ages or the Renaissance, beauty was often associated with religious and philosophical values. In the Middle Ages, beauty was often seen as an attribute that represented spiritual purity and moral superiority, while women's beauty was conceived as a form of manifestation of their responsibilities, respect for their ancestors, and personal faith. During the Renaissance, aesthetic approaches to beauty changed, and ideal forms of the human body and ideas of beauty exalted in the work of reason and art became popular. It also means that looking at beauty as part of a culture also represents a change in its historical and contemporary approaches. For example, when reflecting beauty through apartments, paints, designs, and other visual elements, the culture's specific styles and views are changing. Modernism, postmodernism, and other art trends seek to express beauty through thoughts and emotions, not just appearances. The relationship between beauty and culture, based on cultural values and social norms, differs between societies. In appreciating and glorifying beauty, each culture employs unique approaches and practices. For example, sometimes analyzing beauty from a critical perspective makes it difficult to measure it by outward appearance alone, and allows us to see beauty together with internal, spiritual, and spiritual qualities.

Beauty and youth education. Beauty plays a huge role in the upbringing of young people in society, as young people in the formation of self-identity and personal values





often adopt a specific aesthetic and ethical norms, often relying on the ideal of beauty. Young people's views of beauty are shaped mainly through the beauty standards that exist in society, the media, fashion and art. These images motivate young people not only to look outward, but also to master inner beauty, moral and spiritual values. The influence of beauty on the upbringing of young people is primarily related to their self-esteem and how they perceive themselves. Having a unique ideal of beauty motivates young people to improve themselves, strive for perfection and develop their potential. Thus, beauty should be viewed not only as an outward appearance, but as an all-round development of personality. Young people will be able to explore their inner world, learn their moral and spiritual values, a sense of duty and responsibility, the openness to change.

In addition, it is very important to understand how beauty is reflected among the young and how this affects their outlook. Today, through the media and advertising, young people are exposed to many idealized beauty fantasies to imitate themselves. Often these illusions only discuss outward appearances, denying inner beauty, i.e., the appreciation of personal virtues, science, spirituality, and good intentions. As a result, young people can have high expectations of themselves and others only by looking for external beauty. This, in turn, can have a negative impact on their mental state, leading to problems such as self-rejection and vague self-acceptance. At the same time, the views about beauty have a place in the formation of moral values of the young. Beauty encourages young people to respect themselves and others, to be fair, and to be exalted by their hard work. Appreciating inner beauty requires the expression of goodness and respect in a person's words and actions. Beauty in Forming Moral Values calls on young people to have a proper view of themselves, live with good intentions, and practice social justice. Another important aspect of beauty and youth education is the development of young people's interest in creativity and art. The expression of beauty in art encourages young people to study aesthetic norms, develop artistic taste and create opportunities for personal expression. Through art, young people can expand their imagination of beauty, enrich the aesthetic and spiritual world. This, in turn, gives them opportunities to create, research, and improve in different aspects of life. In addition, in order to properly perceive beauty in the upbringing of young, it is important to communicate well with them, listen to their opinions and understand how they feel. To help young people better understand themselves and find their inner beauty, support from parents, mentors, and other members of society is essential. They can help us understand beauty in a deeper and broader sense than just appearances.





Conclusion

Beauty plays an important role in people's lives, not only aesthetically, but also morally and spiritually. Beauty, in addition to outward appearances, is also closely related to inner beauty, personality and moral values. People's ideas of beauty are based on the values, history, culture of society. Choosing and appreciating beauty should not only be associated with appearances, but also into consideration of the inner world, moral aspects of man.

Aesthetics and ethics complement each other, encouraging people to understand beauty not only from its surface, but also from its deepest meaning. Aesthetics is the process of perception and feeling of beauty, art, nature, man. Beauty is not only in external beauty, but also in inner beauty. Therefore, in the study of beauty, it is necessary to take into account not only the aesthetic ideal but also moral values. Moral beauty is manifested in a person's heart, in his intention, in his place in society, and in his relationship to the people around him.

Associating beauty only with appearance, judging it from the surface, can lead to seeing the world from a horizontal point of view as well. Such a view ignores the spiritual and moral riches of man and prevents us from understanding the deeper essence of beauty. Aesthetic views, on the other hand, help to understand beauty much wider and deeper, because they value a person not only from the superficial appearance, but also from his inner world. Beauty also plays an important role in the training of young. Young people look for the ideal of beauty to follow their example, and these images of beauty influence their moral, aesthetic, and spiritual vision. The influence of beauty encourages young people not only to look outwardly, but also to master their inner beauty, mastering moral values. Teaching young people to fully understand beauty, both internally and externally, will contribute to their personal development.

Art, literature, and media play a major role in portraying beauty in society. Art expresses beauty with its profound aesthetic concepts, while literature conveys beauty from heart to heart through words. Media and advertising, on the other hand, rely on their own imaginations, images, and ideals in presenting beauty to the masses. Images of beauty through the media quickly spread and become popular around the world. This, in turn, influences the formation of ideas about beauty in society.

Beauty and aesthetics are closely related to values, culture, and traditions in a society. Each society creates its own ideal of beauty, and this ideal is bound up with the historical experiences, cultures, and moral values of that society. Thus, the vision of beauty and aesthetic visions differ from society to society, but there is always a need to see beauty together with its internal and external aspects. Understanding beauty





and discerning its true essence motivates a person to become more advanced not only in appearance, but also in spiritual and moral terms. Aesthetics and ethics complement each other, helping one to understand beauty more broadly and deeply. Beauty is related not only in appearance, but also with moral and spiritual values, and in every society it is necessary to fully understand and appreciate it.

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