

**INNOVATIVE APPROACHES TO STRENGTHENING FAMILY VALUES IN
THE DIGITAL ENVIRONMENT OF NEW UZBEKISTAN**

**ИННОВАЦИОННЫЕ ПОДХОДЫ К УКРЕПЛЕНИЮ СЕМЕЙНЫХ
ЦЕННОСТЕЙ В ЦИФРОВОЙ СРЕДЕ НОВОГО УЗБЕКИСТАНА**

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Abstract: This article provides detailed reflections on the sustainability of family values in the context of digital transformation. As a result of the rapid development of digital technologies, the intensification of information flows and the increasing digitalization of social life, detailed reflections are presented on the need to maintain a balance between traditional and modern factors in family values. Also, ways of using interactive and technological approaches in the development of religious education in the family environment are shown.

Keywords: digital environment, family, education, spiritual values, innovative approach, parental responsibility, religious education, younger generation, digital transformation, family values, social philosophy.

Аннотация: В данной статье подробно рассматриваются вопросы устойчивости семейных ценностей в контексте цифровой трансформации. В результате стремительного развития цифровых технологий, интенсификации информационных потоков и растущей цифровизации социальной жизни, представлены подробные размышления о необходимости поддержания баланса между традиционными и современными факторами в семейных ценностях. Также показаны способы использования интерактивных и технологических подходов в развитии религиозного воспитания в семейной среде.

Ключевые слова: цифровая среда, семья, образование, духовные ценности, инновационный подход, родительская ответственность, религиозное воспитание, молодое поколение, цифровая трансформация, семейные ценности, социальная философия.

Annotatsiya: Ushbu maqolada raqamli transformatsiya sharoitida oilaviy qadriyatlarning barqarorligi haqida batafsil fikr-mulohazalar kiritilgan. Raqamli texnologiyalarning jadal rivojlanishi, axborot oqimlarining kuchayishi va jamiyat hayotining tobora raqamlashtirilishi natijasida oilaviy qadriyatlar an'anaviy va zamonaviy omillar o'rtasida muvozanatni saqlash zaruriyati haqida atroflichamulohazalar keltirilgan. Shuningdek, oilaviy muhitda e'tiqodiy tarbiyani rivojlantirishda interfaol va texnologik yondashuvlardan foydalanish yo'llari ko'rsatib o'tilgan.

Kalit so'zlar: raqamli muhit, oila, tarbiya, ma'naviy qadriyatlar, innovatsion yondashuv, ota-ona mas'uliyati, diniy tarbiya, yosh avlod, raqamli transformatsiya, oilaviy qadriyat, ijtimoiy falsafa.

INTRODUCTION. The stability and change of family values in the context of digital transformation is one of the important scientific problems in the context of social philosophy. As a result of the rapid development of digital technologies, the intensification of information flows and the increasing digitalization of social life, family values are faced with the need to maintain a balance between traditional and modern factors. When analyzing this situation from a socio-philosophical point of view, such aspects as the transformation of the family as a social institution, new forms of interpersonal relationships, changes in the mechanisms of transmission of spiritual heritage, and the formation of a new image of social identity in the digital environment are of great importance. From the point of view of social philosophy, family values are one of the most stable institutions that have developed in the process of historical formation of human society. While in traditional society, the family was formed through social norms, moral principles and religious beliefs that are transmitted as an inheritance between generations, in the context of digital transformation, these values are taking on a new form. Information technologies, changing the mechanisms of interaction in family relationships, on the one hand, expand communication opportunities, and on the other hand, lead to the fragmentation of family values. The problem of preserving and strengthening the spiritual role of the family in today's global digital society remains an urgent issue. Due to the widespread use of virtual communication and social networks, individuals are moving away from the need for real communication with each other to a certain extent. In such conditions, the main components of family values - such concepts as respect, trust, love and mutual responsibility - are being reinterpreted through new means of communication. Also, the educational and educational tasks of the family are changing through digital technologies, and the process of socialization of the new generation is taking place in a different format.

The phenomena of deception and manipulation, studied separately by E.N. Markina and A.O. Duck, play a central role in understanding disinformation threats to the institution of the family. A lie is not just a lie, but a means of constructive distortion of social reality, misalignment of moral coordinates. In this regard, informational imbalances occurring in the family are often the result of external social manipulations. The concept of "spiritual vandalism" raised by N.R. Ganiev reveals the destructive role of disinformation not only in the informational, but also in the axiological sphere. When the internal value structure of the family is being destroyed, this may be the result of external information aggression. Analysis of the stability and change of family values within the framework of social philosophy shows that digital transformation is not a complete destruction or replacement of these values, but rather a process of encouraging them to adapt. In this regard, the importance of the evolutionary development of social consciousness, the synthesis of traditional and modern values, is emphasized. For example, the rational use of the possibilities of the digital environment, while maintaining traditional moral and normative principles in family relations, serves to ensure the stability of the family. "A mother instills the most beautiful morals in her children. She teaches them to love others, be kind to their loved ones, respect the elderly, show compassion to the young, and help the weak and vulnerable. She teaches them to do things beautifully and beautifully, to speak the truth. She instills in the child's mind and heart the importance of keeping promises, being fair in judgments, and similar moral values, and tirelessly helps them become productive and well-mannered people." Thus, from the point of view of social philosophy, the stability and change of family values in the context of digital transformation is a dialectical process, in which the adaptation of values, their adaptation to new social conditions, and their transmission as inheritance are of great importance. In order to prevent the loss of family values in the digital society, it is necessary to preserve national traditions and approach them in harmony with new technologies. This will ensure the strength of the family as a social institution and make human relationships more meaningful. As Abdulla Sher said: "free-spirited individuals become heroes of a certain era. After all, they are not afraid to sacrifice their own will, their own lives for the sake of the will of others." Digital transformation has a two-fold impact on the dynamics of family values. On the one hand, technologies allow strengthening family ties, expanding economic opportunities and improving the quality of family life, on the other hand, it leads to a change in the system of traditional relationships, and the adaptation of the family institution to new conditions. Therefore, in order to maximize the effective use of the positive aspects of digital transformation, reduce its negative effects and ensure the stability of family values, flexible strategies should be developed at the state policy and societal level. In this regard, taking

into account the role and importance of the family as a social institution, it is one of the urgent tasks to find ways to develop in harmony with modern technologies. Digital transformation has become an integral part of the development of modern society and has a significant impact on all aspects of human life, including family values. The family is the main institution that ensures the stability of social life, and its continuous development is a criterion for the progress of society.

MAIN PART. The comprehensive social reforms being implemented in our country are aimed at strengthening the family, developing it as an important social institution in society, supporting the fundamental foundations of family education, and raising a harmonious generation. The family is not only an institution based on marital relations, but also an environment that transmits the basic values of human civilization from generation to generation. Its socio-philosophical essence is associated with the integration of a person into society, the assimilation of moral norms, and the formation of a sense of personal and social responsibility. However, in the context of globalization and technological progress, traditional family values are changing. The development of information and communication technologies, the widespread popularity of social networks, and the processes of economic and social integration are creating new forms of family relations. This, in turn, leads to the formation of new attitudes towards traditional family values. Abdussalom Azimi's article "Education and Upbringing" states, among other things: "If you want to know the future of any nation, you need to consider the attitude of that nation towards its children and the conditions of their upbringing. So, the mother is the first factor and mentor. The mother's influence on the child is greater than the influence of the father. Because the mother nourishes the child with her blood for several months. For this reason, the child is raised in accordance with the environment in which the mother is raised, and if this nature and habit are formed irrationally, it is difficult to reform them after they grow up." In the conditions of digital transformation, ensuring the stability of family values is emerging as one of the urgent issues. Because today, young people largely evaluate family relationships, gender roles, and the institution of marriage through trends in social networks, the influence of Western psychology, and the media. Therefore, in order to ensure the stability of family values, it is necessary, firstly, to have a strong socio-philosophical foundation for the concept of family in society, and secondly, to form a culture of family responsibility and mutual respect among young people. In recent years, certain changes have been observed in society's attitude towards the institution of family. Discussions of family relationships by some experts or individuals on social networks, in the media, and in blogging spaces are causing widespread discussions. For example, Nargiz Sattarova's speech on the topic "What is the point of creating a family?" caused public discussions.

Such situations bring the discussion of family values to a new level, forming different points of view on their stability and changes. From the point of view of social philosophy, the change in attitude towards the family is associated with shifts in the social structure and value system of society, and the influence of communication technologies, mass media and Western culture in this process cannot be denied. However, scientific research confirms the place of the family in human life and its impact on the stability of society. Various international and national studies show that married people are significantly superior to single or divorced people in terms of happiness. When summarizing the results of 58 studies conducted in the United States, it was observed that the subjective feeling of happiness is higher in married life than in single life. Sociological studies conducted in Uzbekistan also showed that the majority of respondents perceive the family as a sacred institution and that its main purpose is to leave offspring, live together with one's loved one, and adhere to religious values. The stability of family values is inextricably linked to the general social approach to the family in society, economic well-being, cultural environment, and education system. In order to form family values in the minds of the younger generation, special attention should be paid to the concepts of family upbringing, moral values, and spiritual maturity in schools and higher educational institutions. At the same time, it is important to limit misconceptions about the family in social networks and prepare young people for the real state of family life. In today's rapidly changing world, the problems faced by modern families in raising children are becoming multifaceted and complex. Technological progress, increased information flow, changes in social life, urbanization, and global cultural trends directly affect the internal environment of the family. As a result, parents face various difficulties in the process of providing a healthy upbringing to their children. In modern life, most parents are busy with work and cannot devote enough time to their children. This leads to a weakening of the emotional connection between children and parents. The child, lacking love and attention, is exposed to the external environment, often to factors that have a negative impact. In recent years, it has been observed that children spend a lot of time on gadgets, computer games, and social networks. The virtual world distances the child from real life, negatively affecting his emotional and intellectual development. In addition, the propaganda of violence, immorality, and foreign culture through uncontrolled content on the Internet has a negative impact on the child's psyche. In recent years, the increase in the number of parents working abroad has also affected the quality of upbringing. The child remains in the care of grandparents or relatives. They may be financially secure, but lack spiritual, moral, and emotional nurturing. The child feels an inner void from the constant absence of loved ones, and begins to seek attention in external factors.

CONCLUSION. Although the educational problems facing modern families are complex and multifaceted, they are not without solutions. It is important that parents consider the development of their child, his mental and moral health as the highest priority. A conscious approach to child rearing is one of the important steps towards a better future society.

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