

## IN INFORMATION ATTACKS - SPIRITUAL-MORAL LEVEL OF YOUTH AS A PROTECTIVE MECHANISM

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### Abstract

In this article, the place and role of the spiritual and moral level of young people as a defense mechanism in information attacks is analyzed on a scientific and creative basis. The article acknowledges that the reforms implemented in our country are directly aimed at youth issues. Also, in the article, definitions related to the concepts of the moral and moral level of young people, ability to resist information attacks are given, studied on a scientific basis, and the necessary suggestions and conclusions are made.

**Keywords:** Information attacks, information security, moral and ethical level, protection mechanism, harmful information flows, information technologies, telecommunication technologies.

### Introduction

Young people constitute the most active segment of the population when it comes to accessing information. While it is positive that young people—as consumers—access information that offers social value, they are also exposed to baseless content that incites harm to others, suicide, and even taking up arms against humanity. Even an ordinary advertisement that appears innocuous can embody specific ideological agendas. Therefore, it is crucial to develop mechanisms that protect young people from harmful flows of information.

In fact, the concept of security is a concept that directly guarantees the normal functioning of a person in social, economic, technical, ecological and biological systems in society. The security of the social structure, that is, of society as a whole, is an important criterion that determines the quality of people's lifestyle and its continuity. At this point, it is appropriate to explain a number of concepts that are directly related to the concept of security in science. Information security, on the other hand, refers to the conditions created for society to have an objective, impartial, and truthful source of information. Of course, this also includes the flow of information reaching the population through independent media. Since these media are independent, they should not serve the interests of any political force, state or social stratum, primarily from a financial, political or other perspective. Because they should allow for the formation of an objective opinion on various processes taking place in the global information space. But in practice, unfortunately, this does not always happen, and society is forced to protect its members, especially the young generation, from various information attacks.

The tasks of information security are:

- 1) ensuring the right of individuals and society to receive and use information;
- 2) ensuring the availability of objective information;



3) preventing terrorist threats that may occur in this direction by eliminating crimes in the field of information and telecommunications technologies, including threats that occur by telephone, through computer systems, thereby preventing the flow of illegal funds from one source to another;

4) protecting individuals, organizations and society as a whole from information and psychological threats;

5) combating various slander, rumors and false news.

Recently, various kinds of factual and unsubstantiated information circulating in the global information space have been spreading that have a negative impact on people's consciousness, leading to situations that sometimes lead to aggressive and openly deviant behavior among some people and entire social groups.

There is also considerable discussion regarding information attacks carried out via computer technologies. A distinctive feature of such attacks is the difficulty in identifying the precise origin of the data transmitted across computer networks. Knowing the source and location of an attack is crucial for countering it, yet this very aspect complicates efforts to neutralize the threat known as "computer terrorism." This is because information disseminated through this medium can spread rapidly—not merely within a single state, but across multiple countries. Consequently, when a computer crime is committed, the direct objects involved are the computer itself, the data transmitted via the computer, and the network.

Experts distinguish the following types of computer crime: 1) terrorism; 2) espionage (international and industrial); 3) activities of extremist groups (political, environmental and religious); 4) organized crime and fraud; 5) activities of hackers (individual and organized groups). [1,192]

By now, information systems have encompassed the entire world. The Internet, mobile telephony, radio, and television have become widespread on a global scale. Connections between nations, regions, and continents have intensified. Both the achievements and the calamities of humanity have taken on a global character. Manipulation has become a widespread technique for controlling the human mind. Scholars define the term "mind control" as follows: "Manipulation is an act of influencing people—specifically, controlling them skillfully while treating them as mere objects with a lack of regard, involving covert control or influence." [2,117] The mechanism of influence through information is based on controlling the consciousness of the masses by delivering reasonable or unreasonable, relevant or irrelevant information. Because the masses or "mass people" are not capable of deep thinking, analyzing every piece of information or information. That is why influencing people's consciousness through high-tech means is aimed at reducing the level of awareness in their perception, increasing their natural tolerance for any new information by directly influencing their subconscious structure. Psychologists explain this as the "key" of the psyche. Because a person is always interested in novelty, the "What is this?" reflex is especially strong in young and adolescent children, so they tend to accept all kinds of information without criticism. That is why in recent years, psychologists have been paying special attention to accustoming the consciousness of young people to various unnatural information, strengthening their psychological defenses and capabilities.



It should be emphasized that the information attack is one of the ideological factors of influencing the emotions, beliefs and feelings of certain external forces in order to instill foreign ideas into the mind and heart of the people, and it is said to be a complex of political goals and objectives in the course of material, spiritual, and spiritual influence on the society in order to make changes in the way of life and mentality of the society. [3,43]

Conclusions and suggestions are that it is necessary to familiarize young people with scientific and technical achievements, but it is advisable to instill in them constant monitoring and explanatory work, taking into account the negative consequences. It is necessary to form a healthy immunity in young people regarding the use of information flows, to teach them the positive aspects, as well as to pass on the negative consequences, to take various measures to prevent the manipulation of foreign information and its negative impact among young people, to establish issues of forming socio-psychological immunity, as well as to strengthen the influence of the narrowest circle surrounding them (family, neighborhood) on young people, to expand young people's ideas about the history, culture, spirituality, and universal human values, to form awareness and vigilance skills in young people, and to form a culture of using the Internet in young people.

Therefore, it is necessary to pay attention to the following negative aspects of information attacks.

- Various websites of terrorist and extremist groups that he is carrying out religious propaganda and propaganda work.
- Promotion of various psychotropic substances.
- The spread of various pornographic pictures and films.
- Promotion of "popular culture" coming from the West increased.
- The proliferation of online games that promote violence is leaving.

The most widespread type of information attack is advertising. Because well-designed advertising can very quickly change people's beliefs and convictions. And a change in beliefs and convictions calls its owner to bold actions. However, all the youth of our country must deeply understand the essence of the socio-political ideas that serve our independence, and feel in their hearts the need to protect the sacred land like the apple of their eye. [4,208]

In conclusion, the diverse advertisements featured in the media play a significant role. Advertising serves as a means of conveying information to buyers and consumers regarding product quality, health benefits, and various socio-psychological aspects. Indeed, the power of imagery plays a major part in advertising. The psychological processes involved in the use of language are examined in greater depth within the field of psycholinguistics. In advertising, "deep thinking" entails moving beyond superficial elements—such as superfluous words, headlines, and clichés—to embrace a simplicity that possesses genuine visual impact and distinctiveness.



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