

## MODERN MASS CULTURE: FACTORS INFLUENCING ITS FORMATION AND ITS IMPACT ON NATIONAL LIFESTYLE

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### **Abstract**

This article analyzes the factors of the formation of modern mass culture, its impact on the national lifestyle, and its socio-cultural role in society. Popular culture develops in conjunction with technological development, urbanization, the widespread availability of global communication tools, and economic and social changes. The study examines the impact of popular culture on the consciousness of youth, the middle class, and the general public, as well as its connection to aesthetic taste, individualism, consumerism, and national values. The negative and positive aspects of mass culture and its impact on intellectual and spiritual development are also discussed. The results of the article show that modern mass culture, along with shaping new values of life in society, plays an important role in preserving the uniqueness of national culture and supporting the development of aesthetic thinking.

### **Keywords**

mass culture, modern society, national lifestyle, urbanization, technological development, influence on the consciousness of youth, aesthetic taste, individualism, social values, global communication.

**Introduction (Introduction).** Works of modern popular culture are created by professional creators. The works they create do not contain complex artistic symbols, various images, complex human relationships, and do not awaken the most subtle aspects of people's inner spiritual experiences and do not encourage them to think. In today's fast-paced world, modern mass media does not require people to spend much time pondering these issues and ideas[1]. More to today's man, rather than bringing his soul to junbush, moving in conjunction with the rapid flow of the world, experiencing the most subtle spiritual experiences in the work and living together with the events described, encouraging his natural needs, that is, to live together with the events of temporary domestic life, provoking biological needs-intimate needs and animal instincts, as well as light-Elpi, more

prominent is his passion for superficial public works of art, which openly manifest the power of animalism and help to awaken it.

**Analysis of relevant literature (Literature review).** Max Horkheimer, D. Mac Donald, José Ortega-I-Gasset ("Clash of cultures"), Carl Yaspers ("spiritual state of the World"), Jean Baudriyar ("phantoms of our time"), p.A.Sorokin ("Man, Civilization, Society"), Avramov A. V. The change of scientific paradigms in the conceptualization of the phenomenon of "mass culture". Av-torref. diss. ... cand. phil. sciences- Veliky Novgorod, 2007; Bolkhovitinov N. N. Amerikanskaya tsiviliza-tsiya Kak istoricheskiy fenomen / / Amerikanskaya civilization Kak istoricheskiy fenomen: Vospriyatie SSHA v amerikanskoj, zapadnoevropejskoj I russkoj obtshestvennoj copperry / OTV. Ed. N. N. Bolkhovitinov.- M.: Na-uka 2001.

**Research Methodology (Research Methodology).** The research work used scientific methods of cognition such as analysis and synthesis, generalization, comparative analysis, objectivity, systematicity, sociological survey.

**Analysis and Results (Analysis and results).** Popular culture is a common sum of the culture of industrial and especially podindustrial society, associated with the development of a fast communication and Information System (radio, television, internet, mobile communications) and the rise of a high level of urbanization and industrialization, alienation of individuality, struggle for self-interest. Popular culture is a culture that is intended for the general public of a given society, consumed by large segments of the population, and constitutes a certain part of their lifestyle. Today, the field of mass culture includes people's lifestyles (domestic life), mass entertainment (sports, modern pop music, mass literature), mass media, and others.

In general, modern mass culture was formed in the 20th century as a culture designed for the leisure and free time of middle-class consumers, that is, people who were closer to the middle class. However, popular culture as a means of making money and accumulating wealth could not ignore the lowest, most vulgar, and most vulgarized segment of the population. A small part of mass culture was formed for them, and a counterculture emerged under the guise of "mass culture", which promotes pornography and violence.

In open, democratic countries, popular culture is formalized ideologically. In undemocratic, especially totalitarian countries, it has been much more politicized and ideologized and has been transformed into a means of mass propaganda and propaganda.

With the emergence of industrial society, that is, with the emergence of industrial mass culture, the scientists of the "masses", the writers of the "masses",

the poets of the "masses", and the painters of the "masses" emerged. For example, during the period of the former USSR, various creators emerged who served the idea of creating a mass of people who think alike, live alike, and work alike. The characters in their works were proud to have the same thinking, the same hard work, and to follow the same "code of ethics". The public portrayed in their works is a unique generation that follows the same rules and regulations.

Hatti-actions aimed at ideologizing the samples (resources) of popular culture and homogenizing the psychics of the masses, caused to monopolize not only social life, but also the political life of society, people's livelihoods, political, moral and artistic views to one degree or another. The desire to create only spectator works led to an open encouragement of intimate relationships, cruelty and violence, that is, to genius to universal moral standards, to trample on emotions that were extremely revered by mankind.

Popular culture can not only help people spend their free time in a meaningful way, but also help people relieve their fatigue and spend their free time in a meaningful way. But it cannot fully satisfy their spiritual needs, their need to enrich their knowledge and thinking. In addition, mass culture forms passive people, indifferent to what is happening in society and human life. In other words, mass culture affects the human psyche and feelings, forms indifference to what is happening not only in the outside world, but also in the life of society and people, encourages humanity, fear or, on the contrary, an aggressive attitude in people, cruelty, the implementation of sinful deeds and committing crimes.

Popular culture, despite its ability to attract a large audience, is opposed not only to national culture, but also to universal culture[2].

In conclusion, modern "mass culture" is a culture aimed at manipulating the minds of the masses, imposing ideological, ideological, and spiritual uniformity.

Popular culture created the image of heroes in the same mold and image. As a result, mainly young people led to the worship of these heroes. Artificial heroes, "stars" who are worshipped by more and more young people, as well as the fanatical crowds and fans who worship them, have given rise to lovers and admirers. Modern "popular culture" has transformed characters such as Muhammad Ali, Pele, Bruce Lee, Michael Jackson, Madonna, Mike Tyson, who have become legends of their time, into youth worshipping dates.

There is a quality in the crowd, a desire, that makes everything pleasant for them. That's why mass culture creators, who follow the path of mass manipulation, take into account people's desires and spiritual state. The creators of popular culture pay special attention to any means that affect the psyche of people, help to control its psyche, make people look crowded, various non-destructive acts that

bring people's minds to junbush, irritating them, influencing the manifestation and barbarization of their own strength.

The European industry has escalated the production of consumer items in the same form. Compliance with standards began to prevail in these products. This state of affairs in material production did not remain without its influence on the production of spiritual resources either. As a result, a new direction was born in French literature – chauvism (something, an Opacity and tobelik on an item).

In Europe, the massification of society and, at the same time, the alienation of individuals from each other led to the replacement of collectivism with individualism, that is, not the adjustment of each individual's interests to the interests of the community, but the prioritization of personal interests over collective interests. The individual's thoughts and aspirations began to prevail over the general opinion[3].

Under the influence of modern mass culture, various social relations in society have become based on commercial goals, and almost all forms of mass culture have become commodity products. As a result of the development of the media, types of spiritual activities: the production of Motion Pictures, the printing of books, the creation of musical works, etc.became a production product of the conveyor method. A certain part of the production moved into the field of artistic culture. This led to the development of a more entertaining nature of artistic production. In fact, we can see that the production of films, the creation of works of fine art, creativity in the field of fiction and music, and many other areas of artistic culture are driven by the desire to make more profit.

Popular culture caused the emergence of a new layer in society – the middle class. The middle class becomes the core core – core of postindustrial society.

In middle school, there is a strong desire to succeed on one hand and to profit from everything on the other. This can be seen in the popular culture products that promote the transformation of heroes from poor families into billionaires and the transformation of a person from another country into a famous star. Secondly, popular culture has become the main vostita of spreading rumors and rumors about the ownership of large real estate by representatives of the middle class. The media has been spreading various reports and rumors about their purchase of modern cars, ownership of famous castles and villas in Europe, America and other continents, and their purchase of luxurious properties on famous islands around the world. As a result, people, especially young people, develop the idea that everything should be treated as an object, that everything should be used only for profit, and that famous works of art should be treated not as a cultural asset or value, but as mere property and wealth. Thirdly, the middle class has developed a

sense of individualism, not collectivism, that is, "I'm fine on my own, what do I care about others," "I'm fine as long as I'm on top." Indifference to the fate of society and those who live side by side with them has developed, and even in their relationships with not only relatives, but also their own family members, personal interest comes first, and they forget about their social responsibility. Of course, it is not a bad thing to strive for qualities such as realizing one's potential and achieving success in a ruthless competition in modern society. But this state of affairs distracts a person from realizing his self as a person and fighting for the interests of the general community, leads to an indifferent attitude towards them. Takes away from the life of society, strengthens individualism, leads to living only for oneself. The sense of community leads to individualism, and humanity leads to a fight against humanity.

In our opinion, the widespread spread of mass culture was caused not only by the modernization of the industrial production and distribution system, but also by the enviable consumption of newly produced products by people, especially young people, that is, the increase in the sense of ownership of it from year to year, the day-to-day growth of its use in "fashion" and the It was as if whoever owned the products of popular culture that had become "fashionable," that is, who followed "fashion," was considered cultured. Later, it was considered a sign of progressiveness, that is, culturality, that everyone lived on the basis of this fashion in public. Otherwise it was perceived as lagging behind the Times - uncivilized. From this belief, mass culture means mass "fashion", that is, the intention of a new fashion, its achievement and its popularization. And fashion is made public with the benefit of someone. That is why modern market laws are interested in the widespread distribution of modern mass cultural products[4;20-22].

So, supporters of mass culture do not value people, but rather things and objects, they value not the spiritual world, but everyday consumer feelings, and they try to popularize them. Their main goal is to tuck them into a mold by minimizing the unique characters of national cultures and to encourage the "slavery of people, especially young people, to things (objects)". American celebrity Adib R.As Bradbury put it, for a generation that has passed through the school of mass culture, the meaning of life is to own a car, a TV, and a refrigerator.

Today, the artistry of the laws of intimate relationships, lust, violence, selfishness, savagery "who is strong-that's right" is widely promoted by popular culture.

In some Western countries, any obstacles to the spread of "pornography" (immodesty, indecency) and the promotion of sadism (cruelty) by mass culture are

being removed one by one by court decisions. In fact, "New Rock" music is being included in the curricula of US schools.

In fact, creating works of art requires high talent from each creator, not mass production. True art is born from the artist's spiritual experiences and is the result of his relationship with nature, society, and humanity.

Some genres of mass culture have strayed far from true works of art. They are more based on the dissemination of melodies, verses and scrolls, clips through technical means that bring the masses, mainly young people, provoke non-spiritual states, influence spiritual experiences.

**Conclusions and suggestions.** In traditional culture, ethnic characteristics are strongly associated with the history, lifestyle, and everyday relationships of a particular people, distinguishing them from others in content and form. Understanding them is difficult for other peoples, especially those with different lifestyles, living conditions, and religious beliefs. In addition, in order for traditional culture to be adopted by other peoples, it is necessary to know the language in which this culture was created, the folklore, customs, and value system that underlie it. Because of this, the ethnic characteristics of traditional culture spread little globally due to their strength. Only among the peoples who live as neighbors, the psychology of mutual cultural relations spreads more due to the proximity of domestic life.

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