

## THE ESSENCE OF THE CONTEMPORARY CULTURAL IMAGE OF YOUTH AND THE CONCEPT OF UNIVERSAL VALUES

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**Annotation.** The main task of the younger generation is to become competent citizens of the country where they were born and bred. Clearly, the formation of youth culture on the basis of the requirements of the time and epoch, first of all, is to reflect the purposefulness and professional orientation of young people in the construction of the state and society and the correct definition of their future life.

**Keywords:** culture, youth, values, activity, activism, diligence, responsibility, cultural image.

### Introduction

There is an urgent need in our times to analyze the content, characteristics and modern methods and techniques of shaping and increasing the responsibility of our children, to analyze the problems of ensuring that young people become active and dedicated participants in democratic reforms in the country. "The main task of government agencies at all levels is to pay more attention to the problems of our youth, to create jobs for them, to support their noble aspirations and initiatives, innovative ideas, to improve the social and living conditions of our young generation." [Мирзиев III.M., 2018: p. 495] Indeed, the problem of forming a sense of social responsibility in young people today is a pressing global issue not only in our country but also around the world.

"Culture" is a broad concept that is an active subject of all humanities as a category. In the formation of the modern cultural image of young people, the concept of responsibility as a comprehensive category of its universal characteristics is important and it acquires a social significance in the system of universal values. In particular, there are such types of responsibility as social responsibility, moral responsibility, material responsibility, physical responsibility, mental responsibility, natural responsibility, each of which is divided into several types according to its function. We will focus on these functions and relationships based on the demand of our research according to our topic. Culture is a widely used philosophical category that defines an individual in terms of fulfilling the moral requirements of society.

The cultural image of young people is directly related to the system and dialogue of cultures that play an important role in the societal life. It also contributes to the level of ethnocultural self-awareness, the achievement of ethnocultural competence, the formation of attitudes towards national and universal values in the worldview of young people.

Ethnocultural competence means high knowledge, intelligence in interpersonal relations, awareness of news happening inside and outside the country, sensitivity in relations, respect for the culture, language, traditions of the partner and the opportunity to participate in all processes of social relations [Саломова Г. III., 2020: p. 14]. The pursuit of knowledge increases the effectiveness of human activity and serves to ensure cultural competence in direct interpersonal communication, and the formation of a sense of belonging to society.

It is also through culture that the cultural image of individuals and social groups is formed, both in their own moral maturity and through the improvement of social relations. Being able to apply cultural requirements to a specific situation in which one is experiencing determines whether or not a person is responsible for whether or not these cultural requirements are met. Accordingly, modern youth are required to take strict responsibility.

According to G.Sh. Salomova, "The more actively a person applies his knowledge during his career, the higher his level of ethnocultural competence. In turn, collaboration uses certain methods to achieve specific goals in the process of ethnocultural competence. This combination of knowledge and methods together forms the basis of ethnocultural competence. These are: tolerance for other cultural values, differences; psychological training in cooperation with representatives of other cultures; the ability to differentiate between

individual and collective characteristics in the behavior of a representative of another culture, the ability to use the resources of communication, regardless of the style of communication, the need to adhere to ethical norms in the process of communication” [Саломова Г.Ш., 2020: p. 26]. Indeed, it is natural that the attitude towards universal values in the cultural image of young people requires several important factors at the same time. This is because socio-psychological, epistemological, axiological factors, in the process of formation of the cultural image of young people and in relation to universal values, combine at one point show cultural competence in relation to universal values.

It is difficult for young people to imagine the honor, pride, prospects and future of the country and the nation without their activities. Therefore, given that young people, who make up 60% of the country's population, are a great force in achieving the strategic goals of our country, the attitude to them, interest in life, activities and the formation of the cultural image of young people remains an urgent problem. Cultural image is a purely positive phenomenon in terms of concept and essence.

It is known that (according to the social function) the concept of cultural image is a philosophical-sociological category, which refers to the realization of the objective direct relationship between the individual and society [3]. It is also understood that responsibility is the moral principle that underlies socially important duties and responsibilities. It should be noted that the characteristics, content and essence of social responsibility are expressed through its structural units. In this regard, social responsibility is known to consist of objects (human, community, society) character (to whom, why, how) and objects (technical and biological). The component of social responsibility consists of social purpose and social initiatives.

Achieving social goals, social truths, organizing positive work skills, creating favorable conditions for the formation of personality. Therefore, the level of understanding of mutual understanding and cooperation in the implementation of its goals and objectives in the construction of the state and society is reflected in the direct and indirect responsibility.

Social responsibility arises when performing family, civil, public and personal services. It is responsible for an individual's behavior, social norms in society, and their fulfillment. For example, the “Hippocratic Oath” is a generally accepted social responsibility of medical professionals to the patient. The military oath can also be classified in this direction. Social responsibility can be individual, group, and collective. It adopts a social goal as part of the implementation of a social initiative.

Responsibility is manifested in various stages and appearances. This is done on the basis of a dialectical connection with the youth, pedagogical and psychological characteristics of the individual. Parents are responsible for family upbringing, and teachers are responsible for education at school. Culture is characterized hierarchically as a system, starting from the individual, towards the construction and management of the state and society.

## Conclusion

Today, the youth of our country is determined by the fact that their activities coincide with the processes of globalization, rapid information, modernization, on the one hand, and the ongoing socio-economic, political, legal, democratic development, on the other. This, in turn, leads us to believe that the youth movement, the position and responsibility of the youth movement to fulfill the main task of the state and society, as well as the first priority in realizing the prospects of building a democratic, free and prosperous homeland, free and prosperous life.

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