

CURRENT ISSUES OF DEVELOPING ALTRUISM IN YOUTH IN MODERN CONDITIONS

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Annotation

This article discusses the pressing issues of developing altruism among youth in contemporary society. It explores the significance of altruistic behavior in fostering social cohesion, empathy, and community engagement. The paper examines various factors influencing the development of altruism, including family upbringing, educational practices, and social media impact. Additionally, it highlights effective strategies and programs that can be implemented to promote altruistic values among young people. The findings suggest that nurturing altruism is essential for building a more compassionate and harmonious society.

Keywords. Altruism, youth development, social cohesion, empathy, community engagement, family upbringing, educational practices, compassionate society.

Although a person's moral decision-making depends on many factors, the influence of the family environment prevails. For example, a child whose parents are honest and fair perceives them as a moral ideal. "A person strives for an ideal, compares his life with it, imitates it. It is the highest moral requirement in human life, the fulfillment of which leads a person to perfection. Of course, this cannot be fully achieved in life, but a person, taking this perfection as an example for himself and striving for the ideal, acquires relative vital perfection in the process of living." This ideal is established in the person as an "internal norm". Thus, the family not only participates in the formation of moral determinants, but also constitutes their main structural basis. In the process of moral determination, the family also forms the emotional sphere. Spiritual support in the environment strengthens the person's altruistic feelings. Through these aspects, the child embodies trust, protection, and friendship towards those around him. Based on the above considerations, we can say that moral determination is the process of finding a stable foundation of moral principles in the hearts of young people.

The concept of kindness is often a product of family relationships. This concept finds its expression in everyday actions. From a philosophical point of view, kindness is the positive essence of existence. It is embodied in every action, word, and attention. The child observes the kindness shown in the actions of the parents every day. Through these repeated actions, the child forms the concept of "habitual morality". For example, checking in on a family member who has come home tired from work; comforting him is not only an expression of care, but also an expression of altruistic faith. A mother or father who sits all night at the head

of a crying child is a symbol of selflessness. In such cases, the child not only sees attention and kindness, but through these actions he learns the qualities of humanity, empathy for the pain of other beings, and readiness to sacrifice himself. Expressions of respect and gratitude of parents to each other (for example, “thank you”, “forgive me”, “don’t be tired”) are a linguistic expression of the altruistic behavior model.

Communication is not just an exchange of information, but also a key mechanism involved in the formation of social consciousness and moral norms. From a philosophical point of view, communication is a process that realizes the essence of a person. This process begins at the primary level in the family. Communication is not limited to words. It is also reflected in expressions in action. The type of communication in the family (demanding or understanding) determines what kind of reflection is formed in the child’s mind. The child’s initial way of thinking is egocentric. He interprets the world based on his own needs. Therefore, one of the important tasks of the family is to direct the child to perceive himself as a part of society. The following factors play an important role in this process:

- socialization of language and expressions: Instead of “mine” in the child’s speech, it is necessary to increase the use of “our” words. This action, in turn, increases social responsibility through communicative expression.

- collective discussion: Small daily family gatherings form a culture of exchange of ideas in the child. This is the basis not only for democratic communication, but also for the ability to listen to and take into account the opinions of others.

- cooperative activity: By working together, the child learns to value the contribution of other people and the impact of his actions on the overall process. Attention to the process itself, not the result, strengthens the altruistic consciousness.

- reflection: This is the ability of a person to morally analyze his own actions. Moral questions of parents addressed to the child (“What do you think, is this right?”, “How will others feel if you do this?”) activate the child’s internal thinking mechanism.

- modeled communication: It is important for a child to be able to express his opinion openly, but also to have a culture of thoughtful analysis of this opinion. This is formed precisely through the culture of communication in the family.

Based on the above points, we can say that communication is also the basis of the language that forms moral consciousness. Each language also contains moral approaches. The words used in the family (“thank you”, “excuse me”, “can you help?”) act as a matrix for the child’s moral normative consciousness. Moral values are instilled in the mind through language.

A child growing up in a communicative environment carries out the process of moral assessment in each social situation. This process is the formation of altruistic thinking. For example:

Mutual problem solving: “The older sister did not give her younger brother a toy.” This simple incident requires a moral analysis in the child’s mind. If the family’s position is based on love and understanding, the child will prefer an altruistic solution.

Unexpected situations: The position of parents in conflict situations. Forgiveness, understanding, non-blaming; Instills in the child the qualities of patience, tolerance, forgiveness.

Personal identity is the process of a person’s self-awareness, understanding of who he is, and determining his place in social space. This process is formed in a communicative environment filled with human experiences, social roles, and moral values. The family serves as the main social context in this regard. In the family, the child understands himself as a subject who follows certain rules. Each moral task or task is a means of forming his identity for the child. Good behavior prevails in well-educated individuals in society, and bad behavior prevails in those who have received a bad upbringing. This becomes clear in the process of each person's communication culture. This shows that the solution to problems in all people is primarily related to communication, and the importance of human relations. A. Avloni, in his opinion, refers to people with a soft-spoken nature as people who do not get angry over trivial matters, who have a lion's heart, and who have a soft nature. Soft-spokenness is an acceptable quality for everyone that eliminates bad behaviors such as hostility, enmity, anger, and resentment from people's nature. The science of soft-spokenness is the most necessary thing for a person in terms of morality. Mild-naturedness means gentleness, in addition to being alien to them, they are people who convey their thoughts with calmness and restraint. A mild-natured person considers a person who has overcome himself, not someone else, to be brave. Therefore, to be a true human being in the culture of interpersonal communication requires coolness, a gentle nature, and gentle speech, not giving in to lust, not getting angry over trivial matters. That is why one of the hadiths says, “Softness is the master of manners.” Today, we need to form a high level of humility and spiritual maturity in the minds of young people, and to raise a generation with soft manners.

The culture of communication in society is often based on the interests of people or in connection with their mood. The stronger the mood and mental state of a person in the process of communication, the higher his level of culture is based on this. The main criteria for human behavior are actions, various external environments, and values. W. James, analyzing human communication, emphasizes the harmony of behavior and mood issues in it. “As we control our behavior with our will, we also control our mood, which is directly subordinate to our will. True, it is appropriate to take into account the specific situation and circumstances that give rise to them. Whisper, loudly, in a low voice, in a low tone, with irony, sarcasm, etc. This way you can find out how your interlocutor perceives, what state he is in. Because the attitude,

manner of address, antipathy and sympathy are felt in this way.” So, the process of speaking of a person also reflects the internal state of mind and how the culture of communication works. When arguing about something or reality, the process of communication in a person should demonstrate its systematic balance, and moral norms should be followed. Usually, many people like to talk about what they know and what they do not know. There are also those among the crowd who pretend to be knowledgeable and capable, and arguing with them can sometimes cause certain serious conflicts. In this case, the issue can be resolved only with silence and a high culture of communication. Because any person wants to be considered right. It is necessary that the communication in a person be in accordance with the inclination, bring certain interests, real demands and needs into purposeful action within the framework of interests. In other words, studying and knowing a person with the help of communication tools can bear fruit. Communication is a factor of actions, a means in terms of meaning and content. That is why the words "action", "action", "treatment", "treatment" are Arabic words made from the same root. It is not for nothing that in ancient times in the East, children were taught how to treat someone by giving them a certain amount of money to buy something and sending them to the market. Sweet treatment and courtesy have always prevailed over rude and rude behavior. What is important is that the successful implementation of the ways to express a person's goal and thoughts correctly shows the correctness of the chosen path. That is why our people have long said the phrase "it is not important to know the path, but to know the path" for a long time. The importance of tactics, not strategy, in ensuring victory in battle cannot be denied. Knowing when, where, and how to attack or defend is an important factor in winning. Rhetoric methods, logical observation, gestures, facial expressions, appearance, let's say, everything is reflected in the shell of behavior, as a manifestation of the culture of behavior. "In families, neighborhoods, at work, and in school, kindness and good relationships begin with goodwill. Goodwill is a moral factor that ensures peace and harmony in society, high morale, helps overcome difficulties with unity and cohesion, and helps spread achievements widely." Therefore, goodwill in communication is also important in expanding the philosophical outlook of each person and strengthening the processes of communication with the community. Therefore, it is necessary to develop from a young age that it is a social issue to form the skills of each person to express what, to whom, and how.

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