

FORMING THE CULTURE OF INFORMATION
CONSUMPTION IS AN URGENT TASK

Halimboyeva Feruza - 2nd year master's student in psychology

Annotation: the article describes the transformation of family values, thoughts on the formation of family values in the family environment, and thoughts on the change of relations based on the flow of information.

Key words: information, value, transformation, information, understanding, person, person, family.

Information (from the Latin "informatio" - to explain, to explain) is one of the main concepts of modern science and politics; information transmitted by people first orally, later in writing or other forms; From the middle of the 20th century, it began to mean information between humans, human-machine, machine-machine, signal exchange in animals and plants, transmission of certain signs from cell to cell, and so on. Information applied to social life means information (a set of information) about people, objects, facts, events, processes and the like. Informatization is a socio-economic, scientific and technical organization established to satisfy the needs of citizens, state authorities and self-governing bodies, organizations and public associations in the field of information and to realize their rights due to the formation and use of information resources. set of processes. Information processes are the process of searching, gathering, processing, collecting, storing and distributing information. Information system (information system) is a set of regulated documents and information technologies implementing information processes. Information resources - a set of individual documents and documents in a specific (such as a library, archive, fund, data bank) information systems. Socio-political information is a set of knowledge, information and messages that are considered the subject of exchange between members of society, social groups, and political organizations regarding social and political life and which they use in their activities. Socio-political information is becoming more and more important and priority in communication between people, political processes, management of society, organization of scientific, educational and educational work, promotion and propaganda. Science plays an important role in the development of socio-political information, the completeness, validity and reliability of which is important, and mass media play an important role in their distribution. Information culture has technical-technological and social-cultural aspects. From a technical-technological point of view, information culture refers to the system of knowledge about technical and informational means that serve to receive, process, store and deliver information and methods of their rational use. In the socio-cultural

sense, information culture means that a person performs vital activities in the information field, having mastered certain spiritual-ethical, political, legal and aesthetic values. The culture of information consumption (a concept put into scientific circulation by the UzMU researcher U. Koshaev) expresses the knowledge, ability and competence of sorting information from the information world that serves social development. Information society is a concept that describes the qualitative state of human society, which is formed at the current stage of development and is based on the rational use of information and informatics in all spheres of social life. The founders of the theory of the information society, looking at the social development from the point of view of "change of stages", connect its formation with the emergence of the fourth economy, the "information sector", which emerged after the economy of agriculture, industry and services. According to them, capital and labor, which are the basis of industrial society, give way to information and knowledge in the information society. These are among the problems associated with phenomena ranging from "soft erotica" to "open pornography". Such situations cannot be completely prevented. After all, uninterrupted operation of information networks is an important qualitative sign of it, and this process is undergoing continuous improvement. So, no matter how many obstacles are put in the way of "problems" like above, there is always a possibility to "go around" them. Another problem is related to violation of copyright and intellectual property rights. Therefore, it is natural that there are areas in the information network that cannot be seen by many people. That is why today companies spend a lot of money to protect their information and prevent unauthorized access. At the same time, there may be abuses that appear in the form of concealing certain information to its illegal publication. As information has different effects on representatives of different social strata, professional and national groups, the practice of consuming it may differ sharply in different groups. First of all, this is manifested in the difference between the amount of information sources. For example, some people may have a minimal source of information (television, radio), and some may have a wide source (internet, new telecommunications system). According to experts, a sharp division and stratification is taking place in society today precisely in the field of obtaining information and finding a way to it. Young people show a high level of communicative activity due to their mobility and desire for innovation, as well as the availability of free time resources. In other groups, relative passivity is observed. Such characteristics of them can also cause negative consequences. This is determined by the presence of the danger of becoming more and more active aggressive political influence for the first group, and the fact that the second group remains outside the influence of information with positive content. The influence of information in economic, political, cultural-educational and other spheres is an important factor of enrichment and improvement of social life. From this point of view, it can be said that today information exchange

has become an important condition for human development. In its time, the possibilities of information transmission expanded with the emergence of oral speech, while the development of written speech started a unique new stage in this regard. In the conditions of current scientific and technical development, integration and globalization, the information space is experiencing a fundamental qualitative situation. now, information transmission is not only in various forms (radio, television, press, telephone, fax, mail, Internet, etc.), but also differs from previous periods of society's development by its speed. In such conditions, new trends are observed in the process of information consumption. The above features of information also caused the idea that "he who has information owns the world." Social space is also an information space. In the conditions of globalization, the size of the volume of information, their distribution through modern fast means ensures that the information field is fundamentally different from other forms of social space. . In particular, various political prohibitions and state borders cannot be an obstacle to the news and information distributed through modern mass media (especially the Internet system). Information consumption is a phenomenon aimed at satisfying social, or rather, spiritual needs. Information consumption is a unique form of service consumption. It is known that before consuming any service, attention is paid to its quality, price, utility, convenience and other similar features. In this process, the demand-supply characteristics of the consumed service are also taken into account. For example, the level of consumption of services whose offer has decreased is high, and the demand for them increases. These features are also characteristic of the process of information consumption. However, it should be noted that consumption of information, which is a spiritual blessing, also has its own characteristics. In particular, information is consumed by a concrete person, social group, nation, society and state, and consumption processes at these levels differ from each other. For example, information that is interesting for a person may be irrelevant for a certain social class or group. Also, information has space and time characteristics. For example, information that is very popular in the West may be less consumed by the people of the East. In addition, information that was received with great interest in a certain historical period may become commonplace over time and may not be perceived in this way in social life. The consumption of information, regardless of who consumes it, takes place in stages that are closely related to each other, such as reception, understanding, and interpretation. Today, the process of information consumption also requires a specific culture, and such a form of culture must become a component of the spiritual culture of mankind. The culture of information consumption is one of the characteristic features of the globalization process, and it is of particular importance in the current conditions where the Internet is rapidly developing. Therefore, the possibility of choosing information before a person of the present time is so high that it is clear that

the information that cannot satisfy his demand will lose its value instantly. From this point of view, information consumption. Undoubtedly, the desire to have the necessary information is the demand of the times. However, today, the dissemination of information about the individual, social group, nation, society, and the state itself is of great importance. There are two main aspects to this. First of all, for example, in the current period when the possibilities of the Internet network are expanding, it is necessary to use them widely to strengthen the position of our country in the world community. Because in order to be known to the world, it is necessary to take actions not only in the real world, but also in the information world (virtual world). As the President of our Republic I.A. Karimov noted, "in order to properly organize work in this regard, it is necessary to use the Internet system effectively and rationally, to fill it with our own information... our weak point is that on the Internet There is very little information about Uzbekistan. Why, we do not have the technique and technology of this process at the required level. The program for introducing the best examples of our national values, history and heritage, today's science, art and literature to the Internet has not been developed"¹. The second important aspect is that the promotion of information on a global scale in response to some biased, narrow interests about the life of our country acts as a unique shield against external information attacks. This is an important condition for reducing the impact of information attacks within the framework of various geopolitical interests and ensuring the security of the national information space. For this, it is necessary to achieve a high level of formation of information consumption culture in people. Only then blindly following the information and misinterpreting it will be prevented. the most important thing is that a person with a culture of information consumption, society, nation and nation will not be influenced by geo-information within the scope of malicious interests. Of course, the formation of information consumption culture is a complex process that requires systematic efforts in all spheres of social life. The culture of information consumption performs a number of functions, like other forms of culture. Among them are communicative, regulatory (regulation), informational, axiological (evaluation) functions. The axiological function of information consumption culture is of particular importance within the problem we are analyzing. For example, along with a lot of positive information on the Internet, information that has a negative impact on the culture of the East, in particular, on the morals of our people, can naturally have a negative impact on the ideological education of our people, especially our youth. Such effects can be prevented only by forming a culture of information consumption. Also, "we sometimes regretfully talk about the continuous influx of Western culture. It is such a strong current that it is very difficult to resist it. There is only one way. If there is, it is to enter information suitable for us on the Internet at the right time" mption in the current era is fundamentally different from the previous ones.

Foydalanilgan adabiyotlar ro'yxati

- 1.Топволдиев К. А. ВОСТОЧНАЯ СТИЛИЗАЦИЯ //Составители. – 2021. – С. 66.
- 2.Топволдиев, К. А. "ВОСТОЧНАЯ СТИЛИЗАЦИЯ." Составители (2021): 66.
3. Топволдиев, К. А. (2021). ВОСТОЧНАЯ СТИЛИЗАЦИЯ. Составители, 66.
- 4.Топволдиев К. А. ОТРАЖЕНИЕ ОРИЕНТАЛИЗМА В ТЕКСТАХ ИА БУНИНА КАК СВОЕОБРАЗНОЕ ВОСПРИЯТИЕ ВОСТОКА //МЕЖДУНАРОДНЫЙ ЖУРНАЛ ИСКУССТВО СЛОВА. – 2021. – Т. 4. – №. 4.
- 5.Топволдиев, Казбек Ахмадалиевич. "ОТРАЖЕНИЕ ОРИЕНТАЛИЗМА В ТЕКСТАХ ИА БУНИНА КАК СВОЕОБРАЗНОЕ ВОСПРИЯТИЕ ВОСТОКА." МЕЖДУНАРОДНЫЙ ЖУРНАЛ ИСКУССТВО СЛОВА 4.4 (2021).
- 6.Топволдиев, К. А. (2021). ОТРАЖЕНИЕ ОРИЕНТАЛИЗМА В ТЕКСТАХ ИА БУНИНА КАК СВОЕОБРАЗНОЕ ВОСПРИЯТИЕ ВОСТОКА. МЕЖДУНАРОДНЫЙ ЖУРНАЛ ИСКУССТВО СЛОВА, 4(4).
- 7.Topvoldiev K. USE OF ORIENTALISM IN LITERATURE AS RECEPTION OF IMITATION OF THE EASTERN WORLD //Конференции. – 2020.
- 8.Topvoldiev, Kazbek. "USE OF ORIENTALISM IN LITERATURE AS RECEPTION OF IMITATION OF THE EASTERN WORLD." Конференции. 2020.
- 9.Topvoldiev, K. (2020, December). USE OF ORIENTALISM IN LITERATURE AS RECEPTION OF IMITATION OF THE EASTERN WORLD. In Конференции.
- 10.TOPVOLDIEV K. Orientalism in Pushkin's cycle" Imitations of the Koran" //Scientific journal of the Fergana State University. – 2018. – Т. 1. – №. 4. – С. 62-65.
- 11.TOPVOLDIEV, K. "Orientalism in Pushkin's cycle" Imitations of the Koran". Scientific journal of the Fergana State University 1.4 (2018): 62-65.
- 12.TOPVOLDIEV, K. (2018). Orientalism in Pushkin's cycle" Imitations of the Koran". Scientific journal of the Fergana State University, 1(4), 62-65.
- 13.Джалолова М. А., Мамажонова Ш. К. О' SMIRLAR XULQIDA NOMOYISHKORLIK G'AYRATLILIK XUSUSIYATLARI TADQIQ ETISH METODOLOGIYASI: Djalolova Mohinur Abdusattor qizi, Mamajonova Shohista Kamolovna, Farg'ona davlat universiteti psixologiya kafedrası o'qituvchilari //Образование и инновационные исследования международный научно-методический журнал. – 2022. – №. 6. – С. 287-292.
- 14.Джалолова, Мохинур Абдусатторовна, and Шохиста Камоловна Мамажонова. "О' SMIRLAR XULQIDA NOMOYISHKORLIK G'AYRATLILIK XUSUSIYATLARI TADQIQ ETISH METODOLOGIYASI: Djalolova 15.Mohinur Abdusattor qizi, Mamajonova Shohista Kamolovna, Farg'ona davlat universiteti psixologiya kafedrası o'qituvchilari." Образование и инновационные исследования международный научно-методический журнал 6 (2022): 287-292.
- 16.Джалолова, М. А., & Мамажонова, Ш. К. (2022). О' SMIRLAR XULQIDA NOMOYISHKORLIK G'AYRATLILIK XUSUSIYATLARI TADQIQ ETISH METODOLOGIYASI: Djalolova Mohinur Abdusattor qizi, 17.Мамажонова Шохиста

Kamolovna, Farg'ona davlat universiteti psixologiya kafedrası o'qituvchilari. Образование и инновационные исследования международный научно-методический журнал, (6), 287-292.

18.Djalolova M., Karimov J. PSYCHOLOGICAL HEALTH AND ITS FUNDAMENTALS //Conference Zone. – 2021. – С. 195-197.

19.Djalolova, M., and J. Karimov. "PSYCHOLOGICAL HEALTH AND ITS FUNDAMENTALS." Conference Zone. 2021.

20.Djalolova, M., & Karimov, J. (2021, December). PSYCHOLOGICAL HEALTH AND ITS FUNDAMENTALS. In Conference Zone (pp. 195-197).

21.Djalolova M., Nizomjon o'g'li Q. H. IJODIY QOBILIYAT MUAMMOSINING JAHON PSIXOLOGLARI TOMONIDAN O 'RGANILISHI //Conference Zone. – 2022. – С. 429-438.

22.Djalolova, Mohinur, and Qodirov Hasanboy Nizomjon o'g'li. "IJODIY QOBILIYAT MUAMMOSINING JAHON PSIXOLOGLARI TOMONIDAN O 'RGANILISHI." Conference Zone. 2022.

23.Djalolova, M., & Nizomjon o'g'li, Q. H. (2022, December). IJODIY QOBILIYAT MUAMMOSINING JAHON PSIXOLOGLARI TOMONIDAN O 'RGANILISHI. In Conference Zone (pp. 429-438).