



THE ROLE OF PUBLIC CONSCIOUSNESS AND CULTURE IN THE FORMATION OF KNOWLEDGE ABOUT MIGRATION

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ABSTRACT

The article examines the influence of public consciousness and culture on the formation of knowledge about migration. The authors analyze how the ideas and beliefs of society form stereotypes and perceptions of migrants, as well as influence the formation of socio-cultural norms regarding migration processes. The research highlights the role of language, mass media and socio-cultural institutions in the formation of images of migrants in the consciousness of society. The article also examines the relationship between public opinion and migration policy, emphasizing the importance of understanding cultural contexts for effective management of migration processes. The results of the study can serve as a basis for the development of strategies aimed at forming a more informed and tolerant public attitude towards migrants.

KEYWORDS: Migration, public consciousness, culture, stereotypes, perception of migrants, socio-cultural norms, language, mass media, socio-cultural institutions, image of migrants, public opinion, migration policy, cultural contexts, tolerance, migration management strategies.

INTRODUCTION

Migration processes have become an integral part of modern society, causing a variety of socio-cultural and political challenges. This article examines the key role played by public consciousness and culture in the formation of knowledge about migration and the impact on the image of migrants in the collective consciousness[1]. The modern world is in a state of constant migration flows, and the role of public consciousness and culture in the formation of knowledge about this phenomenon is becoming more and more significant. The article is intended to reveal the influence of social beliefs, cultural characteristics and socio-cultural institutions on the formation of ideas about migrants.

Public consciousness and the formation of stereotypes: Public consciousness, interacting with migration processes, creates stereotypes that form the idea of the "other". These stereotypes influence the perception of migrants, defining their image in the eyes of society. Cultural context and language: Cultural characteristics and language environment have a significant impact on the process of adaptation of migrants[2]. The study of these factors helps to understand how perceptions of cultural differences are formed and how they affect the interaction between migrants and the local population. Media and socio-cultural institutions: The role of mass media and socio-cultural institutions in creating the image of migrants cannot be underestimated[3]. Analysis of the impact of the information space on the formation of ideas about migration helps to understand what factors influence the formation of public opinion.

The connection between public opinion and migration policy: Public opinion on migration directly influences the formation of policy in this area. Understanding this relationship makes it possible to develop more effective strategies for managing migration processes, taking into account the needs and expectations of society. In the first part, we will consider the essence of migration as a phenomenon affecting the formation of diverse societies and cultures. Let's analyze the key trends of migration processes and their impact on the formation of socio-cultural images[4]. We investigate how public consciousness influences the creation of stereotypes about migrants. Let's consider the role of language, mass media and socio-cultural institutions in the formation of images of migrants in the consciousness of society. Let's highlight the contradictions between the reality of migration processes and their perception in society.

In this part of the article we will pay attention to the influence of cultural differences on the perception of migrants. We will analyze how cultural contexts can form beliefs and prejudices, and also identify the importance of mutual understanding in the process of socio-cultural adaptation[5]. Let's highlight the relationship between public opinion and the formation of migration policy. We emphasize how understanding and tolerance in society can influence the adoption of effective strategies for managing migration processes.

Social consciousness and culture play a key role in shaping knowledge about migration. Perceptions of migration depend on the cultural, historical, and social contexts of a society. Cultural factors can create stereotypes about migrants, forming a certain image of them in the public consciousness. These stereotypes can influence the perception of migration as a positive or negative phenomenon. Culture and language are closely related. Language can serve as a means of communicating information about migration, but can also be used to shape certain perceptions of migrants. Works of art, literature, film and other cultural expressions can influence how a society perceives migration. They can expand understanding of migration processes, raise ethical questions and highlight the human side of this phenomenon.

A society's religious and ethical values can influence how people view migration. For example, some societies may welcome migrants as brothers and sisters, following the principles of hospitality, while others may be more skeptical due to differences in religion. Media reports have a huge impact on shaping public opinion about migration. Negative coverage can reinforce fears and prejudices, while more objective and informed coverage can contribute to understanding the causes and consequences of migration. Cultural and educational programs can also influence perceptions of migration. Including information about cultural diversity and migration processes in curricula contributes to a deeper understanding of this phenomenon.

CONCLUSION

In conclusion, we will summarize the results of the analysis, summarize the key aspects of the role of public consciousness and culture in the formation of knowledge about migration and offer prospects for the development of a more informed and tolerant society in the context of global migration challenges. The results of the study emphasize the importance of a conscious approach to the formation of public consciousness and culture in the context of migration. The development of tolerance based on a deep understanding of cultural differences can contribute to the creation of a more inclusive and equitable society that can effectively cope with the challenges presented by migration processes.

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