

*Short Reports***GLOBALIZATION:
NATIONAL AND MASS CULTURE**

Madrakhimova F.R.

*Pulpits Social Philosophy of faculty Philosophy
of National University of Uzbekistan, Tashkent,
e-mail: fmr88@mail.ru*

In this article are shown problems of the arising the mass culture and some standpoint about her shaping. As well as, preventions of the threat under mask "mass culture" in development of the national culture and development of the consciousness youth.

At present «mass culture» as one of the type ideology threats is often got in television, in mass media and in scientific journal. The Ithaca, what appeared the given culture and from consists what her true purposes? As is well known in scientific literature «mass culture», appeared in medium XX age, as notion of the bourgeois culture. As well as, mass culture use as production and consumptions of the modern culture. This culture produces for mass culture standardized that is to say alike product. Together with this mass culture studied as especial product modern urbanization public industry, which is intended for public consumption and mass culture, as well as study not as public reason, but as culture to trade industry.

The process turns out to be in the field of mass culture globalization, which allows sooner coexistence, than collision global and local. Here cost (stand) to note three moments. First, we have found that this coexistence most clearly reveals itself in model of the consumption, which keep the miscellaneous a layer populations, differing friend from friend by their own political preferences, economic status and (or) level well-being. This means that, in spite of observable, but other once, possible, and more significant differences between these layer, in that as to their choice of the newspapers, journal and television channel, differences these disappear, when speech calls at about them, but consumption. In other words if choice of the newspaper or channel, still depends on political or cultural orientation of the representatives of one or another social group, that essential increase the models of the consumption have caused for itself «McDonald society».

Secondly, cultural globalization can in ditto time be considered and as process of the creation suiting platforms for activity of the traditions, not only as political or economic motion, but also as motion cultural, with their own driving power and theoretical buildings. Thereby, Islam identity as a result globalization anymore presents itself conservative «I», not amenable no change. Opposite, we saw that representatives of the Islam have begun to use such notions, as mode, music, art and

tourism, saw as well as appearance consumer Islam identity, who representatives behave in the same way, either as all in condition of the economy, integrated in frames of the trade culture: use the technological achievements and understand the symbolic power of the money. In this sense of the representatives of the social group, oriented on Islam, are such carrier of the new culture of the consumption, either as representatives of that layers, which keep one or another mundane ideology: they pertain to this culture not as to nobody irritate, penetrating with West, but as to base of its social status and authorities.

Third, cultural globalization in given context is considered as positive element for activity local artistic tradition, cultural object and symbol, creating, thereby, cultural life, which differs the pluralism, greater democratic and variety. Globalization means the end to hegemonies of the mundane culture, which strives to creation and conservation to uniform cultural life, forming platform, on which secondary and fallen silent cultural forms and objects can once again spring back to life and become market goods. In ditto time globalization essential image assists the manifestation a difference due to reinforcement of attention to traditions, local condition, exactly in the same way globalization local leads to appearance pluralism multicultural to life's – a necessary condition to democratizations in society. Coming from stated and made by us descriptions different influence cultural globalization on life in society, we come to output that form of the interaction global and local – sooner coexistence, than collision.

For mass culture typical anti modern and anti vanguard. If modernism and vanguard strive to complicated technology letter, that mass culture handles at most idle time, perfected preceding culture by technology. If in modernism and vanguard dominates installation on new as the main condition of their existence, that mass culture traditional and conservative. She is oriented on average language semiotic rate (the notion of the realism), on simple pragmatics since she address to enormous reader's, spectator and listener to auditoriums.

The presentations changed In XX age qualitative about time and space, changed within the framework of scientific picture of the world not only, but within the framework of picture human as a whole first of all. The History of this age has confirmed its general in trend of the global problems: forming the economic systems of the world scale (the world market, international banks, transcontinental monopolies); formation to global information network, allowing attach whole world to deals of the separate countries; arising the ecological problems, decision which possible only effort whole mankind; the wars XX age become world, they cover the groups of ten

folk and state, at scales of the deleting the person reach the unprecedented range.

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Possible say so that mass culture appeared in XX age not only due to development of the technology, led to such enormous amount of the sources to information, but also due to development and fortification political democracy. The Known that the most developed is a mass culture in the most developed democratic society – in America with its Hollywood, this symbol powerful mass culture. But it is important and opposite – that in totalitarian society mass culture practically is absent, is absent the fission of the culture on mass and elite. The Whole culture is declared mass and indeed whole culture is elite. This sounds paradoxical, but this so.

We knew that ancient nations divided on close nearby countries with the general cultural and custom. This, certainly, was a mass process. For instance, and custom, and traditions developed on mass structure of the culture. But this developed the passive image. Then, with XIX–XX ages, as a result of developments of the technology, appearances multiple acting on brain of the readers detective novel and best seller mass culture from period of the formation has altered by sawing at period of

the development. Coming from standpoint of present time as a result of developments to information and technology existed the more active development of these processes. Now except custom and tradition has begun to exist other processes. And in effect, these cultural processes changed in culture in quote. Having Used this process some mercenary political power, have put (delivered) itself purpose to introduce these cultures in consciousness of the people and turn the world in standard position. Its real dangerous consequences consist of the following: wrong forms the cultural reason to personalities; destroys the national culture; general humanity cultural value puts under doubts; a removal from national moral; in the first place puts its advantage; a spiritual reason and human moral brings forth on the byplay; with contempt pertains to old and new generation; unknowing and not strove; strived to hear its national essence; forms the personalities, which with wit do not look at life and puts itself as bases light life. Considering brought above opinions, possible judge about that that since year base mass culture became to consist of negative characteristic more than positive. If earlier existed the public adjustment to national mentality and public rapprochement then in recent process occurs inverse. Once so, that at present need of time is a creation national-spiritual centre, which capable to strive with spiritual threat and raise spiritual immunity our youth.

References

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