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## ISSUES OF UNDERSTANDING NATIONAL IDENTITY IN THE CONDITIONS OF SHARPENING THE WORLD'S IDEOLOGICAL LANDSCAPE

**Abstract:**The issues of national identity are analyzed in the context of the world's ideological landscape becoming more acute and spiritual threats of various kinds intensifying.

**Keywords:**globalization, national consciousness, national interest, media, terrorism, fanaticism, mass culture, personality, education, upbringing, spirituality, ideological gap.

President of the Republic of Uzbekistan Sh.M. Mirziyoyev, delivering a speech at the conference on the topic "Ensuring social stability, preserving the purity of our sacred religion - the demand of the time", drew the attention of the participants to the main issues on the agenda: further development of the socio-spiritual sphere, strengthening a healthy environment in our families, neighborhoods, and our entire society, education of youth, our peaceful life, and preserving the purity of our sacred religion. In the current conditions, when the ideological landscape of the world is changing dramatically, awareness, involvement, self-awareness, and ideological struggle are necessary for every free person and free citizen. Today's youth live under the constant influence of ideological influences of various meanings and contents that serve the interests of certain forces emanating from different spaces. In today's era, called the information age, the age of potential, the age of the Internet, and the age of information technologies, being free from such influences is an urgent problem. Therefore, the era requires that every young person have their own independent opinion, firm convictions, independent thinking, and strong will. In the current environment of increasing ideological threats, special attention is required to the issues of national consciousness, awareness of national identity, and the security of national spiritual heritage.

A unique aspect of the globalization of information technologies on the world stage is that in the current conditions, any sane person can inevitably observe that it has become an extremely sharp weapon of ideological influence, serving the interests of various political forces and centers.

Today's youth should be able to distinguish between what is good and what is bad. That is, the choice of information and its effective and correct use depends on the level of consciousness of a person. Currently, we need to achieve the correct use of the Internet by young people. That is, we need to form a culture of using a computer. In our country, filling the international information network of the Internet with national information is also the most urgent task today. If we form a culture of information acquisition in young people, we will strengthen immunity against information attacks.

Consequently, any threat directed against spirituality will inevitably become one of the serious threats to the country's security, its national interests, and the future of a healthy generation, and ultimately lead society to a crisis. Therefore, the era itself demands an analysis of the secrets of this phenomenon, its areas of manifestation, implementing mechanisms, and means, and, as a result, the development of a system of countermeasures against it. In the current world, where the idea that "he who owns information owns the world" prevails, ideological and informational attacks aimed at disrupting the spiritual world of a person, aimed at literally living as a free person, are manifested as follows: the export of democracy and democratic values; attempts to restore the caliphate; the promotion of immoral ideas; the phenomenon of "mass culture"; cosmopolitanism; moral degradation, and so on.

The current state and capabilities of the mass media ensure the uninterrupted delivery of information. On the other hand, this flow of information is increasing over time. This flow includes various messages about extreme, unexpected events, terrorist acts, and extremism. These messages, to a certain extent, create a specific information threat.

When it comes to the information threat, it is necessary to emphasize its universality, the possibility of a serious negative impact on all other spheres. The result of negative aspects is expressed in the impact on the worldview of the individual, the stability of society, the peace of the state, the distortion of public opinion, and ultimately on the spiritual, political, economic, cultural development of each country. Because the process of penetration of various information, information into the consciousness of society, organization, family, individual is not completely understood. In order to distinguish between positive and negative information, to assimilate good information and reject harmful information, the human mind must be developed, and it must have a strong will, a culture of information consumption, ideological immunity, and the ability to distinguish black from white, good from evil. It is difficult to say that all the population of the country has such an opportunity. Therefore, informational and psychological stability must be ensured primarily by state officials, journalists, teachers, employees of public organizations, and, in short, enlightened people.

The most dangerous information threats are those that interfere with the implementation of state policy. Because if the negative impact on the individual covers a narrow circle of people, the threat to the state and society endangers the peace of the entire country and people. This is a very big and serious problem.

According to experts in the field of information and psychological security, one of the most optimal ways to combat information threats is for the country to provide itself with information. Of course, such information must be complete, high-quality and truthful, otherwise members of society will turn to various destructive sources, and no one can prevent this. Because there is such a feature of human psychology that if he does not receive information (including official) on an event within three to four hours, the resulting information gap is filled with all kinds of fabrications and rumors.

Information has a very powerful force as a means of psychological influence. Therefore, it is difficult to divert the population of countries where ideological propaganda is effective from their chosen paths. The first source of threat to informational and psychological security is the person himself. The presence of consciousness in a person represents the source of threat.

In addition, there are other sources. Among them, it is possible to indicate the actions of other countries aimed at dominating the information space of Uzbekistan and the negative impact of representatives of various biased political, military, economic, and collective structures on the citizens of Uzbekistan. Such actions are usually carried out by various mass media (media), various non-governmental organizations, foundations, groups, etc. At the same time, the insufficiently effective activities of organizations specializing in the information sphere and the media can also be assessed as specific threats.

The reforms being implemented in various spheres of our society, positive changes in social relations and structures, and democratization processes have created favorable opportunities for an individual to choose and determine his own path. In such conditions, the mass media are tasked with assisting in solving very large strategic issues. After all, the media has a very wide range of opportunities for the purposeful formation of social consciousness, the formation of stereotypes and assumptions of the population.

The socio-economic and cultural development of society is directly related to the development of its spiritual and moral foundations. These foundations are loyalty to universal human values, strengthening and developing the spiritual heritage of our people, the free manifestation of human potential, and patriotism. At the heart of these spiritual and moral foundations lies the achievement of

the commonality of universal and national values, the formation of the spirituality of our citizens. Because without cultivating the thinking of the individual, enriching his spiritual world, it is impossible to fulfill the tasks of the social, economic, and cultural fronts, and to fully create a national ideology.

Indeed, in order for a person to take his place in society from childhood, he must clarify his relationship with society, understand the laws of society, and be aware of changes and news in it in a timely manner. Therefore, the role of the media in this is undoubtedly incomparable. It becomes clear that the media is a tool that has a strong influence on the development of society by forming individual thinking and aesthetic taste, and studying the place and role of the press in this is one of the most urgent issues.

The media today is becoming a space for free thought. The press is doing an invaluable job in instilling the idea of independence in the hearts and minds of our compatriots. Our immortal cultural heritage, the ideology of national independence, promotes the rich spiritual values of our creative people. After all, today the press serves to understand a person's self-identity, to deeply understand the meaning and essence of life, and to spiritually educate young people. This is especially clearly evident in the activities of socio - political newspapers , magazines, television and radio .

Advertisements on certain TV and radio channels, booklets, articles in various foreign press publications - all this can be the main source, "demonstrative weapon" in the formation of skills that are formed in order not to be influenced by information manipulation . At the same time, in addition to the issue of the influence of various media on the human mind, the scale of the threat posed by various destructive groups, cults and sects to the security of the individual, the state, and society is currently increasing. Not only students, but also teachers do not have sufficient information about the model of attracting members to such groups and mind control, methods of group pressure and means of "mind control".

In today's globalization processes, the expansion of informatization is leading to a further increase in spiritual threats. This requires a systematic, comprehensive and well-thought-out approach to instilling spirituality in the minds of young people and finding a way into the human heart, which requires further strengthening of activities in this area. When we talk about the issue of spiritual security in the education of youth, it is worth noting that the problem of studying the role of national spiritual security factors, which is one of the important aspects of the research topic, is becoming more and more relevant. In the current conditions, when the ideological landscape of the world is becoming more and more tense, it is necessary to pay special attention to the issues of increasing the intellectual potential of our youth, strengthening their awareness of national identity, and increasing their feelings of nationalism and patriotism.

**First** , it is necessary to explain to young people the ideological landscape of the current era, the ongoing ideological threats, and the goals pursued.

**Secondly** , to explain to young people that independence has always been the eternal dream of our people, and how it has been achieved at different times, using vivid examples from the history of our national statehood.

**Third** , in the matter of education, we should strengthen the sense of patriotism in young people by providing examples from the lives of our national heroes who sacrificed their lives for the peace, prosperity, and freedom of the country .

**Fourth** , to educate young people in a spirit of respect for national and spiritual values, and to achieve a high level of awareness of national identity in them.

**Fifth** , it is necessary to establish a training course on how to work with the Internet in the secondary specialized education system. During this course, our young people should develop practical skills in working with the Internet.

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