



PROMOTION OF ECOCULTURE IN THE MASS MEDIA

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Article history:	Abstract:
Received: 20 th July 2022 Accepted: 20 th August 2022 Published: 30 th September 2022	Ecological culture is knowledge about nature, consciousness, perception, literacy, intellectual potential and the activity of knowing how to apply it in practice, a high indicator of activity in relation to the environment, a conscious and responsible approach.
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Basic qualities of ecological knowledge and ecological culture: 1) moral-ecological awareness is an important cultural quality of a person, the process of his emotional knowledge of the environment is to feel, perceive, imagine the objects and events in the environment, to protect nature on the basis of intelligence and depth. implies the need to have practical skills; 2) ecological responsibility is manifested in the education of attitude and responsibility in a person, such an attitude is formed only as a result of realizing the consequences of the negative impact of a person unknowingly and thoughtlessly on nature and the desire to eliminate such an impact; 3) environmental voluntarism is a person's evaluation and control of his own and others' actions in the environment and is related to determination, frugality, neatness and cleanliness in a person. Ecological values are of particular importance in the formation of the ecological culture of a person, including the desire to preserve nature, initiative, consistency, hard work and conscious activity. For example, one type of ecological value, that is, knowledge of global, regional and local environmental problems, is closely related to concepts such as land, water, energy problems, rational use of natural resources, preservation of biodiversity, desertification process, atmospheric air pollution. . It is appropriate to educate a person with ecological spirituality in kindergartens, schools, lyceums, colleges, and universities by specialists.

In other sections of the population, the ecological party of Uzbekistan and other volunteers and organizations can carry out promotional activities. The theoretical basis of ecological education is to carry out environmental protection education in kindergartens, schools, large and small educational institutions, higher educational institutions based on specific curricula and programs, and to train qualified specialists. . The collected experiences should be summarized and brought into a single pedagogical form and curriculum textbooks should be created.

It is necessary to prepare specialists such as educators, ecological methodologists, ecological pedagogues, ecological instructors, ecological engineers, ecological agrochemists, ecological technologists with higher and secondary special education. A person with ecological spirituality should be able to compare objects and events in nature, form conscious concepts, plan his attitude to nature in advance, be alert to changes in the environment, be interested in nature, feel the beauty of nature, be able to protect nature to be persistent in doing, not to harm the nature, to bring the work started to the end, to take the initiative in environmental protection, to promote new ideas for the protection of nature, to promote ecological knowledge, to form a feeling of envy for socially useful work, to develop labor skills to acquire, to be able to control oneself, to be able to enter into a relationship with nature and to know how to determine the standard level of activities in it, to have feelings of patriotism, love for mother nature, the nature of the house, neighborhood, city where one lives should love, be proud of, and honor it, taking into account meeting the needs of present and future generations from natural resources to be able to use it sustainably, to strive to improve the environment, to keep it neat and tidy, to be able to show enthusiasm in the preservation of nature, in the purposeful use of natural resources, to be careful with the environment, objects and other things and events, He should regularly apply his ecological knowledge to our values of nature conservation.

Fifteen years ago, it was difficult to imagine that the media would pay so much attention to the disease, which is briefly called AIDS - "acquired immunodeficiency syndrome". Now the geography of the disease is amazing. The World Health Organization estimates that at least 100,000 AIDS cases have been diagnosed worldwide since the epidemic began. The disease was found in 124 countries. Most of them are in the US. The international mafia and especially drug addiction, which poisons the health of tens of millions of people and creates a favorable environment for crime and diseases, is no less evil than this. Today, even in developed countries, there are countless diseases, including mental illnesses. In theory, hemp fields should be guarded by state farm workers - the plantation owner.

The problem of the relationship between man and nature is not new, it has always appeared. But now, at the present time, the ecological problem of the interaction of man and nature, as well as the interaction of human society with the

environment, has become very acute and has a huge scale. The planet can be saved only by human activities based on a deep understanding of the laws of nature, the numerous interactions in natural communities, and the realization that man is a part of nature. This means that the environmental problem today appears not only as a problem of protecting the environment from pollution and other negative effects of human economic activity on Earth. It becomes a problem of preventing the spontaneous influence of people on nature, and becomes a conscious, purposeful, systematically developing interaction with it. Such an interaction will be possible if every person has a sufficient level of ecological culture, ecological awareness, and its formation starts from childhood and continues throughout life.

All global problems of our time are closely related and determined by each other, so it is almost impossible to solve them separately. Thus, ensuring the further economic development of mankind with natural resources, undoubtedly, implies the prevention of increasing environmental pollution, otherwise it will lead to environmental destruction on a planetary scale in the near future. This ecological problem can be solved only by using the potential of the scientific and technical revolution, and at the same time preventing its negative consequences, in the way of a new type of ecological development. The inability of humanity to develop at least one of the global problems has the most negative effect on the ability to solve all the remaining problems. According to some Western scientists, the interconnectedness and interconnectedness of global problems constitute a kind of "cruel circle" of intractable disasters for humanity, from which there is no way out. There is no way or the only salvation is immediate cessation. ecological growth and population growth. Such an approach to global problems is accompanied by various alarming, pessimistic predictions about the future of humanity.

4. Ways and opportunities to solve global problems.

The intensification of global conflicts puts the common problem of human survival on the agenda. Different experts invest different contents of the concept of survival.

In order to optimally solve the global problems of the current stage of social development, two groups of prerequisites are needed: scientific-technical and socio-political. The content of the first one is to ensure scientific and technical progress to the extent necessary for the regulation of natural processes; secondly, in creating such social and political conditions that allow practical solutions to global problems. The most complete solution to global problems, without a doubt, requires a fundamental change in social relations at the level of the world community.

This means that the only way to solve global problems in the near future is to develop mutually beneficial, broad international cooperation.

It is necessary to revise the whole system of value orientations and change the attitude to life, to shift the focus from the means of life, which people have been busy with for a long time, to the goals of life. Perhaps these great trials lead not only to a change of being, but also to a spiritual change.

The aggravation of global problems has created radically new conditions for human development, conditions of constant, real threat to life on Earth.

In objective reality, we are not dealing with the aggregate, but with the system of global problems. Its characteristic feature is that it is very complex and multifactorial. First of all, this is manifested in the fact that the important basis of the system of global contradictions is the social relations determined by the basic laws of social development. Purely social and purely socio-natural global problems do not exist. All of them represent certain aspects of the single process of socio-natural development. A characteristic feature of modern global problems is that they arise due to social causes and have more than social consequences, they affect the biological and physical foundations of human existence.

The central link of the strategy for solving global problems is the development of comprehensive international cooperation, the unification of the various efforts of all mankind. Therefore, the world community has an objective opportunity to save itself and life on the planet. The question is, will he be able to take advantage of this opportunity?

Ways to solve environmental problems

However, the main thing is not in the completeness of the list of problems, but in understanding the reasons for their occurrence, their nature, and most importantly, in determining the effective methods and means of solving them.

The real prospect of getting out of the ecological crisis is to change the production activity of a person, his way of life, and his mind.

Scientific and technical progress not only creates "overloads" for nature; provides a means of preventing negative effects in the most advanced technologies, creates opportunities for environmentally friendly production. There was not only an urgent need, but also an opportunity to change the essence of technological civilization, to give it an ecological character.

One of the directions of such development is the creation of safe productions.

Using the achievements of science, technological development can be organized in such a way that production waste does not pollute the environment, but re-enters the production cycle as secondary raw materials. Nature itself provides an example: the carbon dioxide emitted by animals is absorbed by plants, which release the oxygen necessary for the respiration of animals.

Zero-waste production is production in which all raw materials eventually turn into one or another product. Given that Modern industry turns 98% of raw materials into waste, after which the task of creating waste-free production becomes clear.

Calculations show that 80% of waste from the thermal power, mining and coking industries is usable. At the same time, the products obtained from them are often superior in quality to products made from primary raw materials. For example, ash from thermal power plants, used as an additive in the production of aerated concrete, approximately doubles the strength of building panels and blocks. Development of nature restoration industries (forestry, aquaculture, fisheries), development and introduction of material saving and energy saving technologies is of great importance.

SUMMARY

The global problems of our time have a universal character in the broadest sense of the word, because they concern the interests of all mankind, affect the future of human civilization and most directly, without any temporal delay.

Universal - these are the initial conditions, values that really contribute to the survival, preservation and development of humanity, to create favorable conditions for its existence, to reveal its potential.

At the current stage of human development, perhaps the hottest problem is how to preserve nature, because no one knows when and in what form ecological destruction may occur. Humanity has not even come close to creating a global mechanism for regulating the use of nature, but continues to destroy the great gifts of nature. There is no doubt that the inventive human mind will eventually replace them. Man cannot exist without nature not only physically (physically), but also spiritually. The meaning of modern environmental ethics is to place the highest moral values of man above the value of nature-altering activities. At the same time, the principle of equal value (equivalence) of all living beings appears as the basis of ecological ethics.

If humanity continues on the current path of development, according to the world's leading ecologists, its death is inevitable after two or three generations.

In conclusion, it is worth noting that only if every citizen of our country strictly follows the ecological rules in order to make a worthy contribution to the improvement of the ecosystem, we will have given a great natural blessing to the future generating.

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