

THE ROLE OF BLOG PLATFORMS IN SHAPING NATIONAL IDENTITY AMONG YOUTH

Ma'murjon Parpiyev,

Independent Researcher at UzSWLU

Abstract. *This article analyzes the role and significance of blog platforms in modern society, particularly in shaping national identity among youth. It explores how blogs influence the process of national self-awareness among young people in Uzbekistan, how national topics are covered on these platforms, and what role bloggers play in the formation of national identity. Additionally, the article addresses the challenges encountered in this process and proposes solutions for overcoming them.*

Keywords: *Blog platforms, national identity, youth, digital culture, information space.*

Аннотация. *В данной статье анализируется роль и значение блог-платформ в современном обществе, особенно среди молодежи, в формировании национальной идентичности. Рассматривается, как блоги влияют на процесс осознания национального самосознания среди молодежи Узбекистана, каким образом освещаются национальные темы на этих платформах и какую роль играют блогеры в формировании национальной идентичности. Также предлагаются пути решения возникающих в этом процессе проблем.*

Ключевые слова: *блог-платформы, национальная идентичность, молодежь, цифровая культура, информационное пространство.*

INTRODUCTION

National identity is an inseparable part of a nation's historical memory, cultural values, and social consciousness. In the context of globalization, shaping national identity in the minds of young people has become one of the most pressing issues. Blog platforms are digital tools that allow for the free expression of opinions and the promotion of cultural and social values. They play a vital role not only in sharing personal experiences but also in conveying knowledge and perceptions about national identity to a broader audience.

Today, as digital literacy increases among youth, blogs are becoming more influential in raising awareness of national identity. Blogs are turning into modern instruments of cultural identification for the younger generation. Through their personal experiences, bloggers reflect national identity by highlighting historical monuments, national traditions, values expressed

through language, and other social symbols, thereby reinforcing this process. In the context of Uzbekistan, this process is particularly relevant. Since gaining independence, restoring national identity and instilling it in the consciousness of the younger generation has been one of the priorities of state policy.

LITERATURE REVIEW AND METHODS

According to researchers, in the primitive periods of human life, spontaneous ideas emerged in the upbringing of children, and although the content of upbringing differed across various times, peoples, nations, and regions, since the era of primitive tribes, humanity has consciously or unconsciously been carrying out this complex and continuous process. In this regard, the moral and volitional upbringing of the younger generation has always been a pressing issue in society and will continue to remain so[1].

The issue of youth is closely connected with human society, social relations, nations and states, cultures, and civilizations. This is because, firstly, the youth issue has existed since the emergence of civilization and has accompanied all historical stages of development. Secondly, throughout the history of thought, all philosophers, intellectuals, statesmen, poets, and writers have expressed their views on children and youth. The issue of properly educating youth and caring for them has been emphasized in the works of great Eastern thinkers. In particular, the sacred book of Zoroastrianism, **the Avesta**, also pays special attention to the topic of children and youth. The reproductive health of young people who are about to start families is considered a top priority. Pregnant women are advised not to get too nervous and to consume high-calorie foods. It states: “**Act in such a way that all illnesses are eradicated at once: eliminate death, destroy all diseases brought about by evil spirits**”[2].

According to **Khoja Ahmad Yassawi's** perspective, deceit and concealing sins are considered betrayal to others. With these ideas, **Khoja Ahmad Yassawi** promotes truthfulness, honesty, and self-discipline. He advocates that a person who endures hardship becomes patient, resilient, and strong-willed. Alertness encourages individuals to take active action. His hikmats (wise sayings) inspire readers to be vigilant, to take initiative, and to avoid conspiracies and immoral actions.[3]

In **Burkhaniddin Marghinani's** views on moral and legal education, concepts such as piety, faith, conscience, duty, and humanity served as fundamental means for the comprehensive and harmonious development of the individual. In this regard, the ideas of **Burkhaniddin Marghinani** a prominent representative of Islamic teachings in the 12th century on moral and legal upbringing emphasize the values of freedom, humanism, diligence, faith and

belief, honesty, moral purity, justice, brotherhood, knowledgeability, and independent thinking.[4]

ANALYSIS AND RESULTS

Falsafa fanlari doktori professor **Sh.Madaeva** o'zining Identiklik antropologiyasi nomli o'quv qo'llanmasida identiklik muammosiga quydagicha fikr bildirib o'tgan: "Identiklik muammosining nazariy asosi hamda uni hal qilishdagi metodologik yondashuv zamonaviy ijtimoiy-gumanitar fanlarning yeng murakkab masalalaridan biridir. Chunki identiklik yepistimologik nuqtai nazaridan bir vaqtning o'zida tarixiy retrospektiv, zamonaviy-strategik xarakterga yega bo'lgan muammodir. Uning tarixiy ildizlari har qanday identiklikning birlamchi asosida primordialistik, ya'ni hududiy, iqtisodiy va yetnologik omillar yotganida bo'lsa uning zamonaviy-strategik xarakterga yega yekanligi identiklik sotsiomadaniy paradigmaning o'zgaruvchi va plyuralistik tabiati ta'sirida shakllanayotgani, globallashuv ta'sirida identiklik ko'p qatlamli tuzilma xosil qilayotgani, shuningdek, u kelajakda nafaqat individual yoki milliy, balki, diniy, gender, fuqaroviy identikliklarining asosini belgilab, davlatchilik identikligi strategiyasiga tamal toshi qo'yishi bilan belgilanadi deb ta'kidlagan". Sotsiologiya fanlari bo'yicha falsafa doktori (**PhD**) **X.Kadirova** fandagi identiklik tushunchasiga quyidagicha izoh beradi: "Identiklik ijtimoiy rivojlanish jarayonida paydo bo'lib, muayyan yaxlik strukturaga daxldorlik hissi bilan bog'liq holda, inson tomonidan o'zining ana shu strukturani bir qismi yekanligi va uning tarkibida muayyan aniq o'ringa yega yekanligini anglashni bildiradi. Identiklik kishiga o'z yehtiyojlarini qondirish va jamiyatda o'z o'rnini topishga yordam beradi"deb ta'kidlaydi[5].

In her textbook *Anthropology of Identity*, **Doctor of Philosophy in Philosophy and Professor Sh. Madaeva** expresses the following view on the issue of identity: "The theoretical basis of the identity problem, as well as the methodological approach to its resolution, is one of the most complex issues in modern social and humanitarian sciences. From an epistemological perspective, identity is a problem that simultaneously possesses both a historical-retrospective and a modern-strategic character. Its historical roots lie in the primordialist foundations of any form of identity territorial, economic, and ethnological factors. At the same time, its modern-strategic nature is shaped under the influence of the changing and pluralistic nature of the socio-cultural paradigm. Due to globalization, identity is forming into a multi-layered structure. Moreover, in the future, it will serve as the basis not only for individual or national identity but also for religious, gender, and civic identities, laying the cornerstone for a strategy of statehood identity"[6].

PhD in Sociology, X. Kadirova, provides the following explanation of the concept of identity in academic discourse: “Identity emerges in the process of social development and is related to the sense of belonging to a particular integrated structure. It reflects an individual's awareness of being part of that structure and holding a specific, defined position within it. Identity helps a person to meet their needs and to find their place in society” [5]. In the era of globalization, where information crosses borders freely and reaches billions of people within seconds, mass media plays a crucial role in shaping the image of a nation[6]. This article examines how media technologies influence the perception of national identity in the context of global transformations. Media is a powerful tool for reshaping cultural codes. Through the global dissemination of TV series, films, and music, media helps to create and reinforce stereotypes and images associated with nations. With the advancement of digital technologies, the issue of information warfare has become increasingly relevant.[7] Mass media can be used to form either a positive or negative image of a nation in the eyes of the global community. In a globalizing world, mass media has become an inseparable part of national image formation. However, this opportunity also brings challenges such as the loss of uniqueness, distortion of history, and issues related to digital inequality. It is important for societies to understand how media influences perceptions of nationhood and to foster critical thinking in order to appreciate cultural diversity on a global scale. In today's globalized environment, mass media plays a vital role in shaping the national image. A country's national identity and its acceptance as a subject in the international community often depend on how it is represented in the media[8].

This article explores how modern mass media influences the formation of a nation's image, the mechanisms underlying this process, and the impact of globalization on this dynamic. As a key means of information exchange, mass media significantly influences public perceptions of their own country and nation. Through various channels news, cinema, television, social networks, and other platforms mass media helps shape national identity, stereotypes, and values. One of the primary mechanisms of influence is the selection of themes and perspectives in news coverage[9]. Editorial decisions, news selection, and the portrayal of heroes and anti-heroes all contribute to the construction of a specific national narrative. Furthermore, advertisements, films, and TV series have the power to reinforce stereotypes and build a country's image both domestically and internationally.

In the context of globalization, mass media is becoming increasingly capable of rapid global dissemination. This influences not only internal national perceptions but also international perceptions of a country. At the same time, competition for audience attention is

intensifying, presenting new challenges for creating a vivid and memorable national image. With the rise of social media, ordinary citizens are gaining more influence in shaping national identity. Posts, shared content, and comments contribute additional layers of perception, allowing not only media professionals but also regular users to participate in the formation of a national image.

CONCLUSION

In today's globalized world, mass media serves not only as a source of information but also as a tool for shaping the image of a nation. It is important to understand the mechanisms through which mass media influences public opinion, as well as how globalization affects these mechanisms. Taking this into account allows for the development of strategies aimed at creating a positive and credible national image in the eyes of both domestic and international audiences. Mass media, in interaction with globalization, is an integral part of the nation branding process. It has the potential to reinforce stereotypes, as well as to promote diversity and open dialogue. Understanding how mass media impacts national image not only facilitates modern analysis but also supports the development of sustainable and constructive strategies for cultivating national identity in a globalized world.

LIST OF REFERENCES

1. N.Koshanova Milliy tarbiyani rivojlantirish-globallashuv sharoitidagi zarurat sifatida nomli maqolasi Multidisciplinary Scientific Journal 2023-yil may 58-59 betlar.
2. Avesto. Tarixiy-adabiy yodgorlik. Asqar Mahkam tarj.- Toshkent: «Sharq», 2001.-B.152.
3. M.Xajieva. Xoja Ahmad Yassaviyning ma'naviy-tarbiyaviy qarashlari. Avtoreferat. T.: 2004 y.
4. M.Shoxadjayev. Burxoniddin Marg'inoniyning axloqiy-huquqiy tarbiyaga oid qarashlari. Avtoreferat. T.: 2006 y.
5. A.ramep. Leading Tendencies in the Development of Cultural and Spiritual Identity of the Peoples of Uzbekistan. 2020, №1, P. 5525-5538
6. Toshmuxamatovna M. X., Baxtiyor o'g'li N. S. Axbrotning inson ongiga ta'siri(Elektron axborotlarni) //Journal of Universal Science Research. – 2023. – T. 1. – №. 12. – C. 216-220



7. Karimov X. Yoshlarni salbiy axborot xurujlaridan asrashning ijtimoiy-psixologikxususiyatlari //Journal of Pedagogical and Psychological Studies. – 2023. – T. 1. – №. 10. – С.52-59.
8. Xaitboyevich B. B. Talabalarda informatsion-analitik kompetentlikni rivojlanitirishningnazariy-metodologik asoslari //O'zbekiston olimlarining ilmiy-amaliy tadqiqotlari. – 2023. – T. 2. – №. 4. – С. 25-36
9. Зокиров М. А. Ўқувчиларнинг ижтимоий фаоллигини ривожлантириш масаласигадоир: Зокиров Мирзарахим Абдуалиевич, Қўқон педагогика институти тадқиқотчиси//Образование и инновационные исследования международный научно-методический журнал. – 2022. – №. 12. – С. 201-206.

