THE HISTORY AND TYPES OF MASS CULTURE FORMATION

Mustafayev Amir Shomirzayevich
Rustamov Aminjon Ravshan o'g'li
Samarkand branch of Tashkent University of
Information Technologies
Phone number: +998915355305
E-mail: aminrustamov0424@gmail.com

Abstract: This article discusses the history and types of mass culture formation. The emergence of mass culture dates back to the late 19th and early 20th centuries, linked to the processes of industrialization and urbanization. The article analyzes the development of mass culture, including the golden age of radio and cinema, the popularization of television, and the era of the internet and digital technologies. Additionally, it provides information on the various types of mass culture, such as cinema and television, music, literature and comics, fashion, and video games. The article also highlights the impact of mass culture on society and its significance on a global scale.

Keywords: Mass culture, industrialization, urbanization, mass media, cinema, radio, television, internet, digital technologies, pop culture, music, literature, comics, fashion, video games, Hollywood, MTV, social networks, streaming services, global scale.

When talking about the present day, we cannot ignore the concept of mass culture. This is because we cannot imagine today's world without it, and it has already become an integral part of our lifestyle. First, let's clarify this concept. **Mass culture** is a collection of cultural phenomena that are widespread and popular among the broad layers of society. This culture is disseminated through various means, including mass media, films, musical works, literature, and the internet, which are its primary tools. This article discusses the history of the formation of mass culture and its various types.

In some cases, mass culture is also referred to as pop culture. This term originates from the English phrase "Popular Culture," which combines the word "popular" and the word "culture." Regarding the development history of mass culture, we can divide it into the following stages:

Early Periods. The formation of mass culture dates back to the late 19th and early 20th centuries. During this period, the processes of industrialization and urbanisation had a significant impact on people's lifestyles. New technologies, particularly the press and later the development of radio and the film industry, led to the emergence of mass media.

1920s-1940s. The 1920s are considered the golden age of radio and cinematography. During this period, films and radio became so popular that they attracted a wide audience worldwide. The development of Hollywood cinema during this time contributed to the global spread of mass culture.

1950s-1970s. This period is associated with the popularisation of television. Television has become the primary source of information and entertainment in every home. During this era, pop culture was enriched by the emergence of musical groups and pop stars (for example, The Beatles).

1980s-2000s. The 1980s are remembered for the advent of cable television and the MTV channel, which broadcast music videos. Music videos created a new form of creativity and took pop culture to a new level. Additionally, with the development of computer technology, video games also became part of mass culture.

Post-2000 Period. After 2000, the internet and digital technologies took on a central role in mass culture. Social networks, which we cannot imagine our lives without today, such as Facebook, Twitter, Instagram, Telegram Messenger, and video platforms like YouTube, have expanded the possibilities for creating and distributing content. Streaming services like Netflix and Spotify also play a significant role in the distribution of films and music.

It is worth mentioning that there are several types of mass culture, which we will discuss below.

Cinema and television. Cinema and television are among the most popular types of mass culture. They combine various forms of storytelling and visual arts and deliver them to a wide audience. Through Hollywood films, TV series, and documentaries, cultural values, traditions, and social issues are presented to the public, thereby promoting cultural dissemination.

Music. Music is an important part of mass culture. Genres like pop, rock, hip-hop, electronic music, and others serve not only as entertainment but also as mirrors of social and cultural changes. These genres spread worldwide through music festivals, concerts, and music videos, thereby enriching mass culture.

Literature and comics Literature and comics are also integral parts of mass culture. Bestselling books and popular comics allow readers to explore new worlds and engaging stories. Works like Harry Potter, Marvel, and DC comics have a significant global impact.

Fashion. Fashion is undoubtedly one of the most crucial types of mass culture. New styles and trends created by designers and brands are presented to the public and often adopted globally. These trends quickly spread through fashion shows, blogs, and social networks.

Video Games. In recent years, video games have become one of the fastest-growing types of mass culture. They serve not only as entertainment but also as

interactive storytelling and social interaction platforms. Esports tournaments and game streaming platforms have further expanded the reach of this culture. Nowadays, it is common to find popular video games like PUBG (Player Unknown's Battle Ground) on almost every child's mobile phone, which is a clear example of mass culture.

Celebrities. Celebrities also contribute to the spread of mass culture. World-famous football players like Ronaldo and Messi are clear examples of this. Their fans often imitate them, which is a distinct feature of mass culture.

In conclusion, mass culture encompasses cultural phenomena that are accepted and consumed by many layers of society. Its formation has a long and interesting history, having developed through various technologies and mediums over different periods. Today, the types of mass culture are numerous and continue to influence various aspects of society.

References:

1. https://en.wikipedia.org/wiki/Popular_culture#:~:text=Popular%20culture%3A%20is%20generally%20recognized,sponsorships%2C%20jobs%2C%20and%20opportunities.
2. https://www.historyskills.com/classroom/year-10/pop-culture-reading/#:~:text=A%20quick%20history%20of%20popular,cultural%20experience%20among%20the%20readers.
3. https://onlinelibrary.wiley.com/journal/15405931
4. Gans, H. J. Popular culture and high culture: An analysis of the creation, dissemination, and consumption of popular forms. Basic Books. 1999.
5. Postman, N. Amusing ourselves to death: Public discourse in the age of show business. Viking. 1985.
6. J.Mustafaev. Some issues of nonlinear thinking and interaction of nonlinear systems. Institute of Philosophy and Law, O. Fayzullayev's 90th anniversary, conference materials, Tashkent – 2011. 92 pages.
7. J.Mustafaev. Development of science and technology in the 21st century and their impact on social life. Proceedings of the international scientific and practical conference, Problems of introducing innovative technologies in agriculture, SamAU. Samarkand – 2012. 240 pages.
8. J.Mustafaev. The spiritual life of young people and the era of globalisation. Current issues of ideological and ideological education of young people. Formation of reading culture in the minds of students. Proceedings of the Republican scientific-theoretical conference. 2019. 312 pages.
9. J.Mustafaev. The role of mass media in the fight against information security and ideological threats. Materials of the republican scientific-practical conference on the role, role and importance of cultural heritage in the current globalization. SamIES. Samarkand – 2020. 306 pages.