

WAYS TO INCREASE THE ACTIVITIES OF THE MEDIA IN FORMING ECOLOGICAL CONSCIOUSNESS OF YOUTH IN UZBEKISTAN

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Abstract:

The article discusses the impact of the media on various aspects of modern society. Based on the analysis of the place and role of the mass media in the socio-political life of society, the formation of the worldview of the young generation, as well as the role in raising the level of environmental knowledge, proposals are formulated to activate the media in shaping the ecological consciousness of young people.

Keywords: environmental awareness, environment, mass media, methodological approaches, socio-cultural relations, environmental education, environmental upbringing.

Introduction

In today's world, significant changes occur in all spheres of life. Due to the rapid development of the economy, the anthropogenic impact on the environment is significantly increasing, and environmental problems are growing. To solve them, it is necessary to focus on changing people's worldviews along with the introduction of environmentally friendly technologies.

Mass media and social networks have a great role in solving this problem. Therefore, it is very important to use the opportunities of mass media in the formation of environmental consciousness of young people. Mass media play an important role in the formation of environmental consciousness of young people in Uzbekistan. The mass media act as mediators in conveying a lot of information to young people about environmental protection, the formation of environmental culture and awareness of environmental responsibility.

LITERATURE ANALYSIS AND METHODOLOGY

In modern philosophical literature, the role of mass media in the formation of environmental consciousness is analyzed through various methodological approaches. In particular, A.D. Demina's work "Vliyanie SMI na obshchestvennoe mnenie" shows that the influence of mass media on society is contradictory: on the one hand, they reflect social life, illuminate important issues such as democracy, national and cultural identity, on the other hand, mass media programs human thinking; Y. P. Belenykaya's article "Sredstva massovoy informatsii i media-sreda kak factory formirovaniya obshchestvennogo mneniya" examines the characteristics of the mass media and the influence of the mass media on the formation of public opinion, presents different approaches to understanding public opinion, and the formation of public opinion in the media environment. Main functions are indicated; In the work "Ekologicheskoe soznanie i ekologichesky archetip" by A.Kh.Gimazetdinova and N.M.Soloduhov, environmental consciousness is revealed from the point of view of social psychology; A. V. Gagarin in his "Vospitanie parody. Nekotorye aspekty humanization ekologicheskogo obrazovaniya i vospitaniya" adds that ecological



consciousness is the fruit of ecological education and ecological education.

DISCUSSION AND RESULTS

At present, mass media (media) play an important role in the formation of environmental consciousness of young people. The mass media act as mediators in conveying a lot of information to young people about environmental protection, the formation of environmental culture and awareness of environmental responsibility. The following ways can be suggested to strengthen the activities of mass media in raising the environmental awareness of young people:

The increase in the content of environmental topics on television, radio, newspapers and Internet pages increases the interest of young people. By paying special attention to environmental issues in everyday life, and preparing various shows and programs about the importance of the environment, the conscious ecological consciousness of young people is formed.

A.V.Gagarin stated that "Ecological consciousness is the relations in the "human-nature" system, existing relations with nature, existing tactics and methods of interaction with it." ¹.

There is a great opportunity to promote environmental awareness through social networks and blogs, which are popular among young people. Through interactive posts, videos, infographics and challenges, the environmental responsibility of young people can be increased.

Mass media can prepare special environmental education and training programs for young people. Through such programs, it is possible to improve the knowledge of environmental literacy and environmental culture among young people. Special eco-projects should be organized to increase the environmental awareness of young people. For example, it is possible to ensure the active participation of young people in projects such as maintaining clean areas in cities and villages, processing waste, and planting trees. By bringing international environmental summits, conferences and local environmental events to young people, it is possible to instil in them the desire to contribute to solving global environmental problems.

It is possible to change the worldview of young people through heroes who support ecological ideas and can lead young people. Environmental culture can be explained to young people through such characters in the media. Conducting contests and competitions on environmental topics and awarding prizes for the best environmental initiatives will stimulate the environmental consciousness and activities of young people. These trends can strengthen the role and importance of mass media in the formation of environmental culture among young people. From a socio-philosophical point of view, the activity of mass media in forming the ecological consciousness of young people stimulates a new social understanding of the relationship between ecology and society. Environmental consciousness reflects how society reacts to environmental problems. This consciousness is directly influenced by information and propaganda spread through mass media.

As A.D. Demina said, the influence of mass media on society is the opposite: on the one hand, they reflect social life, illuminate issues of democracy, and national and cultural identity, and on the other hand, mass media shape human thinking. ².

First of all, mass media serve as a means of increasing environmental literacy among young people and forming the general environmental culture of society. In this process, environmental values

1. Gimazetdinova A.X., Soloduxo H.M. Экологическое сознание и экологический архетип. Qazan: QDTU, 2008. - 46 b.
2. A.D.Deminaning «Влияние СМИ на общественное мнение» // <https://detnobel.gpntb.ru/covers/NOBEL/demina.pdf>.



are formed among young people through the process of socialization. This means that environmental problems and values should be important for achieving common goals in society, that is, they should represent social interactions and relationships between elements of the social system.

Mass media play an important role in the process of socialization of environmental awareness. They can direct young people's attitude to nature and their environmental behaviour by highlighting ecological issues. However, the effectiveness of the mass media in this field depends on how impartial and meaningful they disseminate environmental information. For mass media in Uzbekistan to have a positive effect on the formation of youth consciousness, it is necessary to apply a comprehensive approach to the promotion of environmental knowledge.

Mass media should not only focus on problems but also report on environmental solutions and the active participation of young people in environmental activities. It is also important for mass media to use technical capabilities and new technologies to form an ecological culture among young people. For example, multimedia materials, videos, games and interactive promotional tools can be very effective in popularizing environmental values among young people. Environmental information should be delivered according to the following principle: "operejayushaya information", that is, activities affecting nature should be reviewed and evaluated in advance. In conclusion, for mass media to play a more active and systematic role in forming the consciousness of young people, it is necessary to direct media content to increase environmental literacy and ensure the active participation of young people in this process.

The socio-philosophical analysis of increasing the activities of mass media in the formation of ecological consciousness of young people in the present period is based on how ecology is reflected in society and human consciousness and how ecological values are spread through mass media. Mass media influence the minds of young people and play an important role in the development of ecological culture in them. First of all, it is the basis of ecological education and upbringing, ecological consciousness and culture. In this process, the role of the mass media is manifested by reconsidering the attitude of man toward nature and strengthening the desire to understand environmental problems. In this direction, the main task of the mass media is to convey environmental knowledge to the people and to cover events, laws and initiatives related to nature protection. It is especially important to promote ecological values among young people and to involve them in environmental activism.

Mass media must spread environmental information more interactively and effectively. For example, it is possible to increase the environmental responsibility of young people with the help of videos, radio broadcasts, and television shows. It is necessary to give bright and correct examples to young people and try to change their attitude towards nature.

As the Internet and social networks are widespread among young people nowadays, mass media can use these platforms to arouse interest in environmental issues among young people. It can be effective to increase youth engagement by organizing special eco-projects, challenges or online contests. Information about environmental problems in the mass media should be objective and accurate. Not only environmental disasters should be reported, but also eco-initiatives, successful projects and environmental activities should be widely covered. Educational institutions must cooperate with mass media to support environmental education programs. In this process, it is possible to increase environmental literacy by providing scientific information through mass



media and preparing educational programs and articles on environmental problems. To form an ecological culture in society, the effective activity of the mass media in promoting ecology can have a strong influence on the minds of young people.

It is important to analyze the role of mass media in the formation of environmental consciousness of young people from a socio-philosophical point of view because culture and social relations are the main factors in the relationship of a person with the environment. Culture, especially socio-ecological culture, forms a person's attitude to nature. In turn, influencing the culture and consciousness of young people through mass media helps to develop environmental ethics and lifestyle in modern society.

Culture is a decisive factor in the formation of human relations with nature. Philosophically speaking, a person's attitude to nature depends on his general social and ecological culture. The mass media play a key role in promoting this culture and forming the ecological culture of young people. Through mass media, environmental values, morals and rules are spread among young people. For these social norms to become an integral part of young people's lives, it is necessary to explain them in a new way with the help of mass media and use effective and modern methods. It is effective to communicate environmental issues to young people through the Internet, social networks, video platforms and podcasts. New forms of such information sources are popular among young people and are important for keeping their interest. Philosophical analysis is important to explain the importance of environmental activities in youth culture. This analysis helps to form environmental responsibility and activity in the minds of young people. Philosophy plays a key role in explaining the relationship between man and nature, and young people have the opportunity to reshape these relationships.

With the help of mass media, it is possible to strengthen the process of social models and incentives to positively influence the environmental culture of young people. These models will be role models for young people and lead to changes in their lifestyles. It is necessary to pay more attention to public participation through mass media to form the attitude of young people toward environmental issues. Young people should actively participate in the environmental decision-making process. This process can be encouraged using media communication. The mass media should help young people on a philosophical basis in promoting environmental education and culture.

It should be aimed not only at providing environmental information to young people but also at changing their outlook and moral views. These ways will help to strengthen the activities of mass media in forming the environmental awareness of young people. Along with increasing social culture, they also strengthen the environmental activities of young people. From this point of view, the problematic relationship of man with nature, dishonesty in the use of resources and the deterioration of global ecology are the major problems of modern civilization. Mass media can be the main tool in forming the environmental consciousness of young people in solving these problems.

First of all, the mass media must take an active part in spreading knowledge about environmental problems among young people and in developing their environmental culture. Mass media should act as a bridge between nature and man. He should explain the important role of nature in human life and promote the need for man to be responsible towards nature. The mass media must see a person as an organic part of nature and guide young people to move from anthropocentrism to

ecocentrism. This means that a person should be responsible and careful in using nature. Mass media provide information to young people about global environmental problems, in particular climate change, pollution of the earth's surface and depletion of natural resources, and enable them to engage in environmental actions. The mass media can promote the approach to environmental issues through national and cultural values. This will help young people to develop respect and a responsible attitude towards their culture and nature. Mass media can introduce young people to ecological practices in everyday life and develop their ecological lifestyle. For example, activities such as recycling, and efficient use of resources. Based on these ideas, it is necessary to develop new, effective ways of forming the ecological consciousness and culture of young people through mass media. Strengthening the activity of mass media in this process requires modern social and philosophical approaches.

Mass media plays an important role in the formation of environmental awareness among young people. When this process is analyzed from a socio-philosophical point of view, mass media is a means of providing information and knowledge about ecology for young people, and it allows them to change their attitude towards nature. As a result, young people gain a full understanding of the relationship between nature and man, its complexity and interactions.

Mass media can be the most effective tool for forming environmental awareness among young people. They actively participate in the process of social exchange of ideas among young people, thereby raising awareness of the need to protect nature and live in harmony with the environment. In this sense, mass media should pay attention not only to imparting knowledge but also to spiritual and cultural elements that serve the development of environmental consciousness and form general social skills.

According to the analysis, the formation of ecological culture depends on the effectiveness of environmental information and propaganda. If environmental problems are widely covered by the media, young people will understand that protecting the environment is not only a personal but also a public and global task. Also, ecological culture affects the moral views of a person. Rethinking the relationship between society and nature and increasing the sense of collective responsibility can be implemented through the media. In this process, philosophy actively analyzes young people's relationship to nature and serves as a force that calls them to reconsider their approaches. In this regard, the mass media play a decisive role in supporting the eco-humanist approach, promoting the harmony between nature and man, and forming the right attitude of young people towards ecology.

In his articles, Y. P. Belenykaya considered the characteristics of the influence of the mass media on the formation of public opinion, presented different approaches to understanding public opinion, and showed the influence of the mass media on the formation of public opinion.³

It is important to pay attention to security issues in the period of stability of society and socio-economic changes because security is the main condition for the full development and health of a person. The safety of young people and the formation of environmental awareness are directly related to the widespread use of ecological culture. Ecological culture determines the attitude of a person to the natural environment, forms ecological moral norms and stabilizes human interactions

3. Belenykaya Y.P. "Средства массовой информации и медиа-среда как факторы формирования общественного мнения" (<https://cyberleninka.ru/article/n/sredstva-massovoy-informatsii-i-media-sreda-kak-factory-formirovaniya-obschestvennogo-mneniya>).



with nature. The mass media play an important role in this because they are a means of spreading environmental knowledge and changing the attitude toward environmental issues in society. The media educates young people by explaining the importance of environmental safety, inculcating ecological culture and encouraging them to protect nature. In the process of social information, young people not only learn knowledge about ecology but also learn to apply it in life and put it into practice. For example, the media influences young people through various programs, documentaries and educational materials that help to develop a careful attitude towards nature. At the same time, in the development of ecological culture, mass media reflect not only the informative function but also the formation of personal worldviews and values. Media content dedicated to ecological safety is aimed at morally enriching the minds of young people and educating them as socially responsible citizens. Thus, modern media is effective as a means of forming an ecological culture among young people, and it is necessary to direct them to approach nature and protect it. In this case, through the media, young people become aware of environmental dangers in society and take responsibility for maintaining a harmonious relationship with nature, saving and protecting natural resources.

Today, the need to form a new ecological thinking as the central core of ecological culture and the ineffectiveness of the technocratic approach should be explained. This approach increases the conflict between man and nature and belittles man's responsibility for the natural environment. Today, the need to form a new ecological thinking as the central core of ecological culture and the ineffectiveness of the technocratic approach should be explained. This approach increases the conflict between man and nature and belittles man's responsibility for the natural environment.

CONCLUSION

Mass media can be an important tool in the formation of environmental consciousness of young people, in the wide promotion of environmental knowledge, in the coverage of environmental issues through social networks, and in the explanation of environmental values. Disseminating information about ways to solve environmental problems and the need to protect nature through the media should be the main direction of influencing the minds of young people. Also, for a deeper understanding of environmental issues, it is necessary to expand environmental education, to strengthen cooperation with the mass media, schools and universities to form the ecological culture of young people. The mass media, as a leading tool in the formation of the ecological consciousness of young people, should convey ecological knowledge to society and encourage them to change their attitude towards nature. This activity also serves to reduce social problems among young people, because the formation of environmental culture strengthens not only the relationship to nature but also the relationship of a person to human culture. Along with technological development, ensuring environmental safety should become a mature part of human culture.

It is necessary to strengthen the role of the mass media in the formation of environmental culture and awareness among young people. The goal is to increase the ecological knowledge and skills of young people, strengthen their ecological values, and form a sense of environmental vigilance and responsibility.



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