PROBLEMS OF MORALITY AND ETHICS IN THE CONTEXT OF GLOBALIZATION

Sh.S. Bozorov
Associate Professor Department of Humanitarian Sciences and Information Technologies, SamSIFL

Abstract: This article addresses issues of ethics and morality in society and their impact on youth and the overall social environment. It analyzes moral values, the clash between traditional and modern values, as well as the moral crisis among youth and its causes. The role of mass media, the education system, parents, and teachers is discussed, along with their significance in the development of moral norms. The article contains recommendations aimed at nurturing future generations as morally mature individuals through addressing moral issues.

Keywords: Moral values, youth, social problems, mass media, education system, traditional values, modern values, moral norms, globalization, humanity, relationships.

Currently, moral issues are actively discussed in society. Morality, as a set of norms and rules that regulate human behavior, plays an important role in social life. Moral values and norms ensure societal stability and regulate relationships among people. Moral questions are closely related to social development, culture, and the education system. This article examines the discussion of moral problems in society and their influence on youth and the overall social environment.Moral values in each society are unique. They are shaped by historical, cultural, and social factors. In Uzbek society, important concepts among moral norms include traditional values, family relationships, and hospitality. However, globalization processes and technological advancements are changing these values. As a result of these changes, moral perceptions and values among youth are being updated which leads to a number of problems. The crisis of moral values causes negative changes in the behavior of many young people. These processes significantly affect the lives of millions of people—especially youth—in any society experiencing transition periods. Values that previously seemed stable are experiencing a crisis. Alongside radical changes in social relationships among youth noticeable shifts occur within value systems as well; former values lose their significance while opposite attitudes emerge that negatively impact the social, spiritual ,and moral character of young people.

The current state of morality in society—especially among youth—can be characterized as a deep moral crisis that alters people's behavior; it deforms it and forces them to adapt their actions to new conditions. Youth serves as a sensitive barometer for social progress [5:131]. How society regards its youth and which values are deemed priority can provide an accurate assessment of this society's spiritual health. Recognizing this truth allows us to assert with confidence that the issue of morality is one of the most pressing concerns today. The term "morality" originates from the Latin word mos (plural form - mores) meaning custom or tradition; consequently,moralis means "ethical" or "nurturing."

Morality differs from other forms of social regulation in that its requirements are justified in a special way. In morality, social necessity, the needs and interests of society or social groups are expressed in the form of generally accepted, stable patterns of behavior—

norms, rules, and evaluations that are reinforced by public opinion, habits, and traditions. Therefore, moral demands are directed at everyone without exception but are not imposed by anyone's order—they take the form of an impersonal duty. These requirements have a relatively stable character.   Unlike customs and traditions that persist through habit, morality has an ideological foundation in form of representations about how a person should live and act [4, 9].

The peculiarity of the philosophical idea of morality lies, firstly, in the fact that proper behavior, order in morality, and a correct character ("moral trait") are formed through the awareness of distinguishing them from spontaneously arising behavior in everyday life. Secondly, morality determines human will and its boundaries—the limits of internal duty or freedom that are restricted by certain organizational-normative conditions. According to one widely accepted contemporary approach, morality is interpreted as a means (in particular, normative) for regulating human behavior. This understanding of morality was formed by John Stuart Mill in his teachings on utilitarianism, where morality is defined as a set of rules guiding people's behavior. However, the understanding of morality as a specific form of imperative appeared earlier and was developed in various interpretations by Thomas Hobbes, Bernard Mandeville, and Immanuel Kant.

A.A. Guseynov and R.G. Aparsyan provide the following definition of morality:

- The supremacy of reason over affections;
- The pursuit of the highest good;
- Good intentions; selflessness of intentions;
- The ability to live within human society;
- Humanity in relationships between people or social (human) forms of relationships;
- Autonomy of will;
- Interconnection expressed in the "golden rule" of morality [1,26].

Alongside this definition, moral concepts are often understood as any generally recognized system of norms for individual behavior within philosophical literature, journalism, and everyday speech [3,276].

The concept of "morality" is complex and multifaceted. Among scholars there are those who differentiate between morality and ethics. There are several views on this question that do not contradict each other at their core. If we understand morality as a form of public consciousness, then it includes practical actions by individuals as well as customs. Other definitions include: morality is strictly established norms that regulate human behavior through external psychological influence and control or public opinion.

Thus, our understanding of morality reflects the sphere of spiritual freedom for individuals where universal and social imperatives coincide with internal motives. Morality becomes an area for human initiative and creativity while expressing one's inner relationship to good. V.I. Dahl defined morality as opposed to physicality; moral pertains to spiritual life and is contrasted with reason but simultaneously forms a common spiritual principle with it. V.I. Dahl viewed truth and falsehood as rational concepts while good and evil were seen as moral categories; thus a moral person is one who is virtuous. V.G. Belinsky elevated an individual's aspiration toward perfection and happiness according to their duties to the level of "the main law of morals" [2,100]. To illuminate moral issues within society it is necessary to conduct a range of initiatives. Mass media outlets educational institutions along with public organizations play important roles in promoting moral values. Through educational programs seminars workshops it's possible to raise levels on moral consciousness among youth . Within education

systems teaching moral values holds significant importance for preparing young people for social responsibility. Mass media is an important tool in addressing moral issues in society. Television, radio, the internet, and social networks enable the promotion of moral values and norms. Open and sincere discussions of moral problems through mass media contribute to raising the moral consciousness of society. When covering moral issues, it is important to consider the opinions of young people through social networks and to discuss them, which fosters the development of moral values.

The education system plays a crucial role in introducing young people to moral values. The introduction of moral education programs in schools, universities, and other educational institutions is significant for shaping the moral consciousness of youth. Moral education helps prepare young people for social responsibility and improves their behavior. Teaching moral values fosters mutual respect and social responsibility among students. The role of parents and educators in addressing moral issues is invaluable. They must teach young people to act in accordance with moral norms. Moral education also contributes to self-knowledge and the development of mutual respect. Parents play a critical role in shaping their children's future behavior by teaching them moral values, while educators fulfill an essential mission by integrating moral education into the educational process, thus nurturing youth as morally mature individuals.

Overall, addressing moral questions in society emphasizes the importance of moral values. In shaping the moral consciousness of youth, it is necessary to maintain a balance between traditional values and modern requirements. This, in turn, ensures societal stability and improves relationships between people. Open and sincere discussions about moral issues within society contribute to raising future generations as morally mature individuals. The development of moral values is a crucial factor in ensuring social stability within society. Addressing these questions helps raise youth as morally mature individuals and contributes to creating a sustainable and peaceful society for future generations.

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