



THE INFLUENCE OF ETHNOPSYCHOLOGY IN THE FORMATION OF VALUES

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Abstract. *This article analyzes the role of ethnopsychology in the process of value formation and the mechanisms of influence. The study highlights the importance of ethnic mentality, national traditions and customs in the formation of a system of values in the consciousness of an individual. Also, the harmony of national and universal values in the context of globalization, their role in the upbringing of the younger generation is scientifically and theoretically substantiated. The results of the article serve to identify the possibilities of effective use of ethnopsychological approaches in the educational process.*

Keywords: *values, ethnopsychology, national consciousness, ethnic mentality, cultural traditions, socialization, personal development, globalization*

Introduction. In the context of modern globalization, the system of values is gaining importance in the issues of social development, personal development and social stability. Values are one of the main factors determining a person's worldview, behavior, social relations and spiritual and moral direction. In particular, in order to deeply understand the process of formation of national and cultural values, the study of their psychological foundations, in particular ethnopsychological factors, is becoming an urgent scientific issue.

Ethnopsychology explains the mechanisms of formation of values by studying the spiritual characteristics, mentality, traditions, customs and social experiences characteristic of representatives of a particular ethnos. The historical path of development, living environment, social structure and cultural heritage of each

people leave a unique mark on its system of values. Therefore, it is impossible to fully understand the process of formation of values without taking into account ethnopsychological characteristics.

Today, the issue of harmonious development of national and universal values in the minds of the younger generation, ensuring their social adaptation and personal development requires special attention. In this process, ethnopsychology has not only theoretical, but also practical significance, serving as an important methodological basis for education, socialization, and personal development. Based on this, this article aims to scientifically analyze the role and mechanisms of influence of ethnopsychology in the formation of values.

Literature review. The study of values and the process of their formation has been widely studied in psychology, sociology, philosophy, and ethnography. In particular, scientific research conducted within the framework of ethnopsychology serves to reveal the national-cultural foundations of values, the mechanisms of their formation in the consciousness of the individual.

The views of Gustav Le Bon play an important role in the formation of the theoretical foundations of the science of ethnopsychology. He analyzed the influence of collective consciousness, national spirit, and social stereotypes on individual behavior and substantiated the inextricable link between values and the psychology of society. In his opinion, the spiritual characteristics of the ethnos are an important factor in the transmission of values from generation to generation [1].

One of the scientists who deeply studied the issue of national consciousness and cultural values is Lev Vygotsky. In his theory of cultural-historical development, he scientifically substantiated the formation of the individual psyche under the influence of the socio-cultural environment. According to Vygotsky, values are instilled in the consciousness of an individual through social experience and cultural means, in this process national-ethnic factors are of particular importance [2]. Also noteworthy in analyzing the interaction between personality and culture is the research of Geert Hofstede. The model of cultural dimensions developed by him

serves to explain the differences in the value systems of different peoples. Hofstede interprets values as an important psychological factor that is formed in the collective consciousness of society and governs individual behavior [3].

Another scientist who studied the issue of national mentality and values within the framework of the ethnopsychological approach is Serge Moscovici. He analyzed the formation of values in the group consciousness and their impact on social behavior through the theory of social representations. This approach serves as an important theoretical basis for explaining the stabilization and strengthening of values within an ethnic group [4].

Our local researchers M.Masimdjanova and A.Juraev also extensively covered the issues of values and ethnopsychology in their studies. In particular, the issues of the formation of national values in Uzbek society, the impact of customs and traditions on the psychology of the individual occupy a special place in pedagogical and psychological research. These studies scientifically substantiate the need to take into account ethnopsychological characteristics in the upbringing of the younger generation [5,6].

In general, an analysis of the existing scientific literature shows that the formation of values is a complex and multifactorial process, in which ethnopsychological characteristics play a leading role. At the same time, the need for comprehensive research into the transformation of values and their ethnopsychological aspects in modern social conditions remains.

Main part. The formation of values is a complex socio-psychological process closely related to the development of the individual and society. Ethnopsychological factors play an important role in this process, directly influencing the assimilation of social experience, the development of behavior and worldview of the individual. The historical experience, customs, traditions and system of social relations characteristic of each ethnos determine the content and direction of values. Ethnopsychology explains the formation of values in connection with the process of socialization of the individual. From birth, a person is brought up in a certain ethnic

environment and this environment instills in his consciousness the moral norms and behavioral patterns characteristic of him. Education provided in the family, neighborhood, educational institutions and the wider social environment creates the initial foundation of values. It is at this stage that ethnic mentality, national customs and traditions are deeply embedded in the psyche of the individual.

The role of national traditions and customs in the formation of values is of particular importance. Traditions strengthen the norms of behavior recognized by society and determine the criteria for socially acceptable behavior for an individual. From an ethnopsychological point of view, traditions affect not only external behavior, but also the internal motivation and emotional relationships of an individual. As a result, values are raised to the level of internal needs and confidence for an individual.

Under the influence of globalization processes, a transformation of values is also observed. The modern information space, intercultural dialogue and migration processes are causing new elements to enter the system of national values. In such conditions, ethnopsychology serves as an important scientific basis for ensuring the preservation and adaptability of values. Combining national values with universal human values facilitates the social adaptation of an individual and helps prevent intercultural conflicts.

The importance of the ethnopsychological approach in the upbringing of the younger generation is especially relevant. The formation of a sense of national identity, historical memory and respect for cultural heritage in students and pupils ensures the sustainable development of the value system. Taking into account ethnopsychological characteristics in the educational process, combining national values with educational activities increases the social activity and spiritual maturity of the individual. At the same time, ethnopsychology recognizes that values are not limited only to national borders, but are also updated in the process of social development. Values are formed on the basis of historical experience and develop in accordance with the requirements of the time and social needs. In this process,

ethnopsychological factors appear as an important mechanism that ensures the integral connection between the individual and society.

Conclusion. The conducted analysis shows that the formation of values is a complex and multifaceted process, in which ethnopsychological factors play a leading role. The historical experience, cultural heritage, customs and traditions inherent in each ethnos directly affect the formation of a system of values in the consciousness of an individual. In this process, the ethnic mentality and social environment serve as an important psychological basis that determines the worldview, behavior and spiritual direction of an individual.

The results of the study confirm that values formed taking into account ethnopsychological characteristics have a positive effect on the social adaptation of an individual, awareness of national identity and active participation in society. In particular, the harmony of national and universal values in the upbringing of the younger generation is an important factor in ensuring social stability.

In conclusion, ethnopsychology is an important scientific direction that explains the formation and development of values, and its theoretical and practical potential should be effectively used in the education system. This is of great importance in ensuring the spiritual development of the individual, the development of intercultural dialogue, and the progress of society.

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