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JIF = 1.500	SJIF (Morocco) = 2.031	

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2016 Issue: 5 Volume: 37

Published: 30.05.2016 <http://T-Science.org>

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SECTION 30. Philosophy.

GLOBALIZATION AND MASS CULTURE

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

Key words: mass culture, globalization national culture, spiritual estranging, depersonalize person, humanism.

Language: English

Citation: Madrakhimova FR (2016) GLOBALIZATION AND MASS CULTURE. ISJ Theoretical & Applied Science, 05 (37): 32-35.

Soi: <http://s-o-i.org/1.1/TAS-05-37-7> **Doi:**  <http://dx.doi.org/10.15863/TAS.2016.05.37.7>

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.

XX age – won spatial restrictions of the macrocosm. The Effort of the reason of the person gets into secrets micro world and galactic widths of cosmos. The Persons realizes itself part Universe. Its comical is felt in flight on the other planets, in satellite system world relationship and others XX age - an age to research revolution. Qualitative changed importance and place of the technology in human world. On change technical device, which in XIX age changed and intensified the physical abilities of the person, came the new technology, its instruments and units now started to change and in much to intensify the intellectual abilities of the person. The Computer has changed and production and home culture of our world.

Within the framework of determined history epoch in the world always existed the different

cultures. In modern society special importance has gained "mass" culture.

The Interest is to phenomena of the mass culture to appear enough long ago and for present-day day exists much study, theory and concept "mass culture". The Authors majority of them consider prone to its as special social phenomenon, having its genesis, specifics and trends of the development. We shall recall most influential from these theory.

The Mass culture - is semiotic image to realities, but fundamental culture - an image deeply secondary, "secondary prototyping system", needing for its realization in first-order language.

The Specific devil XX age was a spreading due to developing facility of the mass communication of the mass culture basically. In this sense of the mass culture in XIX age and earlier was not - a newspapers, journals, circus, booth, folklore, already convict, - here is all, than disposed the city and village. We shall Recall, as important was a newspaper for creative laboratory Dostoevsky. Interesting, as it were changed its creative activity, live he in medium XX age - in epoch radio, cinema and televisions with their furcated by system of the genres and news through each half an hour, uncountable newspapers and journal, video, computer and Internet, telephone, advertisement, author's cantors, thieves' by folklore, baby frighten, anecdote, comics, jazz, fate, priest-music, set of nesting dolls, slogan, trolley bus, plane and companion (satellite)? The mass culture needs For what? Therefore, two hemispheres need for what in human brain (the functional asymmetry of the

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cerebrum). To realize the principle additional, when lack to information in one channel communication is changed excess it in the other. Exactly thereby mass culture is opposed to fundamental culture. Exactly so mass culture was so needs Dostoevsky - a prototype of the cultural figure XX age Ibo mass culture - a semiotic image to realities, but fundamental culture - an image deeply secondary, "secondary prototyping system", needing for its realization in first-order language (fiction philosophy). A full opposition elite culture was in this sense mass culture XX age in one and its copy in the other.

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 (sr. pragmatic, shock malfunction, appearing under inadequate perception of the text of the mass culture thinned actor thinking - an extreme experience).

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.

Appears the question what the mass culture appeared? On our opinion, the notion "mass culture" it is necessary to study in connection with cultural historian, but process of her development is directly connected with theory of the culture. Signifies, mass culture it is necessary to study and analysis, as objective process and then possible reveal her exact purposes. That is to say review on that what processes on its structure and functions wants popular and introduce the mass culture, possible hear, what exactly idea lies in her base. The Ithaca, process of the origin and shaping of the mass culture divide in two epochs. This passive and active epochs of the shaping the mass culture, they are divided as follows

- a period of the passive spreading the mass culture lasted since prehistorically period before XIX - XX ages i.e. before period of the development of the technology;

- a period of the active spreading lasts with XIX - XX age to date. But this period to activities, continuing, develop put(delivered) itself purpose negative that is to say anti moral quality and in effect this mass culture lost its, get fat, the form changed with mass culture with mask negative characteristic.

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, because of developments of the technology, appearances multiple acting on brain of the reader's detective novel and bestseller mass culture from period of the formation has altered by sawing at period of the development. Coming from standpoint of present time because of developments to information and technology the existed more active development of these processes. Now except custom and tradition has begun exist to 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. In accordance with this president Uzbekistan I.A.Karimov was said so: "under mask "mass culture" spread the ideas egocentric, individual, violence and moral spoiled and if it is necessary, in effect this is enriched with contempt's to pertain to ancient to culture many folk, try to undermine their bases - all this can worry the people. At present anti moral takes the culture conversely with disrespects to look at true spiritual value, considering their survival past, seriously threatens the modern development to human life, abutment to families and education youth and many today all over the world fight with this ill". Really, fight with ideology by threat under mask "mass culture" is very important youth in education.

The Theorists of the culture and historians have far from alike opinions about period, when mass culture appeared as independent social phenomenon. For instance, Russian opponent, assistant professor E. Smolskaya considers, one hundred can't be no speech about perennial history of the mass culture. The American sociologist D. White on the contrary considers, one hundred fighting's gladiator Rome, collected and a great deal amount spectators falls into the first elements of the mass culture. A. Adorn writes that prototype of the modern mass culture is an capital development to England on border XVII - XVIII ages. On his opinion novels which were written in that epochs (Daniel Defoe (1660-1731), Samuel Richardson (1689-1761)) pursued the trade purpose. Certainly, these novels came not from culture aristocrat, but from need of the mass. But

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scientist E. Smolskaya considers that these product distant from monotony, characteristic mass culture.

The Phenomenon of the mass culture is expressed as follows. The Life characteristic border XIX - XX ages renders its influence upon broad aspects of the real life: economy and the policy, management and attitude of the people. Life of the people is considered in philosophical product XX age in all spheres. For instance, mass society and characteristic him some looks at culture were a studied philosopher such as K. Jaspers (1883-1969), R. Guardine (1885-1968), G. MacLean (1911-1980), H. Ortega-y-Gusset (1883-1955), Oswald Spengler (1880-1936) and sociologist J. Border (1929-2007), Pitirim Sorokin (1889-1968).

It is Necessary to call attention else on that there is scientist who voiced the negative opinions about process of the origin and developments of the mass culture. Impossible pay no regard to the known Spanish philosopher Jose Ortega-y-Gusset. In his opinion, the society – this is minority and community of the mass. Appears the question, who here in minority? mass, this who? What confirms Jose Ortega-y-Gusset minority-personalities having special take; receive, mass - a collection nothing not differing individual. The Mass that is to say average people, promoted grow the people in city, and narrow professional circle, as well as origin "mass culture" and this circumstance has harmed the cultural level and modern development. In the opinion of Ortega this will bring about die cultures. H. Ortega-y-Gusset in its work under names "riot of the masses" from determination "heap" he takes the notion "mass". The Heap on quantitative and visual glance means it is enough much, but it is enough much on standpoint society of conduct signifies the mass - explains the scientist. He writes: "Society always is in minority and acting unity of the mass. The Minority – this is a meeting apart chosen personalities, but mass this - an average person. Thereby, partial glance - a majority - moves over to qualitative glance". That is to say from opinion of the philosopher follows, majority this not always "much", qualitative "chosen personalities" - is referred to as "majority". Thereby beside majority of the people are not opinions. They cannot theoretically since value essence. Beside majority of the people are not opinions. They can't theoretically since value essence. But this disturbs him to take the correct decision. If so, that thought in head of the people it is necessary to cram as butter in machine. The Scientist understands that social thought it is impossible introduce oppressively. "But, - speaks he, - if no spiritual mastery if no chieftains if people not to manipulate the anarchy" appear in society. Together with this bring the thought Ortega, "mass person – can't think. His thoughts this instinctive under mask thought this - a law of the worldwide gravity to histories". Together with this, mass culture

was studied as type by person of the culture which has occupied the place of the traditional form of the public culture. Exactly these glances were studied such philosopher as F. Niche (1844-1900), M. Weber (1864-1920), N Berdyaev (1874-1948), Z. Freud (1856-1939), E. Fromm (1900-1980), K. Yung (1875-1961). In product these philosopher "mass culture" is expressed as mechanism spiritual un liberty, social removal and humiliations to human personality. We see that in above specified product phenomenon. The Mass culture is valued negatively.

Also in literatures of culture have these opinions too: mass culture, not turn to advertisement, this powerful facility of the shaping the public consciousness in modern capital country, impossible. Mass culture and advertisement are bound between itself close-fitting tie. Under all difference both of them possess the general ideology function and actively use support each other. Will not be exaggeration to say that mass culture in that type, as she exists today, was impossible unassisted and supports of the advertisement, in the same way either as advertisement has not got such developments without participation in her mass culture, Certainly, phenomenon of the modern advertisement exceedingly built and has much aspects, including in accordance with economy, trade, shaping the supply and demand, purchasing interest and t. d. Not concerning all these questions, address to that sides of the advertisement only, which is united her with mass culture.

First, their kinship reveals itself in generalities ideology function. The Advertisement, either as mass culture, forms uncritical, consumer consciousness, so-called consumerism. Both of them are suitable, technically equipped and mentally reconciled facility to manipulate by public consciousness.

What notes O. A. Feofanov, relationship of the advertisement with culture the most direct? Moreover, advertisement itself is part of mass culture, and her principles are broadly used in all her genre. This and understandable: mass culture product society of the consumption, and any her object must possess commercial, market value, because his consumption is defined law of the supply and demand, law market. In this connection each object mass culture must possess as it were built-in advertisement, promoting his realization, his sale... Being part of priest-cultures and possessing all corresponding to this phenomenon feature, bourgeois advertisement emerges in dug the its figurative priest-propagandas.

The Other general particularity of the advertisement and mass culture is concluded in that that both of them possess the ability banality that is to say simplify and average the mass consciousness. Any value, any contents they capable to transform in commonplace and thereby to reduce on no her social neither sense as he nor was. The American

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sociologist U. Henry in article "Advertisement as philosophical system" emphasize that advertisement washed value and gradually gestates, does their trivial and finally promotes indifferent or even cynical attitude to us. Hereto, the conclusion comes and researcher of the advertisement is Given-Chastised Buzi. To obtrude the certain style or taste, advertisement was to destroy the original objects. But this, can be, one of the main laws "mass culture ... Itsself object has no big value, he is valued only so far as he presents determined still.

At present threat under mask "mass culture" negatively influences upon reason youth. And together with this, she has a characteristic to undamaged the national development. And this characteristic, "mass culture" "cuts the root of" person. Her real dangerous consequences consists 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.

The Ithaca, we see that if person to cut the root, him possible liberally to manipulate and itself not knowing that, he throws itself during "mass culture". On this cause possible to verbalize the Russian scientist V.G. Fedotova, he will form "individual without cortex". The Scientist comes to opinion about that that "by means of SMI will appear the mass an individual "without cortex" and as a result society will fall into condition anomie (the loss tradition and discipline)". If in society will disappear discipline, which is disappeared value and moral.

Signifies if disappear the moral that in society will appear the mass of the spiritual poor people. But this is a main by purpose "mass culture".

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.

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