THE IMPORTANCE OF FORMING CYBER CULTURE IN PROTECTING YOUNG PEOPLE FROM THE INFLUENCE OF MODERN VIEWS OF SUBCULTURE

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Abstract: in this article, new forms of subculture, emergence, formation of cyber subcultures and their negative impact on young people are studied during the development of information technologies. Important factors and tools for preventing the spread of cyber subcultures have been studied and the necessity of forming cyber culture among young people has been established.

Key words: cyber culture, Internet, multimedia, communication, cyber subculture, technological development, social network, creativity, innovation.

Аннотация: в данной статье рассматриваются новые формы субкультуры, возникновение и формирование киберсубкультур и их негативное влияние на молодежь в период развития цифровых технологий. Изучены важные факторы и инструменты предотвращения распространения киберсубкультуры и установлена необходимость формирования киберкультуры среди молодежи.

Ключевые слова: киберкультура, Интернет, мультимедиа, коммуникация, киберсубкультура, технологическое развитие, социальная сеть, творчество, инновации.

The origin and development of youth subcultures depends on many factors. Subcultures are usually formed as groups that differ from the main culture of society and have their own dress, slang, behavior and other cultural norms.

As before, media culture continues to play a leading role in the formation, spread and diversity of youth subcultures. At the current stage, he also plays a dual role, but this role is different from the previous one. In addition, media culture itself directly creates new, previously unknown and even impossible types of youth subculture.

In the 21st century, youth subcultures are formed under the influence of media culture. Media plays a leading role in the formation, spread and diversity of youth subcultures. For example, cyber subcultures, that is, subcultures formed through the Internet and multimedia technologies, are widespread today.

With the development of information technologies, the concept of cyber culture began to be used in the field of science. Cyberculture is also closely related to various art forms, including electronic music, robotics, and even cyberpunk, a genre that often depicts worlds completely immersed in digital technology. A special type of research on cultural codes based on the technological expansion of perception and semantic diversity, hypertextual methods of literary and research writings, and objects and multi-layered dynamic images that blur their specific boundaries has been formed. In the 1980s and 1990s, the spread of computer

technologies and the Internet played an important role in the formation of cyber culture[1]. These technologies made it possible to create and distribute digital content, as well as human interaction in virtual spaces.

Cyberculture is a collective concept that describes cultural change from the 20th to the 21st century. The change was different from the 1960s predictions of spaceflight, progress, and future control. It became clear that the future is not a linear development of old technologies, but a different way of defining the technical aspect and understanding a person.

Technologies have evolved towards microtechnologies, integrated into everyday life and become part of cultural production. Local cultures became visible to each other in the field of global communications. Against the background of the rapid development of technological possibilities in art, cyberculture appealed to the diversity of subcultures with their aesthetic differences. Researchers have tried to understand how the new technologies of global communication and virtual reality, as well as biotechnology, can create reality effects and body changes.

The emergence of new forms of communication and interaction on the Internet has led to changes in social structures and the formation of new communities. People began to unite on the basis of interests, created virtual communities and subcultures[2]. Cyberculture has absorbed elements of various cultural movements such as hippie and punk, as well as science fiction and cyberpunk. These influences contributed to the formation of the unique aesthetics and philosophy of cyber culture.

The development of the digital economy and the emergence of new forms of income, such as e-sports and content creation, have also contributed to the growth of cyber subcultures[3].

Virtual worlds and games have given people the opportunity to express themselves and create new identities, which has become an important factor for many participants in cyberculture.

Cyber subculture is a subculture formed through the Internet and digital technologies, which usually includes groups united around specific interests, interests, and activities.

Cyber subcultures, in turn, have their own characteristics. This is primarily multimedia competence.

The main characteristics of cyber subcultures are:

Virtual communities: cyber subcultures are often formed through online forums, social networks, and gaming platforms. These communities allow their members to express themselves and interact.

Unique Jargon and Symbols: Each cyber subculture may have its own language and sign system. For example, gamers use terminology specific to their games.

Cultural norms and rules: cyber subcultures develop specific rules and norms for their members. These rules regulate behavior within the team and unite members.

Innovation and creativity: cyber subcultures are often associated with new technologies and creative projects. For example, the hacker subculture is involved in creating and testing new software and technologies.

Cyber subcultures have undergone significant changes over the years. These changes are related to the development of technologies, the expansion of the Internet and the popularization of social networks. Some of the changes are:

Technological development: As the speed and quality of the Internet has increased, cyber subcultures have become more interactive and dynamic. For example, online games and virtual reality technologies have led to the formation of new subcultures.

Social Media: Platforms like Facebook, Telegram, Twitter, Instagram, and TikTok have helped cyber subcultures expand and spread globally. Through these platforms, young people can easily share their interests and ideas.

Mobile Technology: Smartphones and mobile applications have made cyber subcultures present anytime, anywhere. This led to subcultures becoming more deeply embedded in everyday life.

Creativity and content creation: Through YouTube and other video platforms, content creators have been able to create and develop their own subcultures. Social networks play an important role in creating and supporting subcultural communities. Young people widely use these networks for communication, content sharing and

This led to the emergence of new and unique subcultures.

Cyber Security and Privacy: As cyber subcultures have evolved, so have the issues of cyber security and privacy. Subcultures of hackers and cybercriminals have also developed and new threats have emerged.

Youth subcultures are often characterized by specific interests, self-conscious tendencies, and a desire to stand out from the crowd. These groups, for example, gamers, hackers, bloggers, express themselves in their virtual worlds.

Cyber subcultures have the following effects for young people:

Isolation and loneliness: Some young people may lose real-life social connections through cyber subcultures. This increases the feeling of isolation and loneliness.

Dependence on technology: Cyber subcultures can sometimes lead to excessive dependence on technology. This causes stress and anxiety to increase.

It is very important to prevent young people from being influenced by cyber subcultures and to protect them from their negative effects.

In the conditions of rapid development of technologies and active life in the digital space, the formation of cyber culture among young people is becoming more and more important. There are several reasons why this is necessary:

Adapting to the digital environment: today's youth are increasingly interacting with digital technologies. The formation of cyber culture will help young people to better adapt to modern living, studying and working conditions, which will be important for their future profession and social life.

Responsible use of technology: Cyber literacy includes understanding the ethical standards and rules of behavior on the Internet. Educating young people

about the safe and responsible use of technology can help prevent issues such as cyberbullying, Internet addiction and identity theft.

Developing critical thinking skills: in the context of information overload and the spread of fake news, young people need to be able to critically evaluate information sources. The formation of cyber culture helps to develop the skills of analysis, assessment of reliability of information and formation of independent opinion.

Creating a positive digital identity: Young people are actively creating their digital selves through social media and other platforms. Cyber culture involves understanding the importance of online reputation and creating a positive image that can affect your future career and personal life.

Social responsibility and participation: young people can use digital platforms to actively participate in social and political processes. Cyberculture provides an opportunity to use technology to realize one's role in society and achieve positive changes.

Cultural Diversity and Exchange: Cyberculture focuses on the diversity of ideas and cultures. It helps to exchange ideas and experiences between different groups of young people, which in turn helps to develop tolerance and understanding.

Creativity and self-expression: digital technologies open up new opportunities for creativity and self-expression. The formation of cyber culture helps to develop creative skills and introduce innovative solutions in various fields.

Thus, the formation of cyber culture among young people is an important task that helps to develop the necessary skills and values and thus ensures their successful integration into modern society.

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