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DIGITAL CULTURE AND ITS INFLUENCE ON VALUE ASPECTS OF HUMAN BEING

Abstract: This article analyzes digital culture and its influence on value aspects of human being. Moral values are essential in the life of a person and society. Values form the core of both individuals and organizations, and affect the social activity of young people, their behavior, social relations and perception itself. Today, the role of digital culture in the formation of spiritual and moral values of Uzbek youth is determined in the system of such values as: technological adaptability, digital thinking, communication, data, ethics, security. the influence of digital culture on the value aspects of human existence is not the last place and requires more attention in its development and understanding.

Key words: value system, digital culture, digitalization, digital thinking, technological adaptability, communication, data, ethics, safety.

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Introduction

Moral values are essential in the life of a person and society. Values form the core of both individuals and organizations, and affect the social activity of young people, their behavior, social relations and perception itself. Under the influence of technology, cultural shifts and economic shocks, the human environment is changing, it also changes the purpose of human existence. The individual value system is always associated with the values inherent in society. Values serve as a common denominator connecting individual interests and social needs. What happens when some of the elements of this relationship are transformed? Does digital culture change the meaning of human values, or does it form a completely new value system?

Today we are moving towards the spiritual and moral education of the younger generation as a priority, where the essence is to sow in the souls of our youth the seeds of love for their home, family, history, culture and spiritual wealth of the people of Uzbekistan. But without knowing your roots, the traditions of your people, you cannot bring up a full-

fledged personality. Our first president, I.A. Karimov, foreseeing the prospects of independent Uzbekistan, mentioned: "The revival of spiritual values also means their adaptation to the values of the modern world and information civilization." [1] Presidential Decree No. 6017 on radical reform and raising the state youth policy to a new level speaks of the need for effective solutions to the problems faced by young people. And on the basis of this decree, the Agency for Youth Affairs was created with the aim of developing a universal youth strategy, monitoring its implementation and protecting the rights and interests of youth. The main tasks and directions of the agency's work include: [2]

- sending gifted young people to study in foreign universities, ensuring their participation in international competitions, coordinating work to attract young people to culture, art, physical culture and sports, increasing their literacy in IT, promoting reading, ensuring the employment of women;
- attracting young people to small business and private entrepreneurship, creating additional

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conditions for mastering modern professions and skills of the digital economy, assisting in employment.

These areas require not only an analysis of the development of digital culture in Uzbekistan, where there is widespread digitalization of all social spheres of public life, but also its consideration of the role of integration in the formation of moral values of youth.

Today, the role of digital culture in the formation of the spiritual and moral values of Uzbek youth is determined in the system of values that are necessary for: technological adaptability (knowledge and application of modern digital technologies), digital thinking (priority of using digital technologies in solving problems), communication (widespread use of digital channels for interaction), data (decision making based on the analysis of digital data), ethics (understanding the principles of behavior in the digital environment), security (knowledge of the principles of information security).

The process of developing national self-awareness is very difficult, contradictory and sometimes leads to opposite results. In particular, on the one hand, to the assimilation of national, cultural heritage by young people, the revival of national traditions, customs and values, which strongly affects the growth of national self-awareness of young people, which in turn stimulates national development in general. On the other hand, this process is one-sided. Young people are not actively raising their cultural heritage to the level of modern requirements. Digital culture is able to radically affect the meanings and values of being, change the relationship between the specialized and everyday levels of youth culture, and make significant adjustments to its image and style. And based on this, when characterizing the spiritual and moral sphere of modern youth in digital content, it is advisable to note how they spend their leisure time and what they do in their main time.

The sphere of education. Events occur in education that are not fully explored and comprehended by society - the real and virtual life of students from schools or universities into the online space, the transformation of teaching methods, familiarization with gadgets, saturation of the education sector with electronic tools and resources, all these digitalization processes seriously effect on the formation of moral values of youth in the education system. [3] It is necessary to note the changes in the relationship between teacher and student. The traditional education system implied that the teacher, as a rule, is an older person, is, first of all, the one who possesses information that in most cases the student does not possess. Today a young person has access to information without an intermediary. That is, the function of a teacher cannot be reduced to the role of a relay of information. The older generation does not always understand the "informational advancement" of the current trainees and their ability to use technical means. The younger generation,

which is quite natural, is sure that knowledge is reducible to information that can be easily gleaned on the Internet. Previously, education was a blessing, a diploma was an annex to education, now the learning process is focused on acquiring competence; acquiring knowledge is getting navigation at sea, and the teacher, as a guide to where you can get information. Associated with this is a different understanding of the educational function. This is no longer just the imposition of the dominant value system, but teaching the ability to choose value priorities and the ability to substantiate the advantage of a particular system.

Today in modern society one can observe a gap between generations; the problem of intergenerational interaction is acute. If the youth before the digital period was more focused on the opinion of the elders, their norms and values, then the digital young generation - on the values and norms of their peers. The experience of the older generation cannot be fully used in the new, changed conditions of existence, therefore, the gap between generations is increasingly aggravated by the conflict in their value interaction. Our local researchers see the advantages and disadvantages of digitalization in the educational sphere for both youth and teachers: The advantages of digitalization of education are clearly visible during a pandemic, when the entire population of the world is forced to spend most of the time at home, and at the same time continue to work and study thanks to Internet and telecommunications. In these conditions, online resources were created for self-development. [4] But there are also disadvantages of online education, which is based on conducting short-term online classes ... The role of the teacher is also being transformed, where mastering new competencies (such as "flexible" skills) becomes an integral part of his work.

The quality of teaching and the necessary skills for the formation of moral values among youth in Uzbekistan can be called a complex issue and a common problem for the whole society. There is universal enrollment in high school, where the majority of students do not achieve expected results by academic standards in being able to "apply" their knowledge and use it for reasoning. Employers are dissatisfied with the skills of their employees, especially non-cognitive skills such as "taking responsibility for their actions", "self-motivation" and "creativity".

Digital reality has a direct impact on the physiology of today's youth. Most students cannot answer the questions posed for more than one and a half minutes. They need to pause and reload. They cannot memorize large topics or retell a literary work. The way information is transmitted and perceived changes consciousness. The absence of detailed speech is striking: chopped phrases in the "TikTok" performance. Memory does not develop. The

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emotional life of a young man is built on tactility. However, in front of the computer, tactile sensations are deprived. In signs (emoticons), a lively smile is not given. "My photo was liked ten times." "We met on the Internet. And love came from the first site." For young people, personal assessment from the community is extremely important. But what kind of society? Which we have not even seen and do not know who is sitting on the other side of the screen. The authors of the posts express their position in order to receive likes. Recognition is becoming a main thing in life.

Local educational institutions do not prepare young people for how to behave in a digital environment and cope with the stresses of professional life. In this regard, "agility" ("nimbleness") will become a decisive soft skill for promoting Digital Uzbekistan in the current labor market. And it is worth noting that personal values such as mobility, intelligence and self-confidence are more common among urban dwellers than among rural dwellers.

The mastery of the digital culture value system by young people is formed not only by professional knowledge, but also by moral and cultural values in the field of online communications. So, for example, young people complain that today they have to go to tutors for additional self-education, and this takes a lot of money and effort. So why not apply one of the basic values of digital culture, like communication (the widespread use of digital channels for interaction). Today, there are enough online programs where a student can register and study without leaving home and without spending energy and money on the road.

Thus, a large project that influenced the development of digital skills in Uzbekistan was the creation of an IT techno park within the framework of the decree of the Cabinet of Ministers "On measures to create a Technological park of software products and information technologies" dated January 10, 2019. The successful experience of the IT park created in the capital has become an example for scaling in other regions of the Republic. Currently, 3 branches of IT Park have been opened, equipped with all the necessary conditions for the work of IT specialists. It is planned that in 2020-2024, techno parks will be opened in all regions of Uzbekistan, primarily in Nukus, Bukhara, Namangan, Samarkand, Gulistan and Urgench, as well as at the school named after Muhammad al-Khorazmiy in Tashkent.

Our state already today sees the need for the development of digital culture in the field of education and management. On a national scale, there is a staff shortage of specialists in the field of digital technologies, in connection with which there is an increasing need to create a matrix educational environment, where universities (both state and corporate) should become an experimental platform

for various forms of education using advanced technologies and taking into account the specifics digital culture of youth.

Internet and digital leisure. According to our research, every third young person checks their mobile phone every 5-10 minutes. If not so long ago we could say that this study does not correspond to the interests of the youth of Uzbekistan, then today it is already in the interests of the West. For example, a 2016 American study found that the average American looks into his phone every 5-6 minutes, about 150 times a day; 53% of respondents aged 15 to 30 are ready to give up the ability to recognize taste rather than a smartphone; 79% of people pick up a smartphone 15 minutes after waking up; 68% sleep with him; 67% check it even when there is no call; 46% say they cannot live without a smartphone. The future of Uzbekistan depends on what values will be a priority for young people today. If our country does not start producing and cultivating its own spiritual values, then it will have to be content with imported "products", which is happening now. "Educated youth are the foundation of the future. With your today's efforts, you are laying the foundation for further development"- noted Sh. Mirziyoyev at the youth forum.

For young people in Uzbekistan, the Internet is equally seen as a "useful" tool for maintaining social contact, study or work, and as a potentially dangerous place where "time wasted" or "badly influenced". Social development of modern Uzbek youth is taking place due to powerful informational pressure, which carries the expansion of "Western" values. The most significant part of the information environment today is the media. Their sphere of influence today includes various areas of the life of young people, including the sphere of leisure. The media is becoming an important factor in the pastime and the formation of a system of value orientations of young people.

As we can see, the influence of digital culture on the value aspects of human existence is not the last place and requires more attention in its development and understanding. Digital culture can be traced at several levels: material (things, gadgets, technological systems), symbolic (signs, languages, forms of communication), social (institutions, functions, associations), mental (cognitive schemes, identity, stereotypes) and values, [5] and emphasizes the fact of the formation of the information society, which requires new skills in mastering digital realities, is digital literacy. Today digital literacy is a necessary skill for educating intellectual youth in Uzbekistan. And the current development of the digital culture of youth in terms of digitalization requirements includes concepts such as digital culture, digital skills, digital literacy, digital competencies.

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