

CULTURAL POTENTIAL OF YOUTH: ANALYSIS OF KEY INDICATORS AND NATIONAL CHARACTERISTICS

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Annotation: *This article scientifically analyzes the cultural level of young people in Uzbekistan, the factors of its formation, and its main characteristics and features. In particular, the attitude of young people towards national and universal values, their moral views, their desire to acquire knowledge, and their activity in the modern information space are highlighted. Special attention is also paid to the role of the family, educational system and social environment in the formation of the cultural level. The article also analyzes the problems encountered in the cultural development of young people and ways to eliminate them on a scientific basis.*

Keywords: *cultural level, youth, spirituality, national values, moral education, education system, social environment, cultural development, youth policy, modern technologies.*

INTRODUCTION

In today's globalization process, the development of society is directly dependent on the intellectual and cultural level of young people. As one of the most important social strata of the country, the youth of Uzbekistan play a decisive role not only in economic, but also in spiritual and cultural development. Therefore, the study of the cultural level of youth, the identification and development of its main characteristics, is of urgent importance. Cultural level is determined by the level of understanding of spiritual values, aesthetic taste, moral views, and the breadth of knowledge and thinking of an individual. It is manifested in a person's interaction with the social environment and in his attitude towards national and universal values. The cultural level of young people is assessed through their desire to learn, interest in art and literature, social activity, and the culture of using information technologies.

DISCUSSION AND RESULTS. As in other countries of the world, the cultural level of young people growing up in Uzbekistan is characterized by its own unique aspects. In particular, one of the most important signs of the cultural level of the youth of our country is their strong desire for knowledge. Young men and girls are consistently moving along this path, dreaming of acquiring science, regardless of various circumstances. This can be seen from the large number of young people who are striving to improve their knowledge.

For example, in 2025, 732,411 applicants applied to participate in the entrance exams for bachelor's degrees in state higher education institutions in Uzbekistan[1].

Another important aspect of the cultural level of youth of Uzbekistan is the fact that its moral foundation is extremely solid. Young men and girls strive to acquire not only social, but also professional knowledge, first of all, by choosing and mastering it on the basis of moral criteria. Knowledge that corresponds to national moral values and norms is quickly and effectively accepted by them. Conversely, if there is no consistency between the knowledge being acquired and moral views, the process of accepting such knowledge becomes much more complicated.

For example, after the independence of Uzbekistan, economic, social, political and spiritual views characteristic of other countries entered into various aspects of the life of society. However, young people have not received them all completely and equally. Basically, only those aspects that correspond to our national moral values were adopted by them.

First, respect and loyalty to national values is one of the important signs of the youth cultural level. Youth of Uzbekistan are brought up in a spirit of respect for their national traditions, customs, language and culture. This situation is especially strengthened through family education, educational institutions and mass cultural events. As a result, young people strive to realize their national identity.

Secondly, openness to modern knowledge and technology is an indispensable feature of today's youth. Digital technologies, the internet and the global information space are expanding the worldview of young people. They strive to learn foreign languages, master modern professions. This is taking their cultural level to a new level.

Thirdly, the development of aesthetic taste and creativity is also one of the most important aspects. Young people are interested in different directions of art-music, theater, cinema, Fine Arts. Through social networks, they are able to share their creative work, to advance new ideas. This enriches their aesthetic thinking.

Fourth, social activism and civic responsibility are important indicators of the youth cultural level. The active participation of young people in voluntary actions, Public Works, environmental initiatives and various social projects is strengthening their place in society. Such activities shape young people as responsible, proactive, and conscious individuals.

Fifth, it is also noteworthy that information culture and the level of critical thinking are increasing. In an era when the flow of information is incredibly accelerated, young people acquire the skills of analyzing, sorting and critically approaching information from various sources. This is an important factor in protecting them from various adverse effects. However, there are also some problems in the development of the youth cultural level. For example, negative effects of mass culture, ineffective use of time, and in some cases a decrease in reading levels are observed. Inappropriate use of social media can also negatively affect the spiritual development of young people.

A number of measures are needed to address these problems. First and foremost, it is important to strengthen spiritual and educational work in the education system and encourage young people to read books. In addition, it is necessary to organize their free time meaningfully through cultural events, creative projects, and the expansion of youth centers. Strengthening family and community cooperation will help young people grow up in a healthy spiritual environment.

In Uzbekistan, young people also choose and adopt various values based on ethical criteria. Let us prove our point with examples of the process of adopting democratic values. During the years of independence, efforts began to establish a democratic society in the country. In this regard, the values decided in the developed countries of the world were studied in detail, the essence of which was conveyed to the citizens of the country. These values gradually became part of the consciousness and activities of young people, as they are the only requirement for the development of society and the improvement of living standards, and at the same time do not contradict the centuries-old moral values of our nation.

But many values that have been elevated to the level of values in Western countries, but which contradict national moral norms, are systematically denied. In most European countries, this "value" has even become a criterion for measuring the humanism and justice of state policy, and a factor demonstrating the level of democracy established in society as a whole. But since these "values" and norms correspond to neither national nor religious moral criteria, there is not only denial, but also sharp criticism from Uzbek guys and girls. This is also evidenced by the relationship expressed to him on various social networks.

The same can be said about the many family values that are deeply rooted in Western societies. By the twentieth century, in Western society, the family had ceased to serve as an absolute value for a person, a social institution that could be formed for a lifetime. Moreover, today in Western society, completely different things, traditions, events, dreams and ideals, virtues and qualities, relationships are recognized as values. For example, in this society, family individualism is emerging, that is, the interests of individual family members are taking precedence over the interests of the family as a whole. In an Uzbek family, common interests play a primary role, and efforts contrary to them are considered a violation of moral standards. That is why there can be no talk of the adoption of values in Uzbekistan that promote Western family individualism.

Uzbek youth also rely on moral criteria when adopting various ideas. The socio-moral ground of the ideas of equality, justice, a centralized state, humanism and enlightenment, formed over the centuries, was absorbed by young people due to their positive impact on the socio-moral environment prevailing in society. The ideas of justice and the perfect human being, as elaborated by thinkers, have become an integral part of the nation's spirituality. The promotion of the idea of the "Third Renaissance" at the initiative of the head of state is nothing more than the promotion of enlightenment ideas[2]. These ideas

were widely approved and accepted by the general public, including young people, because they were consistent with the moral ideals and norms of the nation.

The third feature of the cultural level of youth of Uzbekistan is that it was formed under the influence of humanitarian ideas. Young men and girls are used to evaluating these ideas as a central source of community life, social progress, people's well-being. This is clearly confirmed by the results of our sociological survey conducted among 200 respondents in the Kashkadarya region. All those who participated in it recognized that humanitarian ideas do not lose their value at any time. Respondents were asked: "Which humanitarian ideas are of greater social importance in the life of our society? When we asked, "What do you think of equality?" 12 percent chose equality, 49 percent chose justice, 10 percent chose care, and 29 percent chose tolerance. The responses show that respondents are not only aware of humanitarian ideas, but also accustomed to acting on them.

Another feature of the cultural level of young people in our country is the high level of awareness and adherence to national traditions and rituals. It is well known to us that national traditions, customs, rituals have always been one of the important elements of Uzbek society. Even today, "traditions serve as a component of folk spirituality, an important moral value, a means of upbringing. "The moral qualities such as courtesy, kindness, and respect that are manifested in the process of implementing folk traditions are of great importance in the formation of the spirituality of young people"[2;10]. The head of state also emphasized that the role of national traditions in society remains high. "Navruz philosophy, Navruz values," he admitted to the people of Uzbekistan in the Navruz tabrig, "living with the pain of the odlam, respect for the elderly, attention and assistance to people in need, justice and popularization are becoming the criteria for our activities " [3;479]. Due to the incomparable importance of national traditions, the level of youth awareness of them is high, participation is becoming active. It is especially brightly visible in various hashars, weddings, interpersonal relationships. For example, on March 14-15, 2020, more than 18 thousand citizens from the city of Tashkent participated in the "prosperous land" nationwide improvement and greening charity insect around neighborhoods, residential areas and a number of other organization buildings[4]. Thousands of young men and women in various regions also participated in beautification work during the hashar. It is clear that the awareness and adherence of society members, including young people, to national traditions is characterized by a high level.

The fifth feature of the cultural level of Uzbek youth is that it places special emphasis on awareness of national literature and art. Such a statement seems paradoxical in a situation where interest in and awareness of fiction are seriously declining on a global scale, and attitudes towards art are becoming more primitive. However, if we analyze the attitude of Uzbek families to national literature and art, the frequency of their appeal in interpersonal relationships, some statistical data and the results of sociological surveys,

and finally the spiritual and moral situation in society, the issue will become somewhat clearer.

It is worth noting that the situation in this regard has been significantly improved in recent years. In particular, the “Program of Comprehensive Measures to Develop the System of Publishing and Distributing Book Products, Increase and Organize Book Reading and Reading Culture”[5]. The adoption of the Resolution of the President of the Republic of Uzbekistan has expanded the opportunities for delivering national literary masterpieces that meet high spiritual and educational requirements to the population and improving the culture of reading. This decision literally turned the deeper assimilation of masterpieces of national literature (we are now ignoring world literature because we are only discussing this category of fiction) into a truly public movement.

The sixth feature of the cultural level of youth of Uzbekistan is associated with the formation of a sense of respect for cultural heritage in it. This feeling is somewhat manifested in the guys and girls of Uzbekistan. A significant cultural heritage is concentrated in the Republic. 1,321 objects from the Kashkadarya region alone are included in the State Cadastre of Material Cultural Heritage Objects[6]. The respect that young men and women have for them is most often expressed in the form of pilgrimages. According to the Islamic creed, it is customary to visit various mosques and mausoleums, madrasas and complexes with a certain intention among the people of the nation, despite the fact that when going to the mausoleums of saints for a pilgrimage, pleas such as asking for encouragement from their spirits, recuperation, healing of Sorrows, granting children”. But we do not focus on the religious aspects of the topic: in any case, the fact of the inclination to pilgrimage expresses people's respect for cultural heritage sites. religious aspects of the topic: in any case, the fact of the inclination to pilgrimage expresses people's respect for cultural heritage sites. Our observations allow us to draw the necessary conclusions about the main characteristics of the cultural level of individuals in Uzbekistan. Thus, the cultural level of young people of all nationalities, as well as the cultural level of Uzbek boys and girls, has a number of characteristics. These characteristics have been decided during historical development under the influence of various social factors. In their series, it is possible to include the strength of intellectual, moral, humanistic and national foundations.

CONCLUSION. In conclusion, the cultural level of young people in Uzbekistan is a multifaceted and dynamic process, which is formed in the harmony of national and universal values. The thirst for knowledge, creativity, social activity, and adaptability to modern technologies of young people are the main factors determining their cultural level. At the same time, the spiritual and cultural development of young people can be further enhanced by timely solving existing problems. This, in turn, is important in ensuring the sustainable development of society.

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