



## THE ROLE OF MODERN INFORMATION TECHNOLOGIES IN THE MORAL UPBRINGING OF YOUTH

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**Abstract:** This article analyzes the globalization of traditional moral culture in the context of intensifying information flows. It highlights the impact of globalization on national and universal human values, the transformation of ethical norms, and the role of modern information and communication technologies in cultural development. Furthermore, the expansion of intercultural dialogue, the popularization of spiritual heritage, and the enhancement of knowledge exchange are examined as positive aspects of globalization. In contrast, the weakening of national values, the growing influence of mass culture, and the risk of a moral crisis are analyzed as negative consequences. The findings of this research serve to identify key factors for the preservation and development of traditional moral culture.

**Keywords:** Information flow, globalization, traditional moral culture, national values, spirituality, intercultural dialogue, mass culture, ethical norms, digital technologies, cultural heritage, positive impact, negative consequences, global information space.

In today's era of accelerated information flow, traditional moral culture is coming face to face with various development factors and is being reshaped in a new global environment. It is noteworthy that, alongside the centuries-old foundations of local moral values, a mechanism for rapid exchange is emerging under the influence of modern technologies. The development of information technologies, including the widespread use of the Internet, the unlimited dissemination of mass media, and the rapid transmission of information through various mobile applications, has a serious impact on the human worldview. In this regard, ideas spread through the flow of information, literature, films, opinions on social networks can bring new norms to the local culture or weaken some aspects of traditional moral principles. In such a process, the adaptation of traditional moral culture to modern conditions and, at the same time, the preservation of its centuries-old values is undoubtedly of current importance.

National moral norms serve as the most important unifying factor in a society, as they are formed as a product of the people's historical experience. These moral values serve as the main criterion in determining relationships between people, ensuring family harmony, or creating rules in the mahalla institution. However, there is a possibility that the diverse cultural influences clearly visible in the process of globalization will also encourage the practice of local relations to new processes, enriching with new ethical concepts or weakening some traditions. For example, in some cases, values such as "respect for elders" and "acting with the blessing of elders," which are firmly established in our customs, may remain at a certain point in the process of adopting new scientific and practical approaches, technologies, and innovations developed due to intercultural differences. At the same time, conversely, the global flow of information can increase the need for traditional morality and spread its propaganda around the world thanks to the Internet.

In today's information society, the formation of new global moral norms is also observed based on ideas that are instantly disseminated through various instant applications, information platforms, and virtual stores. At the same time, it is possible that traditional rules of ethics, which are rich in values and remain on paper or behind the screen, will be overlooked by the public. However, the importance of spiritual unifying principles rather than dry technology is becoming increasingly understood among people. At a time when global countries are connecting with each other through economic ties, tourism, and migration, the age-old ethical principles of each society play an important role with their rich heritage. Because morality is a set of rules and regulations inherent to society, it is reflected in the mind of a person in this society and becomes a qualitatively sound value. Therefore, in the context of open borders, these values may indeed require revision in accordance with the requirements of globalization or urgent revision of concepts.

One of the key factors that elevates traditional moral culture to a global level is the education system. During globalization, many countries strive to learn from each other's best practices and adapt them to their national conditions. Therefore, in order to actively preserve local moral norms in society, special attention must be paid to them in the educational process. From school to university, students must deeply study traditional moral norms, the national mentality, and the moral traditions of the society in which they live through rich historical sources and literature. However, at the same time, they must be aware of the scientific, cultural, and moral processes occurring in the world through modern technologies; these two sources—tradition and innovation—must exist in a balanced manner. After all, in the era of globalization, if the propaganda coming through the flow of information is accepted unilaterally, there is a risk that the moral patterns formed in the embrace of local moral norms will be disrupted or completely ignored. In such cases, there is a possibility of a moral crisis in society and the accumulation of biased concepts formed under the influence of some alien ideas.

One of the most important positive aspects of the globalization process is the opportunities for a comprehensive study of experience related to moral values. When conducting scientific research on the similarity or difference of moral norms between different societies, the continuous increase in the flow of information makes it easier to access many sources at the same time. Researchers, specialists, or those interested in the field can access a rich database in a very short time through various online libraries and digital archives. As a result, it becomes possible to conduct a wide-scale discussion on a number of objective ideas related to traditional moral culture, historical data, customs, and rituals passed from one society to another. This serves to prevent the localization of the local branch of national moral culture and its further enrichment. In this regard, the active promotion of our ancient values in the information space and their study by other communities can further strengthen the appreciation of local traditional moral culture in the process of globalization. On the other hand, in the process of the erosion of traditional moral norms during the period of intensifying information flows, certain negative consequences also manifest. First and foremost, integration processes associated with globalization require the implementation of specific measures to preserve moral sources such as the local language, national literature, and historical heritage as an unfading gem. Due to the rapid flow of information, some peoples, especially in economically underdeveloped regions, receive information inexpensively, with rapid power, but they may not have enough to sort it out, misconceptions or a critical approach to the data.



In the culture of such societies, the probability of the spread of alien principles and the emergence of unhealthy moral views in the minds of young people increases. In some information or propaganda messages disseminated through social networks, for example, cases contrary to traditional moral values may be seen as a result of promoting violence or prohibited ideas. Therefore, in the context of globalization, it is important for every society to have an individual moral filter, that is, mechanisms for the selective acceptance of information content.

Globalization requires an adaptation process, as information does not remain the same in a rapidly changing world. In this regard, spiritual and educational programs that encompass traditional moral norms serve as the foundation for how information is sorted. The adoption of innovations in society or the establishment of broad cooperation with different countries opens doors to broad opportunities not only for economic development but also for a spiritual worldview. However, it is a great mistake to reject traditional moral rules or to limit oneself to viewing them as an archaic pattern. After all, traditional values, which in most cases reflect spiritual principles, play a key role in many areas, such as establishing strong relationships between people, developing a stable family institution, and properly establishing cooperation. Therefore, in the era of globalization, traditional moral culture should not be overlooked as an ethical foundation that strengthens cooperation toward common goals.

In conditions of accelerated information flow, ethical concepts spread very quickly not only among specialists and academic circles but also among the general public. Consequently, the promotion of traditional moral norms through education, upbringing, the media, literature, and art becomes an even more complex task. However, at the same time, information networks can provide an excellent opportunity to introduce local moral values to the general public abroad, to familiarize the reader or viewing audience with a certain significant spiritual value. For example, through cultural exchange projects or art festivals between countries, it is possible to organize interactive discussions on understanding each other's moral traditions and what needs to be done to preserve them. In this case, one of the clear strategic tasks is to prevent misunderstandings that may arise due to various intolerance, ignorance, or prejudice. After all, in conditions of accelerated information flow, there is a possibility that misunderstandings or one-sided views will lead to conflicts between societies.

In the process of globalization, every country can use the opportunities provided by the information flow to develop its national interests and national moral values. For example, it is possible to create educational programs, educational programs, and online platforms that encourage family relationships, which play an important role in traditional moral culture. Through this, the local community can not only preserve and develop its values but also demonstrate its high moral principles in the international arena. Through projects implemented jointly with libraries, theaters, and traditional art groups, as well as through ethnographic forums and interactive programs among youth, it will be possible to strengthen national morality in the context of globalization and, on the contrary, to harmonize it with the requirements of the times. In particular, through regular communication with foreign experts, intellectuals, and ethics specialists via the Internet, and by studying their advanced experience, traditional ethical culture can grow and enrich to some extent.

On the other hand, as the flow of information accelerates, cyberspace is becoming one of the important platforms in the system of globalization. In a virtual environment, concepts and attitudes can differ significantly from the norms of traditional society. In some cases,

anonymity, unlimited possibilities, and lack of control can produce content that violates information ethics and contradicts traditional moral principles, causing moral disorientation (ambiguity) in the minds of young people. Therefore, along with the laws and regulations regulating cyberspace, it is necessary to effectively form a system of concepts regarding Internet ethics and virtual moral values in society. In this regard, the priority task is to develop local moral values not through legislative acts, but through spiritual and moral propaganda, and to increase the culture of media literacy in the minds of young people. Because young people should understand traditional moral values not as a vanishing value, but as an ethical place that ensures the future. Globalization should be viewed as an opportunity for mutual enrichment through a humble approach and dialogue, rather than a process rich in contradictions between these ideologies.

According to some experts, globalization causes a certain homogenization, as common sources, information, and consumer culture manifest in the same way in different regions. As a result, some diversity will disappear, and institutions such as a well-maintained mahalla and an extended family, which adhere to traditional moral norms, may be weakened. Other theorists, on the contrary, argue that in the global process, local traditional moral customs will receive even more attention, as they can generate more interest from the outside through the market economy, history, tourism, and branding. Indeed, through ethno-tourism or gastronomic tourism, the local culture can be met with great admiration from the outside, and as a result, the traditional moral characteristics of the people can be appreciated by foreigners. Such diverse approaches show that in a globalizing world, there are both many opportunities and certain risks for a traditional moral culture.

When moral norms manifested in global information flows clash with regional dogmas and concepts, cultural contradictions can often arise. However, it is advisable to perceive this as an opportunity for dialogue rather than seeing it as some kind of negative process. Because if a traditional moral culture is strong, it does not remain neutral; on the contrary, it engages in communication and is formed on the basis of mutual understanding. In the process of communication, certain positions and concepts can be revised, enriched, or abandoned. What is important for every society is not to lose the foundations of its traditional code of ethics, but at the same time to accept progress as a process that cannot be delayed. Therefore, local moral culture and the process of modernization have always been in interaction. In the modern era, this influence has risen to a global level.

In the era of intensifying information flows, it seems difficult to preserve a traditional moral culture while simultaneously harmonizing it with global common principles. However, the implementation of programs such as scientific works on literature, history, religious heritage, human ethics, translations, and the promotion of national values through mobile applications, as well as the study of Eastern moral culture in many universities around the world, are yielding many positive results. However, a certain way of life, moral concept, or independently formed culture in the world should not be completely separated from other international principles in the ecosystem in which it lives, in the system of global relations. Such a combination creates a new synthesis environment in the ethical standard, in which local traditions are both adapted and enriched, gaining wide practice alongside global ethics. Thus, in the era of intensifying information flows, traditional moral culture undergoes a process of simultaneous relaxation and testing in the context of globalization. The positive aspect is that



technological progress accelerates information exchange, facilitates interethnic dialogue, and creates a foundation for innovative knowledge to penetrate deeply into the mentality of society. Strengthening the promotion of local moral culture on the world stage can serve as a lesson to other nations through its values and demonstrate its potential. At the same time, the negative aspects are that any innovation, the rapid flow of information, especially the Internet, opens the door to ideological threats that can be encountered in the minds of the population. As a result, if traditional moral values are approached with little attention in modern life, pure spiritual principles may appear as an outdated pattern. Therefore, it remains an important task for every society to effectively use the opportunities of globalization while simultaneously preserving the pillars of traditional morality.

Of course, not only government agencies or scientific centers, but also families, mahallas, non-governmental organizations, the intelligentsia, and public activists should participate in this process. Because morality is a broad concept that is not limited to formal politics or two or three books in education. It is a rule that must be instilled in the minds of the members of society. At the same time, in order not to fall behind in development, it is necessary to maintain constant openness to cooperation with different cultures, the skill of reconstruction, and sincere dialogue. A moderate approach, along with the careful preservation of historical heritage, familiarization with other people's moral approaches and the adoption of beneficial aspects from them, and the ability to foresee that contradictions between cultures may pose a threat to the development of society—these are the most important issues for traditional moral culture in the process of globalization. Thus, in the era of accelerated information flow, traditional moral culture, while accepting global changes, is required to firmly preserve its historical, national, and spiritual foundations. Globalization can unite society as a whole and unite people, but spiritual and moral principles serve as a reliable basis for supporting any unity in a healthy form. Therefore, it is an urgent task for every country or society to accept global development in an acceptable way, relying on its historical traditions and moral code, while maintaining the glory of national values and developing relations with the modern world. In this process, along with the use of technological achievements that follow the spread of information, the introduction of innovations, it is necessary to be able to show such concepts as justice, kindness, respect for the elderly and young, embodied in our traditions, in the context of the expanding world through rich communication. After all, traditional morality is not an archaic concept left in the past, but must continue to exist as an important ethical tool in a globalizing society. Such contradictory processes ensure the emergence of a diverse moral space, rather than a single ideology, in which every society can participate with its historical values and contribute to the entire world

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