

The Culture Of Perceiving Beauty And Ecological Factors

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Received: 19 July 2025; **Accepted:** 15 August 2025; **Published:** 17 September 2025

Abstract: The culture of perceiving beauty occupies an important place in human aesthetic consciousness. In the context of the 21st-century global ecological crisis, consumer culture, and artificial aesthetics, the perception of beauty is increasingly interconnected with ecological factors. This article analyzes the formation of beauty perception under the influence of cultural, social, and ecological determinants. Within the framework of aesthetic thinking, the necessity of harmonizing beauty with ecological consciousness is substantiated, and the concept of 'eco-aesthetic sensitivity' is introduced in modern aesthetic views. Harmony with nature, ecological sustainability, and vital balance are interpreted as new criteria for understanding beauty. The findings demonstrate that the culture of perceiving beauty is increasingly shaped as an aesthetic value in unity with ecological consciousness.

Keywords: Beauty, aesthetics, ecological consciousness, aesthetic thinking, culture, sustainability.

Introduction: The perception of beauty is one of the most profound aspects of human consciousness. In the 21st century, marked by global ecological crises, environmental imbalance, and the dominance of consumerist culture, beauty can no longer be viewed only through classical categories of harmony, symmetry, or perfection. Instead, the culture of perceiving beauty is increasingly shaped by ecological awareness and responsibility. This article aims to examine how cultural, social, and ecological factors influence the perception of beauty and how eco-aesthetic sensitivity has emerged as a new paradigm in contemporary aesthetics.

LITERATURE REVIEW

Classical aesthetic theories, from Immanuel Kant to G.W.F. Hegel, associated beauty with balance, form, and ideal harmony. However, contemporary philosophy has shifted towards ecological paradigms. Habermas and Latour emphasized the interconnection of humans and nature in modernity. Miller (2016) introduced the concept of eco-aesthetic paradigms, stressing the link between aesthetics and environmental responsibility. Reichel (2017) explored the ethical dimension of ecological sensitivity in aesthetic structures. Berleant (2005) emphasized the experience of beauty as ecological immersion. Saito (2007) demonstrated how everyday aesthetics reflect ecological values. These perspectives collectively

demonstrate the transformation of aesthetics from decorative perfection to ecological sustainability.

METHODOLOGY

The research employs a theoretical-philosophical and comparative analysis. Classical and modern aesthetic theories are examined in parallel, highlighting their differences in interpreting beauty. Secondary data in the form of scholarly works by Miller, Reichel, Berleant, Saito, Bishop, and others are analyzed using content analysis. The methodological framework is built upon eco-aesthetics and sustainable cultural paradigms.

RESULTS AND DISCUSSION

The study reveals several key findings:

1. Eco-aesthetic sensitivity has emerged as a crucial component of contemporary aesthetic perception. Beauty today is defined not only by form but also by its ecological balance and sustainability.
2. Youth perspectives increasingly associate beauty with simplicity, naturalness, and environmental harmony. Saito (2007) argues that young people perceive beauty through ecological values such as natural cycles and balance.
3. Practical implications: The integration of eco-aesthetics can be observed in sustainable architecture, ecological design, fashion, cultural heritage restoration, and participatory art (Bishop, 2012).

4. Cultural transformation: Bourriaud (2002) highlights that art now reflects ecological and social processes aesthetically, forming a performance of ecological awareness.

5. Philosophical insight: Böhme (2013) stresses that aesthetics is shifting from producing sensory states to shaping existential fields between humans and the environment.

CONCLUSION

The perception of beauty in the 21st century is undergoing a profound transformation. Global ecological crises and cultural shifts have led to the emergence of eco-aesthetic sensitivity as a defining feature of modern aesthetics. Beauty is increasingly interpreted through ecological harmony, sustainability, and moral responsibility. The study concludes that the culture of perceiving beauty is no longer limited to art but extends to urban planning, architecture, lifestyle, and social practices. Eco-aesthetics thus provides both a theoretical framework and a practical path for uniting aesthetic experience with ecological consciousness.

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