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## KEY FACTORS FOR THE FORMATION OF INNOVATIVE CULTURE IN EDUCATION OF YOUTH IN RENEWING UZBEKISTAN

**Abstract:** This article deals with the ideological landscape of today's world, innovative culture in the education of young people, its formation, the main factors and communicative competence in the upbringing of the individual in modern cultural studies, the conditions, factors and importance of its formation.

**Key words:** Youth, Renewing Uzbekistan, innovation, cultural innovation, factor, communicative competence, social thinking.

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### Introduction

No matter how socio-economically and technologically advanced society is, each historical epoch raises new and complex issues on the spiritual and educational maturity of man, the upbringing of young people. Mankind has found that this problem has always been in the focus of attention of scientists, philosophers and political scientists, teachers and educators.

The main foundation in ensuring the sustainable development of any state is the human factor, which is associated with its intellectual potential. From this point of view, given that a large part of the country's population consists of young people with modern knowledge and skills. Protecting the interests of this layer in the socio-economic and other spheres and finding a theoretical and practical solution to the current issues is an important task on the agenda. Exactly, we want to approach this issue from a cultural point of view.

Today, more than 60% of Uzbekistan's population is 18 million. strong, courageous, enthusiastic young people. That is why youth policy is reflected in all strategies to ensure the sustainability of state development. Today in Uzbekistan, all the necessary conditions are being created for the realization of the vital issues and goals of young

people. The problems of young people are being addressed at the level of state policy. In particular, on the initiative and with the practical assistance of the President of the Republic of Uzbekistan, a total of 40 laws and regulations directly related to the lives of young people were adopted. To date, more than 20 meetings of factions of political parties in the Legislative Chamber have provided an opportunity for about 50 young people to participate in the discussion of laws with about 30 proposals. However, the issues that need to be addressed in this regard have not yet been resolved. In this regard, the head of our state Shavkat Mirziyoyev said: "Today's youth is the largest generation in the history of mankind, because they are 2 billion years old. man. The future and prosperity of our planet depends on what kind of person our children will become. Our main task is to create the necessary conditions for young people to demonstrate their potential. The idea of violence is to prevent the spread of the "virus". We will not achieve our goals if we do not organize our work in the field of education, culture and art on the basis of a clear system and increase their effectiveness.

### Main body

The main requirement of today's rapid process is that young people have a deep understanding of the

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new qualitative changes taking place in social processes, do not succumb to negative external influences, increase the creative nature and eliminate the flaws of laziness and indifference. The harmonization of religious and secular values, the educational impact of the environment in the family and society, and the role of science and education in the formation of the national idea in the minds of young people are invaluable. Values represent the succession between the past and the present, so the history of the nation, its past life and culture are expressed in the values itself. That is why every political system, every state uses values for its own purposes and interests. The status and importance of values and their impact on human beings are inextricably linked with the policies pursued by the existing social system in society.

As noted by the First President of the Republic of Uzbekistan in his book "High spirituality is an invincible force"; "Of course, it is impossible to imagine the spirituality of any people or nation without its history, unique customs and traditions, vital values. In this regard, the natural and spiritual heritage, cultural riches, ancient historical monuments are one of the most important factors.

In the current context of Uzbekistan's development, the approach of our nation to the process of globalization should consist in the protection of our historical values and the appropriate assimilation of a new culture. It is expedient to apply the positive results of modernization on the path of our development.

At the same time, it is important to protect young people from the destructive influence of "popular culture", which alienates them from the national way of life and encourages them to disregard moral norms. Articles, shows, and websites aimed at poisoning the minds of young people in the media, television, and the Internet, and suppressing perceptions of good and evil, not only forbid access to websites, but also enhance our national values in every way possible.

The main form of a spiritually mature and perfect person is to have high intellectual, moral and spiritual qualities, to have deep and modern knowledge, broad outlook, the ability to think independently, to have a high level of spiritual maturity to show that high spirituality is an important factor, to develop serious dangers aimed at disrupting our spiritual life and ways to prevent them. In this regard, given the great role of cultural innovations in the formation of innovative culture in the education of young people, it is necessary to activate communicative communication, the formation of communicative competence, motivate young people through various positive psychological practices.

Social networks have a profound negative impact on the spiritual world of young people. In such a complex process, it is important to form cultural competence among young people, to establish

consistent professional competence. Competence means the ability to use theoretical knowledge in activities, to demonstrate a high level of professionalism, skill and ability, from a psychological point of view, competence helps young people to draw consistently evolving conclusions about how to behave in unexpected situations, how to communicate in unexpected situations, how to interact with competitors, how to use information full of contradictions in performing ambiguous tasks. In this regard, young people need to be able to properly direct their knowledge, skills and abilities.

Some representatives of modern psychology, aimed at increasing the psychological potential of man through the use of various positive psychological practices see communication as a place for approbation, testing and presentation of subjective models of managing their behaviour in the process of activity. At the same time, communicative competence is manifested in the development of subjective control skills, the formation of a positive form of worldview, the desire for success, the formation of guidance, the ability to build relationships in accordance with the purpose. Improving the educational environment of the individual is seen as a guarantee of communicative competence. Communicative competence is also related to the correct understanding of a person's behaviour. It is precisely in the process of communication that the content of human behaviour is properly conveyed to others that a person evokes a sense of satisfaction as a subject of social partnership. Ultimately, a high level of communicative competence ensures success in society, which in turn affects a person's level of self-esteem. Low levels of communicative competence lead to stress, anxiety, and fear.

Communicative competence is manifested in the support of communication with the interlocutor, respect for his "I". Psychological encouragement and support of the student as a communication partner in the professional activity of the teacher is an important factor of pedagogical success in class and out of class time.

Another important component of the general structure of professional psychological competence in pedagogical activity is social competence, because the modern teacher only imparts knowledge to the student. information conveys information, but also acts as a mediator between the developing individual and society. "Child - society" relations. the appropriateness of the interaction also depends on how competent and efficient the teacher is in social life.

The level of social competence of the individual plays an important role in the process of establishing interaction.

However, according to research conducted by psychologists, citizens have a new social. the

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formation of the level of social competence in people plays a special role in the process of adaptation to the conditions of globalization. Environmental, political, ideological, social changes not only determine the development of social thinking, but also affect people's self-awareness, life values, personal problems. social competence plays an important role among the various forms of psychological competence that modern psychology studies.

Since competence is a specific structural feature of an individual, psychologists also emphasize another component of this structure - auto competence. In modern psychology, auto competence - the purposeful change of personality traits and behavioural skills of the subject. is a category that means that one is ready to use the resources of one's mental capacity wisely, that one has the potential to do so.

Auto competence is the effective assimilation of new knowledge, information, information. it also includes the independent formation of high-level self-control skills and competencies, voluntary guidance on how to succeed. Thus, auto competence is a quality of a person that is formed at certain periods of human life and allows him to deal effectively with a particular type of activity.

Many opinions have been expressed that the development of professional psychological competence depends not only on the amount and quantity of psychological knowledge, skills and abilities, but also on the subject's aspirations to master and implement a competent model of professional behaviour. In this case, a certain individual subject, the direction of the person's values, way of thinking, worldview, beliefs, ideals. The nature of self-concept, self-awareness, motivation to be competent plays an important role. In particular, the content of motivational characteristics is important in determining the effectiveness of competence.

### Conclusion

Thus, mass culture was originally formed in Europe and is considered to be widespread in the era of globalization, even in the countries of the East. This

culture is mainly the organization of entertainment in the field of sports and music. based on its forced promotion in the media. Representatives of popular culture in different societies to a large part of the population think of everyday events - events, the simplest, material needs, representing the individual. They present "products of creation" that lead to laziness, laziness, and sloth, in short, without meditation. As a result, the population, especially young people, do not care about working on themselves, creative research, expanding their personal capabilities, developing their skills. On the contrary, earning money and having fun without difficulty becomes their most important life goal. The rapid development of industry, the creation of technical means to amplify sound, as well as the convenience of high-speed transmission of information, the expansion of international relations and cultural ties have led to the spread of popular culture in the East. Including the youth of our country are not indifferent to such cases.

It is known that today young people meet their information needs not only in schools and families, but also through radio and television, the press, the Internet, using a variety of information and data. The saddest thing is that young people who do not have a culture of information consumption spend the most valuable free time, the bulk of their budgets on the "Social Network" and communicate with others with respect for communicative competence, that is, their "I". they also lower their self-esteem. As a result, communicative competence decreases. they experience stress, anxiety, and fear.

In today's fast-paced process, social competence among young people and citizens in general plays an important role. One of the main functions of social competence is "Youth and society" relations, ecological, political, ideological, social changes, the development of social thinking, as well as human values, which play an important role in the social interaction of young people, the creative process, it also helps young people to become a socially active layer of society.

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