

The Impact of Globalized Information Flows on Social Consciousness and The Importance of Uzbek National Political Culture

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Abstract: The article analyzes the sharp increase in information flows in the context of globalization and their impact on social consciousness. The article examines the changes occurring in the worldview, values, and political views of members of society as a result of the expansion of the information space. Furthermore, the paper highlights the role and significance of Uzbek national political culture in preserving national identity, ensuring social stability, and fostering a healthy mindset among youth in the context of globalization. The positive and negative aspects of information flows in the globalization process are analyzed, and the necessity of a systematic approach to modern governance is substantiated.

Keywords: Globalization, information flow, social consciousness, political culture, Uzbek national values, ideological threats, information security, civic consciousness, youth education, systemic approach.

Introduction: The 21st century, as an era of globalization, has marked a new stage in the development of human civilization. This process is characterized by the strengthening of interdependence in economic, political, cultural, and social spheres. In particular, due to the rapid development of information and communication technologies, the world is increasingly becoming a single information space. Today, any society lives under the direct influence of globalized information flows.

The sharp increase in information flows has a significant impact on social consciousness. Information disseminated through the Internet, social networks, and mass media has become an important factor in shaping people's worldview, values, and political positions. At the same time, this process also has a noticeable impact on national values, traditions, and political culture.

The role of information flows is especially significant in shaping the consciousness of the younger generation. Therefore, in the conditions of globalized information flows, the proper formation of social consciousness, the preservation and development of national identity,

and the in-depth study of the importance of Uzbek political culture are considered urgent scientific issues.

METHODS

This study is based on a qualitative theoretical and analytical approach. The research includes:

- analysis of sociological and political literature;
- conceptual examination of social consciousness and information flows;
- study of national and international scholarly sources;
- systemic analysis of globalization processes;
- comparative review of Uzbek and global political culture perspectives.

The methodological framework allows the evaluation of both positive and negative impacts of globalized information flows on social consciousness.

RESULTS

1. Nature of Global Information Flows

Social consciousness is a complex system that reflects collective thinking, values, and worldview. Information flow is one of its main shaping factors and includes:

- Internet networks
- Social media platforms
- Mass media
- Mobile technologies

The speed, volume, and influence of information have increased significantly, affecting perception of reality and decision-making processes.

2. Positive Effects

The globalized information flow has several positive effects:

- broad access to knowledge and information;
- expansion of worldview and cultural understanding;
- increased civic engagement;
- development of innovative thinking.

3. Negative Effects

At the same time, several risks are identified:

1. Problem of information reliability: Not all information distributed on the Internet is reliable, which may lead to the formation of false perceptions.
2. Ideological threats: Various harmful ideas, extremist views, and foreign ideologies may spread widely through information channels.
3. Weakening of national values: The strengthening of global culture may lead to the neglect of national traditions and values.
4. Information dependency: Continuous consumption of information may reduce individuals' ability to think independently.

4. Social Consciousness Structure

Social consciousness manifests in:

- political consciousness
- legal consciousness
- moral consciousness
- religious consciousness
- scientific consciousness

Its formation is influenced by:

1. education and upbringing system
2. mass media
3. family environment
4. social experience
5. global information flow

5. Uzbek Political Culture

Uzbek political culture is formed on the basis of historical experience, national values, traditions, and political views. Its main characteristics include:

- nationality and traditionalism
- tolerance
- respect and etiquette
- social responsibility
- respect for laws

Its main functions:

1. Preservation of national identity
2. Formation of ideological immunity
3. Ensuring social stability
4. Development of civic consciousness

DISCUSSION

Youth represent the most active segment of society, and their consciousness is strongly influenced by education, family, media, and the Internet. Uzbek political culture plays a key role in forming patriotism, respect for national values, and independent thinking.

Globalization creates both opportunities and risks in shaping social consciousness. Therefore, rational use of information, development of critical thinking, and strengthening of national political culture remain urgent tasks.

The formation of political culture requires a systematic approach, including:

- development of political and legal awareness in education;
- use of modern pedagogical technologies;
- expansion of reliable and national content in media;
- strengthening civil society institutions;
- promotion of open dialogue and cooperation.

Research suggests that societies with a high level of political culture demonstrate greater socio-political stability and development.

CONCLUSION

The rapid expansion of global information flows has had a dual impact on social consciousness. On the one hand, it increases access to knowledge and information; on the other hand, it intensifies ideological risks, manipulative content, and cultural assimilation.

In such conditions, development of critical thinking and information literacy is essential. At the same time, national political culture plays a crucial role in ensuring social stability, preserving identity, and strengthening civic responsibility.

Therefore, in the context of globalization, protecting and guiding social consciousness while developing national political culture is an important scientific and

practical task requiring cooperation between the state, civil society institutions, and the education system.

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