



THE ROLE OF THE SOCIAL ENVIRONMENT IN AN INDIVIDUAL'S SELF-AWARENESS

Eshmuradova Shokhsanam Shuhrat kizi
PhD student, Gulistan State University, Uzbekistan

ABSTRACT

The relevance of the influence of the social environment on a person's self-awareness is determined by a number of factors related to modern social changes and their impact on how an individual perceives themselves and their role in society. Identifying the influence of the social environment on the formation of self-awareness involves examining various aspects of society, such as culture, traditions, and norms, as well as how social groups influence an individual's self-perception and values.

KEYWORDS: Social environment, self-awareness, self-knowledge, self-attitude, self-feeling, self-influence, "I" image, identification, reflection.

INTRODUCTION

The social environment encompasses various aspects of society, such as culture, traditions, norms, groups, and institutions, and it also includes their influence on an individual's process of self-awareness. This phenomenon highlights the interactions individuals have with the social structures around them and examines how factors like family relationships, education, media, and public opinion affect how a person perceives themselves, their values, and their goals. One of the key aspects is studying how different social groups and their characteristics (age, gender, ethnicity, etc.) impact the formation of an individual's identity and self-awareness.

An introduction to the topic of the social environment and self-awareness helps in understanding how external realities influence a person's inner world. The social environment not only creates the context for interpersonal interactions but also serves as the foundation for the individual's personal beliefs and self-identification process.

In studying the impact of the social environment on an individual's self-awareness, it is important to consider several key factors. First, the culture in which a person grows and develops plays a significant role in shaping their identity. Cultural norms and values determine which behaviors are considered acceptable or unacceptable, thereby shaping the individual's internal views and beliefs.

Studying the theoretical foundations of the impact of the social environment on self-awareness involves analyzing cultural, traditional, and social factors, which includes shedding light on the processes that shape identity. In terms of structure, the factors that shape identity can be divided into four conditional directions:

1. Self-knowledge
2. Self-attitude
3. Self-feeling
4. Self-influence

Each of these encompasses various possibilities. However, self-knowledge is the source of both self-feeling and the perception of others. Self-knowledge, in a comprehensive sense, involves working on oneself, setting a program for self-education. At the same time, it is necessary for creating a detailed plan for an individual, as well as for setting goals and ideals that must be achieved, especially for youth in the process of their upbringing. Thus, self-awareness based on self-knowledge can ultimately lead to self-management and self-education. However, the role of self-attitude should not be overlooked. Therefore, it is important to consider how the different aspects of self-awareness can contribute to self-management and self-education.

The valuable aspect of self-awareness, which is self-attitude, refers to the way a person relates to themselves as an individual. It primarily involves the direction of the individual's goals, ideals, needs, interests, values, moral orientation, self-demand, and their ability to express themselves. Self-attitude is always connected to self-feeling. Self-feeling, in turn, is linked to self-expression and self-affirmation. A person's emotional state, whether expressed as satisfaction or dissatisfaction, creates an internal environment through their behavior, which in turn influences all aspects of their "Self". Therefore, self-improvement in any area is largely dependent on self-knowledge and how one relates to themselves. If a person is capable of accurately expressing themselves and critically and objectively evaluating their behavior, there will still be a need for self-education.

Self-feeling and self-influence manifest as the emotional aspect of self-awareness. The emotional aspect of self-awareness includes components such as interests, desires, moods, and the ability to manage them. All of these are reflected in one's ability to manage and justify their emotions, thoughts, and behavior, and they manifest in some form during self-education. The relationship between self-awareness and self-management, as well as their interconnection, can be visualized in a certain diagrammatic form.

Self-awareness, in general, refers to the formation of the "Self" image (I.S. Kon, 1978). Numerous studies show that the "Self" image does not form quickly in a person, but instead emerges gradually throughout their life as a result of social influences. Many scientific sources define self-awareness as follows: "The understanding, evaluation, and self-assessment of one's knowledge, moral character, interests, ideals, and moral motives, as well as the ability to perceive oneself as a thinking and feeling being, to separate oneself from the objective world, and to understand and evaluate one's relationship with the world, thereby seeing oneself as an individual. It involves understanding one's behavior, thoughts, emotions, desires, and interests".

An individual's self-awareness is shaped by age and gender characteristics. For example, an intense curiosity about oneself and the desire to understand and recognize who one is, particularly develop during adolescence. During this period, the feeling of "growing up" emerges, which shapes not only one's self-perception but also relationships with others. In girls, the "Self" image tends to be more positive and favorable when it reflects feminine qualities, and this is closely linked to the presence of those feminine characteristics. In boys, the image is more associated with physical perfection and how well it aligns with masculine ideals. This is why, during adolescence, physical traits such as a boy's smaller stature or weaker muscles may negatively impact the formation of their "Self" image. In girls, the "Self" image is more dependent on external beauty, physical appearance, elegance, and other feminine qualities. However, when girls experience issues like excess weight or skin blemishes, it may lead to



strong negative emotions, but beautiful clothing, accessories, or a well-maintained hairstyle can help mask these perceived flaws.

It is important to note, however, that the positivity or negativity of the “Self” image is significantly influenced by the external social environment, others, and their attitudes. A person often perceives themselves as though they are looking in a mirror, based on how others see them. This process is known in psychology as reflection. The essence of reflection is that a person forms their self-image through the image of others who are similar to them. Reflection is a process that pertains to the consciousness of the person with the “Self” image.

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