

## MATURATION OF YOUTH AND INFLUENCE OF IDEOLOGICAL FACTORS

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### Abstract

Youth maturity is one of the most urgent issues in the development and development of society. It is especially important to increase the effectiveness of ideological factors. For this purpose, it is appropriate to consider the use of certain propaganda technologies as the main factor in achieving the desired result. Forming the worldview of young people under the influence of ideological factors, encouraging them to act by acquiring certain values is the main task of any propaganda. That's why Plato, one of the great philosophers of antiquity, said about propaganda: "Attracting people's attention is an art. It is not necessary to give them the gift of sight. They have this blessing. Only a person looks in the other direction, not in the right direction. It is necessary to work hard to attract his attention in the right direction" [2;260-261], of course, he did not say that for nothing.

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For propaganda, first of all, it is necessary to identify the existing problem. That is, it is necessary to determine the main goals that need to be inculcated with ideological factors. For this, "Why was this goal necessary?", "Which structures can be involved in the promotion of this goal?", "Among which social groups will these goals be promoted?" it is necessary to find answers to such questions. The collected data is analyzed and the existing situation, problems and solutions are identified.

Then, a deep study of a person's attitude to a certain factor and his values is implied. In other words, at this stage, it is necessary to clearly determine for whom the campaign is intended and to form an idea. Because, although a message may be intended for many audiences, it cannot be delivered in the same way to different audiences. Therefore, ideological propaganda also requires audience segmentation. After all, audience segmentation requires the development of effective methods of promotion. For example, it is difficult to organize campaign activities aimed at groups consisting of neighborhood residents, students-youths, soldiers-officers, businessmen, pensioners, intellectuals, men, women, etc. using the same method. Instead, an approach that takes into account the unique characteristics of each layer will ensure that the campaign is effective. For example, it is more difficult to influence the mood of businessmen with the information delivered to intellectuals while absorbing ideological factors. Or adults may be indifferent to appeals that arouse the emotions of young people. Since the worldview, interests and values of representatives of different social groups differ from each other, it is natural to take this factor into account in the promotion of ideology. Therefore, many scientists point out that trying to cover a lot of objects at the same time, addressing everyone in the same way in propaganda is less effective.

Also, when it comes to the possibilities of ensuring the effectiveness of ideological factors in propaganda, it cannot be ignored that the age, gender, and family status of people have a serious impact on their worldview and reaction to events. Naturally, it is extremely important to pay attention to the mental state of people in the process of such promotion. Although the fact that a person's mental state is quite variable makes this task somewhat difficult, it should be noted that this factor cannot be ignored. After all, it is difficult to achieve a significant result by communicating information with the same content and addressing in the same way to those who actively support the reforms, to those who are indifferent to the life of society, and to those who are dissatisfied with social changes. Therefore, the factors of ideological propaganda must be based on principles such as the mental state of people, their attitude to the reforms taking place in our society, and the level of their support.

It is worth noting separately that people's activity in social and political life, their knowledge of their rights, that is, their own "spirit of freedom" and the level of their participation in politics cannot be ignored in the promotion of ideological factors [3 ;]. It is known that active people who actively participate in decision-making at the local level, who are not indifferent to the problems of society, and those who consider themselves to be "small people" have different attitudes to life. This factor also requires a special approach to the promotion of ideological factors.

In propaganda, a certain ideological idea or idea is selected as an attractive source of information that can interest and gain people's trust. Then specific plans and programs for strategic planning of logical communication between the information transmitter and its consumer are developed. Only after that, it will go to the stage of direct communication . Tasks at this stage should be performed based on a clear plan and a creative approach to promotion work. For this, first of all, attention is focused on adapting to the views and aspirations of the population, influencing their emotions, and actively implementing the propaganda of ideological factors. These tasks must include the promotion of ideas and thoughts that are in the interests of people, conveying information in a way that is consistent with their views, values and aspirations.

Of course, modern technologies of ideological propaganda and propaganda work cannot be implemented without effective and rational use of mass media. The main reason for this is explained by the fact that there is no ideological propaganda tool capable of covering a relatively wide audience like mass media . Experts are also talking about this. For example, in the opinion of political scientist A. Tuzikov, "The study of ideology in modern society is closely related to the study of the role of mass media in the socio-political, cultural sphere, because mass media, on the one hand, is considered a space of ideas, on the other hand, it is considered a space where ideological symbols are created. There are different ideologies in this media space, most of which are hidden. Therefore, the study of this problem is important from a theoretical and practical point of view. [4; 123]. .

In fact, we are all living witnesses that mass media has become the most effective and powerful tool of ideological influence today. In a sense, it is no exaggeration to say that they have become the best "teacher" and "interlocutor" of each of us today. Especially in the current era, when the situation in the fields of ideological struggle is becoming more and more complicated , it is necessary not to weaken the propaganda of ideological factors , but to increase its effectiveness and to be aware of any ideological threats. not getting it is a big mistake. In this regard, the mass media are assigned the task of responding to information terror, ideological threats, giving an appropriate blow to attacks aimed at ideological subjugation and spiritual subjugation of our people, and establishing strong ideological immunity in citizens.

dangerous period, when the development strategy of New Uzbekistan is being implemented in our country and there is a struggle for the mind and heart of every person, propaganda of ideological factors has become one of the urgent issues. In this regard, as the President of our Republic emphasized, " The time has come to develop scientifically based z moral technologies and new forms of propaganda, methods of effective fight against threats..."[1;262-263]

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