



## THE ROLE OF INFORMATION CULTURE IN ENSURING FAMILY STABILITY

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**Abstract:** In today's information age, the rapid growth of information flow is causing not only positive but also negative impacts. The rapidly changing information environment and the increasing speed of data transmission through digital technologies create opportunities for humanity on one hand, while posing certain risks on the other. From this perspective, it is becoming a requirement of our time that every individual possess a high level of media literacy, develop information culture, and be able to make conscious decisions in the media environment.

**Keywords:** Information culture, Family, family environment, mass media, Digital technologies, society.

Information culture encompasses not only the rules for receiving and transmitting information but also the principles of adapting to the virtual world, maintaining moral norms within it, and developing social responsibility. The family is the most crucial institution in society, playing a decisive role in transmitting cultural heritage, preserving values, and strengthening intergenerational bonds. If information culture is not sufficiently developed within the family, the younger generation may fall prey to manipulative information from social networks or media, potentially eroding family traditions and values. From this perspective, monitoring information consumption in media and social networks, analyzing digital content for moral and educational value, and discussing media and information culture issues within family discourse serve as vital factors in maintaining family stability. Research on the role of social networks in the family environment indicates that children's and adolescents' attitudes towards information and their media usage habits are directly linked to the family's communication culture and parents' digital literacy levels. Through A.E. Kolpakova's research, we understand the potential dangers of the family's informational existence - that is, their way of life in the modern information environment. In this context, information culture and media literacy are not merely technical skills but also means of socio-moral immunity. Social philosophy here is not merely analysis, but a system of ideas operating in a normative-protective manner: it seeks to answer the question of how a family can achieve moral stability in conditions of information freedom.

In the context of digital technologies, the forms of information exchange between parents and children are changing, with instances of virtual communication displacing real-life interaction being observed. This necessitates a socio-philosophical analysis of the issue of family bond strength. Parents' media literacy is one of the key factors in ensuring their children's safety in the virtual environment. It is parents who should teach their children the necessary skills in how to receive information, to what extent to trust it, and how to recognize incorrect or false information. This creates the need to incorporate media literacy into the family education process.

Purposeful and ethically grounded management of mass media and digital technologies in ensuring family stability is one of the important strategic approaches. The expansion of content in the media and social networks aimed at strengthening family values and parent-child relationships contributes to the formation of a positive information environment in society. However, in this process, it is crucial to strictly adhere to the philosophical and ethical principles of disseminating and receiving information.

Overall, media literacy and information culture are of strategic importance for family stability, intergenerational communication, and the preservation of national values in today's global information environment. The integration of media and information with social institutions in society, and the development of principles for information dissemination in family relations, lays the foundation for the sustainable development of digital culture. Therefore, social institutions, the education system, mass media, and social networks that contribute to the formation of information culture in families should operate based on a comprehensive approach. By fostering individual and collective moral responsibility in information consumption, it is possible to strengthen family stability and social well-being.

The family serves as the primary foundation for developing society's ideological immunity against information attacks. This is because children receive their initial information from the family, through which they adapt to moral values. In today's information landscape, social networks and digital information resources are viewed as factors threatening family values. Notably, scientific research on the increasingly complex mechanisms of instilling various ideas into young people's minds through the Internet indicates that youth can protect themselves from negative information flows by consciously developing a critical approach to social networks.

Information security plays a crucial role in a family's information education. To ensure family stability, parents should teach their children proper Internet use and cultivate a culture of information selection. Studies show that negative information-psychological attacks and cybercrime in the information space threaten young people's spiritual growth. Therefore, these risks can be minimized by fostering media culture within the family. The role of media literacy and information culture in the context of social philosophy is directly linked to the family's position as a social institution in society. The family, as the smallest yet most vital unit of society, fulfills the task of shaping human moral consciousness and transmitting culture, traditions, and values from one generation to the next. In today's globalized world, the information space exerts an increasingly powerful influence on human consciousness. Research on the transformation of human moral consciousness in the new virtual world emphasizes that the widespread proliferation of mass culture and virtual reality can weaken human moral consciousness, potentially leading to the breakdown of family relationships.

Media literacy and information culture are considered crucial factors in ensuring family stability. In the context of intensifying information attacks, members of society, especially parents and young people, must develop critical thinking, media literacy, and information culture to preserve family values. Since the family, as a social institution, plays a central role in shaping human consciousness and maintaining spiritual stability, a conscious approach to media influence is vital for societal development. In this regard, building immunity against information attacks, establishing information education within families, and fostering media literacy and critical thinking skills are pressing issues today. This scientifically-based analysis helps to understand the impact of the media and information environment on family stability

and to determine appropriate strategies in this process from the perspective of social philosophy.

Analyzing today's digital society from a postmodern perspective, the family institution remains under the threat of individualism and relativism. The paradigm of digital postmodernism emphasizes that information technologies have the property of reinterpreting reality. Now family values are also formed through virtual realities, which is one of the factors shaking the traditional foundations of the family. Within the framework of digital postmodernism, instead of the "unified and permanent" institutional image of the family, its multi-format variations are being formed. Through media culture, gender roles are being reinterpreted, the social functions of the family are being diversified, and as a result, new problems arise for the spiritual unity of the family. In such conditions, social simulacrum (in the interpretation of Jean Baudrillard) leads to the spread of family values through artificially created models. In this process, the issue of the family as a social construct adapting to new forms or relying on outdated traditional models is of great importance.

According to Manuel Castells' paradigm of the "Information Age," most economic and social relations in modern society are formed within the framework of information capitalism. The term information capitalism means that in modern society, information has become the main economic resource as a source. As a result, family stability also became directly dependent on the dynamics of information consumption and media capitalism.

The conclusion is that the principles of combating disinformation in the media and social networks should be carried out in harmony with the strategic measures being formed within the framework of global information policy. One of the important mechanisms for protecting the family institution from disinformation is the transformation of the media as a social institution, the scope of its responsibility for disseminating information, and the strengthening of the principles of critical journalism. Due to the fact that fake news, manipulative content, visual disinformation, and artificial algorithmic influence are increasing in today's information environment, the need for the state to improve information analysis mechanisms, introduce algorithms for detecting fake content, and strengthen the standards of journalistic ethics is increasing. International experience in limiting the flow of disinformation on social networks shows that increasing the level of information literacy in society and introducing the principles of objectivity through the media can significantly limit the processes of disinformation spread. From this point of view, it is necessary to form mechanisms to protect the family institution from the influence of disinformation by expanding spiritual and educational content through the media and digital platforms, increasing moral responsibility in the social information space, and raising the professional level of the media.

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