TRENDS IN ENSURING SPIRITUAL AND IDEOLOGICAL SECURITY IN THE CONTEXT OF GLOBALIZATION

Salaeva Laylo Shavkatovna

Senior Lecturer at the Institute for Retraining and Advanced Training of Specialists in Physical Education and Sports under the Uzbekistan State Sports Academy

Abstract:

This article presents a scientific analysis of the unique aspects of ensuring spiritual and ideological security in the era of globalization. It emphasizes that the rapid pace of globalization has intensified the emergence of ideological threats, which aim to influence and control human consciousness and moral values. The growing impact of foreign ideologies and concepts is explored as a challenge to national identity, cultural heritage, and social stability. The article also discusses the importance of strengthening ideological resilience in society and proposes strategic approaches to protecting spiritual and ideological integrity in the face of global challenges.

Keywords: ideology, globalization, security, world, individual, state, society, spirituality, information, propaganda, ideas.

Today, the rapid acceleration of globalization and the emergence of hazardous global conditions have increasingly expanded the influence of spiritual threats and foreign ideas and ideologies aiming to conquer the human heart and mind. In this dangerous world, it has become an objective necessity to systematically and continuously study the factors affecting human consciousness and awareness, as these are the foundational points for ensuring humanity's security and the stability of nations.

One of the key underlying factors driving global changes is the acceleration and deepening of globalization processes. Globalization profoundly transforms not only economic and political spheres but also human consciousness, ideas, thinking, and culture. It is no coincidence that modern philosophical literature regards globalization as a force capable of transforming intellect and spirituality. Especially with the expansion of information flows, digital systems, and artificial intelligence technologies, new methods of influencing the human mind have emerged, leading to a new stage of globalization—known as informational and ideological globalization.

This trend reshapes not only the global information environment but also demands new approaches to the concept of ideological security. Today, ideological threats no longer manifest as direct aggression by external forces but occur in virtual and cognitive spaces, aiming to alter

an individual's perception, values, and worldview. This requires reconsidering the role of not only social institutions but also innovative technologies in ensuring spiritual and ideological security.

Globalization means the increasing interconnectedness and mutual influence of all processes in the modern world. It encompasses not only economic integration but also the flow of worldviews, spiritual concepts, cultures, and ideas. The rapid exchange of information in the global media space has become a significant factor influencing individual consciousness. As a result, individuals and societies need to protect their national consciousness and develop ideological immunity. This highlights the necessity of ensuring ideological security using innovative technological methods.

Innovative technologies refer to a new set of tools and solutions, including Big Data, Artificial Intelligence (AI), Natural Language Processing (NLP), the Internet of Things (IoT), Blockchain, Machine Learning, and Cloud Computing. While previously such technologies were mainly used for economic development or automation, they now offer the possibility to influence human thinking, information perception, and even personal worldviews. For example, these technologies play a central role in automatically detecting misinformation, filtering fake news, preventing cognitive threats, and controlling the spread of radical ideas.

From this perspective, innovative technologies are no longer merely tools but are emerging as independent actors in ensuring ideological security. They directly affect the process of receiving, processing, and responding to information in the human mind. This marks a new stage in cultivating the spiritual and moral environment. The most noticeable aspect of technological globalization is manifested in the transformation of mechanisms for disseminating and controlling information. On one hand, this process promotes the development of a democratic information environment, while on the other hand, it opens the way for ideological expansion, disinformation, soft power influence, and cognitive attacks. In this situation, any innovative tool is like a double-edged sword, possessing both positive and negative functions.

For example, through media platforms developed by specific geopolitical centers (such as the USA or the European Union), certain ideas and standards are experiencing virtual expansion in various countries. They strengthen ideological influence through concepts like "democracy," "freedom," and "rule of law." It is precisely under such conditions that innovative technologies must become a shield protecting national spirituality and intellectual devices ensuring information filtration.

For this purpose, countries, including Uzbekistan, need to form innovative ideological monitoring systems. These systems, using AI and Big Data, provide real-time detection, analysis, and development of effective strategies against ideological threats. Luciano Floridi

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theoretically supports such an approach in his theory of "Digital Ethics," which promotes educational and ethical responsibility in the digital environment.

Innovative technologies should be viewed not only as technical or economic miracles but also as tools serving the stability of human intellectual, ethical, and ideological systems. From a philosophical standpoint, it is necessary to resolve which values they serve, which ideology they promote, and who controls them.

For instance, if Big Data is used for national spiritual analysis, this is a positive phenomenon. However, if it is used for spreading disinformation, uncontrolled dissemination of personal data, and influencing young people's consciousness, it turns into an ideological threat. Therefore, not only technological solutions but also an innovation ethical code, national media-spiritual policy, and methods such as forming ideological immunity through education are needed. Hence, in the context of globalization, ensuring moral and ideological security is unimaginable without innovative technologies. However, these technologies are not merely technical tools—they have become a new arena for ideological struggle and an interactive weapon of spiritual immunity.

Therefore, this paragraph deeply analyzes:

- The role of innovative technologies in the process of ideological globalization;
- Their dual nature (both beneficial and risky);
- Their strategic importance in national ideological security.

Global geopolitical changes, digital transformation, and the struggle for intellectual resources worldwide expose humanity to new types of threats—intellectual and ideological threats. Now the danger is not manifested through physical force but through mechanisms influencing human consciousness via information flows and content. Under such conditions, ensuring ideological security for every country, including Uzbekistan, requires a new, scientifically grounded strategic approach with innovative technologies, not just traditional political-legal methods.

In recent years, during the reforms carried out in the Republic of Uzbekistan, concepts such as "spiritual renewal," "modernization of social consciousness," and "human capital" have become central to state policy. In this process, ideological security is regarded as an integral part of the national independence idea. As President Shavkat Mirziyoyev emphasized, "protecting the consciousness and heart of youth is one of the most important and decisive tasks."

Innovative technologies—artificial intelligence (AI), big data analysis, natural language processing (NLP), virtual reality (VR/AR), blockchain systems, neurointerfaces, and cybersecurity tools—have become strategic resources not only in economic or technical fields but also in ensuring moral and ideological security. For example, AI has made it possible to

automatically detect false information (fake news), radical content on social networks, populist approaches, and manipulation.

The Agency for Information and Mass Communications, Cybersecurity Centers, and media and propaganda laboratories under educational institutions are specifically tasked with monitoring the information environment, shaping youth's digital immunity, and developing critical thinking. UNESCO's "Media and Information Literacy" (MIL) program aims to strengthen "information immunity" among youth by developing critical thinking skills.

Uzbekistan, being a multi-confessional and cultural crossroads, is considered sensitive to ideological threats. As thinkers say, "ideology is the lifeblood of any nation." Therefore, content analysis based on NLP, assessment of youth moods via Big Data, and individual targeting tools are modern preventive and influence methods.

From our personal scientific perspective, innovative technologies in the field of ideological security are not only instruments but also a methodology itself. That is, artificial intelligence is not only about processing data but has become a primary tool in the struggle for human consciousness in the competition of ideas. This situation brings the term "intellectual wars" to life.

In summary, deep integration of Uzbekistan's ideological security policy with innovative technologies is a strategic task in building a modern state. Ensuring spiritual stability with digital protection tools, scientifically and technologically representing national interests in the global information space, and forming a competitive intellectual immunity in the consciousness of the younger generation are among today's most urgent tasks.

As a result of globalization and digital technology progress, the flow of information has expanded enormously. This process inevitably creates not only opportunities but also threats in the information space. Especially in ensuring ideological security, traditional means are now insufficient. Therefore, Big Data technologies have emerged as a strategic tool in the new era. Big Data allows not only for facts but also for identifying trends, cognitive changes, and covertly spreading ideological signals. This is especially important in conditions of information wars affecting human consciousness. The main advantage of Big Data technologies is the ability to analyze vast amounts of data quickly, identify trends and changes, and thus perform forecasting functions. Through such an analytical tool, changes in public mood, ideological directions on the Internet, ideological unrest or passivity among youth can be detected in time. For example, sudden intense discussion on certain ideas or the spread of disinformation causing cognitive explosions on social networks can be foreseen using Big Data.

The need to apply this technology is also growing in Uzbekistan. To form sustainable immunity against threats in the information environment, institutions such as the "Center for

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Enlightenment and Spiritual Development," the "Uzbekistan Youth Agency," and the "Agency for Information and Mass Communications," established on presidential initiative, monitor information. However, it is crucial to fully implement digital analysis elements in the activities of these institutions. In this regard, establishing special national Big Data centers, analyzing existing data, and organizing preventive ideological work based on them is a strategic task.

Big Data is not only an analysis tool but can also serve as an instrument for creating impactful content. For instance, analyzing Internet content consumption to determine which topics generate more interest, what type of information positively influences youth consciousness, and revising propaganda strategies accordingly can be done. This undoubtedly serves the practical application of ideological security.

Most digital data in Uzbekistan are collected from social networks, forums, and information sites. Therefore, using national analysis centers, these data can be analyzed in real-time to assess changes in societal mood, increasing complexity in youth worldview, and dynamics of ideological density. Tools such as Google Trends, YouTube Analytics, and Telegram Stat can be used in this process. Based on these analyses, preventive content can be developed and advanced. Simultaneously, a national cognitive map—a dynamic intellectual model representing the ideological mood of society—should be created based on Big Data technologies. This model will identify which regions and age groups are experiencing certain ideological influences and will enable targeted and effective organization of propaganda work.

In our opinion, Big Data technologies have enormous potential to ensure ideological security. This technology is becoming an important tool for forming conscious immunity in society, developing preventive content, early detection of radical ideas, and ensuring ideological stability. In Uzbekistan's context, this tool can be advanced to a new level by integrating it with national infrastructure, intellectual capacity, and strategic analysis.

Today, the global struggle for human consciousness has unique facets, with information technologies and artificial intelligence (AI) becoming one of the main instruments in this process. Unlike traditional military, political, and economic threats, new era challenges manifest in new forms affecting human thinking, worldview, and spiritual immunity. AI plays a strategic role in ideological analysis, cybersecurity, and cognitive protection.

AI enables real-time analysis of information flow, early detection of threats, and preventive measures. Algorithms, neural networks, and natural language processing (NLP) technologies are actively used. For example, NLP tools filter information content semantically, detecting hate speech, radical calls, extremist propaganda, and psychological manipulations.

China's experience is a vivid example. There, under the concept called "Artificial Consciousness-Based Information Control," ideological threats spreading on platforms like WeChat and QQ are assessed through AI. Programmed neuroalgorithms analyze the content,

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emotional load, and context of data, assigning a threat index. This process is discussed not only technically but also philosophically, as protecting the human mind from external influences is directly related to safeguarding human dignity and spirituality.

In South Korea, the "Smart Policing" concept includes mechanisms for not only preventing crime but also anticipating information threats. Special NLP programs quickly detect and stop the spread of radical content on mass media platforms. Alongside state organizations, private tech companies actively participate in this process. Korea's experience shows that ensuring moral and ideological security must be viewed not only as an ideological but also a technological-intellectual problem.

Taking these experiences into account, Uzbekistan also requires broad scientific and practical measures to ensure moral and ideological security using artificial intelligence technologies. For example, there is a need to create a local platform like "ZiyoAI" that analyzes content spreading on platforms such as Telegram, YouTube, and TikTok. This platform would automatically monitor and filter content threatening national spirituality using NLP technology. This issue is especially important for shaping information consumption culture among youth. In conclusion, political, social, and educational processes in Uzbekistan indicate that reliance on innovative approaches is necessary not only for immunity against external threats but also for maintaining internal stability. Indeed, we must view innovative technologies not only as a means of protection but also as a new stage of spiritual education, a tool for developing individuality, critical thinking, and the ability to assess the information environment in the consciousness of young people.

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