



Specific Aspects Of National And Cultural Dialectics Characteristic Of Students In The Process Of Using The Internet

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Abstract

This article analyzes the cultural-dialectical characteristics of students in the process of interaction between Internet culture and national identity. The study reveals how the worldview, values, and social behavior of young people are formed in the process of using the Internet, as well as the harmony and contradictions between global information flows and national culture. The article also highlights the importance of students' cultural identity, information selection skills, and critical thinking levels in the context of globalization. The results of the study will serve to develop scientific and practical recommendations for raising the younger generation in the spirit of spiritual maturity in the Internet space.

Key words: Internet, readers, national culture, globalization, cultural dialectics, information space, social networks, media literacy, cultural identity, youth education.

Introduction

Nowadays, internet culture has become an integral part of society's life, and it has a significant impact on the worldview, thinking, and social behavior of the younger generation, in particular. The wide possibilities of the internet allow students to receive unlimited information, get acquainted with different cultures, and access the global dialogue space. At the same time, this process also brings up pressing issues such as maintaining a national identity, developing it and strengthening it in the minds of young people. In today's globalized world, students' internet usage culture is closely related not only to technological skills, but also to their attitudes towards national and spiritual values.

A unique cultural-dialectical process occurs in the online space as a result of the collision of different cultural currents, ideas, and values. In this process, students, on the one hand, adapt to the global flow of information, and on the other hand, feel the need to understand and protect their national values. Therefore, studying this topic is important for a deep analysis of the cultural changes that occur during students' use of the Internet, identifying the factors that influence their social consciousness, and developing ways to create a healthy information environment.

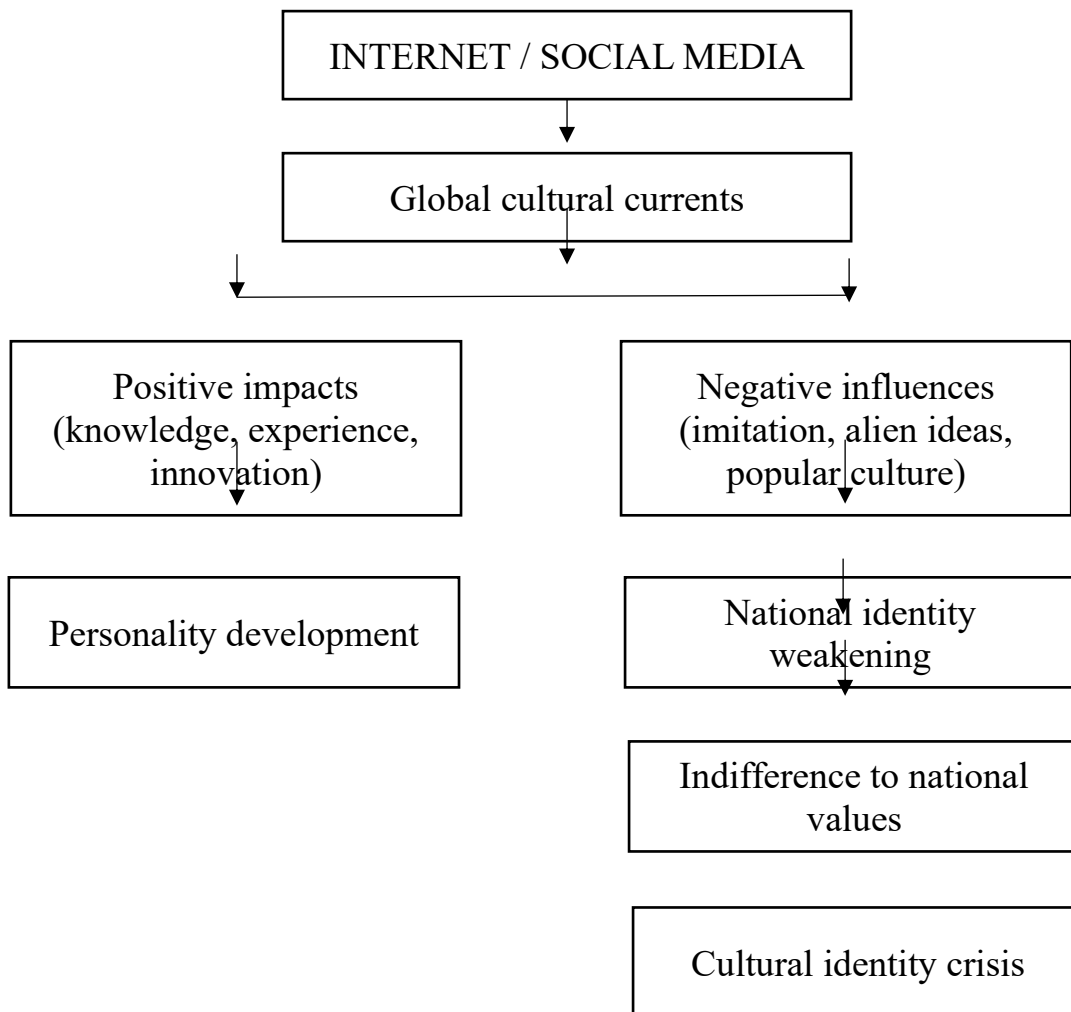
Main part

The changes occurring in the socio-cultural consciousness of students during the process of using the Internet are becoming an important object of research within the framework of modern Internet culture. Today, students are actively using the internet not only as a tool for learning, but also as a platform for communication, self-expression, and social identification. In particular, through social media, they learn about different cultures, values, and lifestyles



and form their own worldview [1. B.1130].

Cultural views that are taking shape in the minds of readers in the internet environment are of a double nature. On the one hand, under the influence of globalization, they quickly absorb world-class innovations, progressive ideas and innovations. This expands their thinking, helps them acquire modern knowledge and skills [2]. On the other hand, excessive and uncontrolled exposure to foreign culture can lead to a weakening of national identity and an increase in indifference to national values in the minds of young people. In particular, the widespread dissemination of popular culture through internet culture and social media leads to a loss of identity and excessive imitation of foreign values among students without critical analysis. This process can cause a gradual retreat of national tradition, language and Customs in the long run. Therefore, media literacy appears as an important tool in balancing these influences[3].



This process clearly demonstrates cultural dialectics, that is, the interaction, conflict, and harmony between global and national values. Students rely on their own cultural criteria in the process of selectively accepting information received through the internet. This is directly related to their level of media literacy [4]. Students with high media literacy will be able to critically analyze information, distinguish between false and harmful content, and protect themselves from ideas that contradict national values. The language factor also plays an important role in the online space. Readers often use content created in foreign languages, which increases their linguistic competence. However, it is necessary to preserve the position of the native language in this process and to strengthen its importance as a means of expressing



national culture [5]. In this context, creating and developing national content among students is one of the urgent tasks.

In addition, the impact of the Internet on students' social behavior also deserves special attention. Virtual communication can affect real-life relationships, sometimes increasing social activity and sometimes increasing passivity [6]. Therefore, it is important to instill in students a culture of rational use of the Internet and to support them spiritually and morally.

The above analysis shows that the national and cultural dialectics inherent in students in the process of using the Internet are a complex, multifaceted process that requires the close cooperation of the modern educational system, family, and society.

Conclusion

The above analysis shows that Internet culture is an important factor in shaping the worldview, thinking, and social behavior of modern students. The global flow of information coming through the Internet, while accelerating the process of globalization and expanding the knowledge base of young people, also has a significant impact on their attitude towards national values. At the same time, the issue of preserving and developing national identity remains relevant. Students need to be able to find a balance between global and national values in the process of using the internet. This requires the development of their skills to consciously select, analyze and evaluate information. It is this aspect that further increases the importance of media literacy. Therefore, the national and cultural dialectics inherent in students in the internet space is a complex and continuous process that requires the cooperation of the educational system, family and society. The positive potential of the Internet can be effectively utilized by educating young people in the spirit of respect for national values, developing their critical thinking, and creating a healthy information environment.

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