

MEDIA SPACE AND SOCIAL CONSCIOUSNESS: MODERN TRENDS AND FACTORS OF TRANSFORMATION OF YOUTH VALUES

Raxmatullayev Dilmurod Raxmatullayevich

Independent Researcher, Doctor of Philosophy (PhD) in Pedagogical Sciences

Andijan State Pedagogical Institute,

Abstract

This article provides a scientific and theoretical analysis of the mechanisms of interaction between the media space and social consciousness, the impact of modern information and communication technologies on the transformation of youth values, and the main trends and factors of this process. The study examines the impact of digital media, social networks and the virtual environment on the worldview, national value system and social behavior of Uzbek youth. Using content analysis, questionnaires and observation methods, the main directions of change in youth values were identified, conclusions of pedagogical and social significance were formulated, and practical recommendations were developed.

Keywords: Media space, social consciousness, youth values, value transformation, digital media, social networks, media influence, national identity, information environment, pedagogy.

Introduction

The modern world is changing radically due to the rapid development of information technologies, globalization processes and the widespread use of digital communication. These changes are directly affecting, in particular, the consciousness of young people, their value system and social behavior. The media space - television, the Internet, social networks, online platforms and digital content - is becoming the main socialization environment for young people today.

In Uzbekistan, the number of Internet users has grown sharply in recent years, and according to 2023 data, more than 70 percent of the population uses the Internet, the majority of whom are young people aged 14-30. Platforms such as Instagram, TikTok, Telegram, YouTube have become so integrated into the daily lives of young people that they are becoming not only a source of information, but also a key factor in shaping values, norms and identity.

At the same time, the global nature of media content makes the issue of preserving national values, traditions and cultural identity an urgent problem. While young people are being brought up under the influence of national culture and traditional values, on the one hand, the global media space is presenting them with new, often contradictory value models.

This situation requires serious scientific attention in the field of pedagogical sciences, social psychology and media studies. The article comprehensively studies the impact of the media space on the transformation of social consciousness and values of young people, the main trends and factors of this process.



Literature review and methodology

The issue of the relationship between media and social consciousness has been widely studied in the scientific literature. In the studies of N. Tursunov and R. Nazarov, the role of the Internet in the formation of the information space and national identity of Uzbek youth was thoroughly analyzed [1]. Also, D.Yusupova empirically studied the relationship between digital media and youth socialization, proving that media content directly affects youth behavior [2].

In a joint study by G.Yuldasheva and S.Mirzaev, the problem of the conflict between national culture and the global media space was raised, and the need to develop media literacy in national pedagogy was substantiated [3]. A.Hasanov, in his monograph, outlined important theoretical considerations about the transformation of the youth value system and the role of social networks in this process [4].

F. Rahimova's research carried out an ideological analysis of the information conveyed to young people through the media space and indicated pedagogical ways to strengthen the national education system [5]. O.Kholikov, on the other hand, studied the behavior of Uzbek youth in the virtual environment and the formation of digital values, and came to a number of important conclusions [6]. B. Karimova's research described the educational function of media education and its importance in developing critical thinking in young people [7]. In foreign literature, M. Castells developed the theory of the digital information society and networked communication [8]. N.Chomsky conducted fundamental research on the manipulation mechanisms of media and social consciousness [9]. D. Tapscott analyzed the value system and media consumption characteristics of the digital generation [10]. H. Jenkins created the theory of the convergent media environment and participatory culture [11]. S. Livingstone extensively studied the issues of youth safety in the online environment, media literacy and rights [12].

Methodology

The following methods were used in the study:

1. Content analysis method. In order to study the impact of social networks (Instagram, TikTok, Telegram) and local television content on youth values, more than 1,200 posts, videos, and media materials from 2022-2025 were analyzed.
2. Survey method: A written survey was conducted among 450 young people aged 18-30. The survey reflected value priorities, media consumption habits, and national identity issues.
3. Observation and interview method: In-depth interviews were conducted with 35 educators, psychologists, and parents to observe changes in youth behavior.
4. Comparative analysis method: The difference in values between different age groups was analyzed.

All empirical data were processed using statistical analysis programs (SPSS 26.0), and the results were presented in the form of graphs and tables.

RESULTS AND DISCUSSIONS

The impact of media on youth values: key trends

According to the survey results, 78.4 percent of respondents indicated social networks as the main source of information in their daily lives. 67.2 percent of respondents admitted that the average time spent on social networks exceeds 4 hours a day. In particular, TikTok (44.1%) and



Instagram (38.7%) were found to be the most used platforms among young people.

The main trends identified in the study are as follows:

The first trend is an individualizing shift in values. 61.3 percent of respondents demonstrated a tendency to prioritize individual freedom and personal success over the interests of the community and family. This indicator has increased by 18.4 percentage points compared to the 2015 study. A similar trend was observed in the content analysis results: 54.2 percent of media content was found to promote individualistic values.

The second trend is the synergism of national values with global standards. 43.6 percent of young people believe that it is possible to harmonize national traditions and modern global trends. However, 28.9 percent of respondents found that there is an internal conflict between national values and the influence of global media.

The third trend is the formation of a culture of fast consumption. Digital media, through its fast-paced, visual and short-format content, is forming such characteristics in young people as impatience, reduced interest in in-depth analysis and orientation to quick results. It was found that 56.7 percent of respondents prefer short video content to reading long texts.

The fourth trend is the increase in virtual socialization. 71.8 percent of respondents noted that they communicate more online than face-to-face with friends. This situation leads to a decrease in empathy, communication culture and teamwork skills.

Factors of media influence

Discussing the results of the study, it should be noted that several key factors play a decisive role in the transformation of youth values in the media landscape.

Technological factor. The increase in smartphones and internet speed has democratized media consumption. As a result, young people have free access to global media content at any time and place. This technological change has led to a decrease in the traditional role of the family, school and neighborhood in the formation of values.

Socio-psychological factor. For young people, belonging to a peer group, finding their own identity and striving for social recognition are strong psychological needs. Media platforms have become the most convenient means of satisfying these needs. The “like”, “follower” and “view” systems have changed the criteria for self-assessment of young people.

Cultural and informational factor. The widespread distribution of global media content, especially Western and Southeast Asian pop culture, is shaping new cultural models and value standards in the minds of young people. The results of the content analysis revealed that 62.4 percent of the media content consumed by Uzbek youth is of foreign production.

Pedagogical and educational factor. It is also necessary to identify the insufficient flexibility of school and family education in relation to the influence of media as a separate factor. 73.5 percent of teachers who participated in the survey admitted that they do not have sufficient competence in teaching media literacy.

Discussion

The results obtained allow us to draw a number of important pedagogical and social conclusions. First of all, it should be noted that the media impact should not be assessed as either negative or positive - it is a complex process of interaction. The media space also provides young people with the opportunity to receive information, be creative, communicate globally, and acquire new



skills.

However, a significant problem is that young people's media literacy and critical thinking skills are not developing at the same rate as media consumption. This discrepancy puts young people at risk of manipulation, misinformation, and a crisis of values.

Also, according to the results of the study, the conflict between the national value system and global media content often leads to internal contradictions, self-esteem problems, and difficulties in social adaptation in young people. In solving this problem, the organic introduction of media literacy into school and family education as a pedagogical intervention is of great importance.

CONCLUSION

The conducted research shows that the media space has become one of the main factors in the transformation of modern youth values. In this process, such trends as individualization, global cultural influences, trends in rapid consumption, and the intensification of virtual socialization are leading.

Based on the results of the research, the following conclusions were formulated and practical recommendations were developed:

1. It is necessary to introduce a separate course or module on media literacy into the school education system. This course should develop the skills of critical assessment of information, detection of manipulation, and conscious media consumption in young people.
2. In family education, it is advisable for parents to undergo special training courses on establishing intelligent control over their children's media consumption and improving the quality of communication.
3. The development of local media production should be identified as a priority area of state policy, and the creation of quality content for young people that reflects national values should be encouraged.
4. Scientific and practical programs and research on the formation of national identity in the digital environment should be continued.

This study is the first step in a comprehensive study of the relationship between the media space and youth values. In the future, decades of longitudinal studies, comparative analyses across regions, and studies of the impact of artificial intelligence will further enhance the scientific potential of the article.

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