



The role of eastern philosophy in building immunity against the attack of western popular culture

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ARTICLE INFO

Article history:

Received June 2022

Received in revised form
25 June 2022

Accepted 25 July 2022

Available online

20 August 2022

Keywords:

Eastern philosophy,
Western philosophy,
mass culture,
information flow,
social networks,
virtual life,
Eastern education,
Eastern lifestyle,
European civilization.

ABSTRACT

In this study, the role of oriental education in increasing the importance of traditional culture, the role of oriental education in increasing the importance of traditional culture against pop culture, which is now becoming a part of the culture of all countries, the way of man and his life path in oriental philosophy, and the path leading to perfection are discussed in this research. views. It is about the role of establishing a view of Eastern philosophy as a part of the youth education system in forming a stronger and more durable worldview than foreign ideas and ideologies.

2181-1415/© 2022 in Science LLC.

DOI: <https://doi.org/10.47689/2181-1415-vol3-iss4-pp29-34>

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G'arb madaniyati xujumga qarshi immuni shakllantirishda sarq falsafasining o'rni

Kalit so'zlar:

Sharq falsafasi,
G'arb falsafasi,
ommaviy madaniyat,
axborot oqimi,
ijtimoiy tarmoqlar,
virtual hayot,
Sharq ta'limi,
Sharq turmush tarzi,
Yevropa sivilizatsiyasi

ANNOTATSIYA

Maqolada an'anaviy madaniyatning ahamiyatini oshirishda Sharq ta'limining o'rni, hozirda barcha mamlakatlar madaniyatining bir qismiga aylanib borayotgan pop madaniyati fonida an'anaviy madaniyatning ahamiyatini oshirishda Sharq ta'limining o'rni ko'rib chiqiladi. Bu tadqiqotda inson va uning Sharq falsafasidagi hayot yo'li hamda komillikka etaklovchi yo'l tadqiq qilinadi. Gap yoshlar ta'lim tizimining bir qismi sifatida Sharq falsafasiga oid qarashlarni tasdiqlashning yot g'oya va mafkuralarga qaraganda kuchli va barqaror dunyoqarashni shakllantirishdagi o'rni haqida bormoqda.

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Роль восточной философии в формировании иммунитета против атаки западной популярной культуры

АННОТАЦИЯ

Ключевые слова:

восточная философия,
западная философия,
массовая культура,
информационный поток,
социальные сети,
виртуальная жизнь,
восточное образование,
восточный образ жизни,
европейская цивилизация.

В статье рассмотрена роль восточного образования в повышении значимости традиционной культуры, роль восточного образования в повышении значимости традиционной культуры на фоне поп-культуры, которая в настоящее время становится частью культуры всех стран. В данном исследовании рассматривается человек и его жизненный путь в восточной философии, а также путь, ведущий к совершенству. Речь идет о роли утверждения взглядов на восточную философию как часть системы образования молодежи в формировании более сильного и устойчивого мировоззрения, чем иностранные идеи и идеологии.

INTRODUCTION

Topic relevance. The increasing influence of popular culture on state and activities of modern society determines the importance of studying the reasons for its future development prospects and forming a strong immunity against it in the minds of young people.

The cultural crisis at the base of European civilization is described in such categories as mass culture, mass society, mass man, technologization of consciousness, entertainment industry, and others. These phenomena are also revealed in our country with their peculiarities related to the general crisis of society. Popular culture demonstrates clearly the irreversible process of destroying traditional worldview relations and forming new, global changes taking place in the field of ethics. The problems that mass culture poses to our society and individuals are considered based on the analysis of their relationship with mass culture, which is characterized by a wide range of multifaceted aesthetic, moral, psychological vectors, this inevitably causes countless sharp internal contradictions, including moral conflicts, instability of behavior. The subject of modern mass culture exists in unique moral dimension, in which the regulatory power of traditional moral norms and ideas hardly penetrates. In his spiritual life, the role of unconscious, irrational becomes active, and emotional side dominates logical and rational one.

Based on the relevance of the above topic, the main goals and objectives of the research are in the fact that nowadays, traditional idea, which has become a part of the culture of all countries and promotes unity for all, regardless of religious values of nation, is losing the value of traditional idea.

LITERATURE ANALYSIS FROM TOPIC SURFACE

Popular culture attack and its impact

For a person living in the 21st century, the appeal of popular culture is compared to “unconscious demon” that arises from stressful situations in which a modern person finds himself now and then escapes to outside world. Today, many scientists are concerned about the intensity of influence of popular culture on formation of young generation, which

makes radical changes in the process of getting acquainted with the values of this culture and forms a light emotional perception of surrounding world. The most common pop culture categories are: entertainment (such as movies, music, television, and video games), sports, news (such as people/places in news), politics, fashion, technology, and slang.

Among them, the countries with the most influence on pop culture are the United States, Japan, and the United Kingdom. Other countries such as South Korea, China, Italy and France are also highly influential. Capitalist popular culture was not true culture of the people, but a system of uniform and standardized artifacts produced by elite in service of capitalist hegemony. Consumer demand for Hollywood movies, pop music, and consumable books is fueled by the hegemony of corporate elites who control media and corporations. It is the elite who modify the products according to their narrow ideological values and norms, and the audience becomes accustomed to these normative conventions, and this starts becoming intellectual.

A destructive idea of popular culture is that a person should live free of his will and emotions, preferring freedom and kindness over innocence in life. Due to such views, as a result of such lifestyle, drug addiction, sexual violence, crime, same-sex lifestyle, and exit from sexual differences in society leads to fatal situations.

Sources of popular culture distribution include:

- Movies
- Television program
- Television advertising
- Animation
- Popular songs
- Corporation
- Fashion
- Books (some)
- Comics [silent]
- Radio
- Video game [PUBG, SDN]
- Internet resources
- Social networks

Currently, the largest source of these is social media (interactive computer-mediated technologies that facilitate creation or sharing of forms of information and ideas through virtual communities and networks). Social media platforms like Instagram, Facebook, Twitter, YouTube, TikTok and Snapchat are the most popular applications used by the younger generation on a daily basis. Social media is used in people's daily lives in our current society. Social media is an important part of our culture as it continues to influence on the forms of communication we use to connect with our communities, families or groups of friends. All these are wounded from the western worldview and western philosophy. During the 19th-19th centuries, the importance of Eastern philosophy throughout the world has increased, and nowadays, due to the flow of mass culture, the owners of such views and ideas are decreasing. What is the importance of Eastern philosophy in the attack of mass culture? What are the advantages of ideas and views in Eastern philosophy against the flow of pop culture?

We can say that Ancient Eastern philosophy is not only the oldest storehouse of human wisdom, but also a unique source of the search for truth, a unique layer of human

spiritual culture. Ancient Eastern philosophy confirms collectivism and opinion that the benefits of society and state are higher than personal interests of a person. This philosophy relies primarily on emotional knowledge, which brings it closer to mythology and religion. From the time of its emergence, the philosophy of ancient Greece has been rational, mainly based on the capabilities of human mind, taking into account the problems of the individual, his uniqueness, freedom and responsibility. In Eastern philosophy, the whole spiritual culture and philosophical thinking is focused on the existence of a person, understanding and improvement of his identity, which is realized by leaving the material world.

RESULT DISCUSSION

Aspirations, an idea in Eastern philosophy, and its anti-pop culture influence

If the European tradition is characterized by clear anthropocentrism, it is rooted in Christianity and became energetic in new European philosophy, while in Eastern philosophy it encourages to live only in accordance with one's own spiritual and life experience, without disturbing the surrounding world and harmony. According to Eastern philosophy, people's knowledge of the truth is not based on reason alone. It is based on a holistic experience based on feelings, and they cannot be ignored. Truth is perceived not only in the process of knowing, but also in the process of thinking. It is understood as the uniqueness of self and non-self, in which the self is universal, individual, unchanging, and the nomen is existing world that moves by itself. If the dual principle is traditional for Western thinking – "one person those who remain for themselves are another world". The principle of uncertainty for Eastern thought is "one in all and all in one". Such a holistic view of the world is the first and main sign of "enlightenment".

The integrity of the Eastern way of thinking is largely related to specific features of the language. The atomic nature of Western alphabet language is characterized by analytical structure of the word, where its separate parts (root, suffix, prefix, etc.) carry an independent semantic load, they give the whole grammatical meaning, and are assembled mechanically. Behind the word "alphabet" is a concept that has been almost completely stripped of its figurative meaning. Eastern culture is characterized by integrity of hieroglyphic sign, which is given by very graphic structure of the hieroglyph. The concept merges with its image in perception, is symbolically-graphically sealed and revealed through the integral image of the sign. At the same time, in the Western culture, language is viewed as a means of expressing, defining and translating meaning.

In fact, until recent centuries, the reason for the views of Eastern philosophy that conquered the world was multifaceted nature, while in Classical European philosophy, rationalism directed towards the search for objective universal truth prevailed. But in any case, his knowledge implies "going" to the highest, intuitive-mystical level: to unite with the absolute, with the cosmic law, to experience and understand not only oneness with the world, but also that there are different paths that lead to perfection and concluded that any of them can be accepted according to the inner inclination of the individual.

Anthropological perfectionism, that is, the idea that ultimate goal of each person should be self-improvement, because only through one's own perfection it is possible to raise the world to perfection, as well as to approach the Absolute. In order to understand the place and importance of philosophy in people's lives, philosophy was formed in India, China, and Turkestan under such conditions.

Oriental teachings were created as moral, scientific or religious teachings. They receive the status of philosophical teachings only from the point of view of European consciousness. However, such consideration of these teachings is unjustified, since the

main feature of philosophy is an attempt to answer questions related to the most important aspects of human existence as a separate being.

In the East, there were two cultures where philosophy was born at the same time as Ancient Greece: India and China. These cultures are extremely unique, so they are united under the name of Eastern philosophy. In particular, some researchers believe that India is the place where the tribes who moved to present European territory and were the ancestors of the European peoples lived. In this respect, Indian culture is much closer to European than to Chinese. At the very least, we are united by common background and common language and cultural background that defines our worldview. In India and China, independent philosophical schools were formed in the 6th century BC.

Eastern thinkers paid more attention to the questions: "What is the place of man in the world?", "What kind of life should he have?" "How to live in harmony with the universe?" and gave practical instructions. "The philosophy of ancient East defined such a unity of worldview, showed the relationship and interdependence of nature and man. Man, as one of equally large manifestations of the world, can feel his primordial participation in nature, following the principles of taking it easy, taking it easy. Therefore, it is not for nothing that religious-philosophical treatises show not only how moral norms are formed, but also how this affects the well-being and fate of each person.

CONCLUSION

Contrary to popular culture ideas, which lead a person to emotional freedom, to happiness, to freedom from life obligations, they do not seek to turn philosophical knowledge into a scientific system and do not try to give it the character of "describing the world". Eastern philosophy moves away from material to the individual, to personality, to his self-realization and self-improvement, and offers a well-thought-out spiritual path, by entering which a person can achieve greater achievements. Brings awareness and harmony to his life. Philosophical principles have a practical orientation and can be used in various areas of human activity

Western thinkers strongly reject the knowledge gained through religious and mystical experience as unprovable and strive for scientific methodology. In its desire to build a transparent, clearly structured system of knowledge, Western philosophy primarily relies on logical and scientific principles of knowledge, including the verification and falsification of knowledge. The great openness of the West, its attraction to the search for truth in various directions, including atheism, is also evident.

Contrary to pop culture, the ideas of eastern philosophy emphasize how a person should live first of all, humanism, caring, compassion, calmness, learning every day, learning to gain strength from difficulties, recognizing the consequences of life's worries and constant changes in life as a basis for reaching maturity. Today, only a nation that fully realizes its identity with the strongest Fitrat can fully preserve its values from any external influences. Therefore, in order to ensure the longevity of our nation antiquities, it is necessary to increase the importance of Eastern ideas and teachings in education.

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