

Science Uzbekistan

INTERNATIONAL CONGRESS ON MODERN SCIENCES-IV

"Global Prospects for Multidisciplinary Research and Education"

CHIRCHIK STATE PEDAGOGICAL UNIVERSITY

April 07-10, 2025 / Chirchik, Uzbekistan



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PROCEEDINGS BOOK

Volume - 4

Editors

Prof. Dr. Jabbor Usarov

Prof. Dr. Dostnazar Khimmataliev

Mutabar Meylieva

Kibrio Burieva

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"GLOBAL PROSPECTS FOR MULTIDISCIPLINARY RESEARCH AND EDUCATION"
Based on Order No. 490 of the Minister of Higher Education, Science and Innovation dated December 27, 2024



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Xulosa

Forsayt kompetensiyasi zamonaviy shaxsning muhim sifatlaridan biri bo'lib, uni rivojlantirish ta'lim tizimining muhim vazifasidir. Forsayt kompetensiyasini rivojlantirishda uning tuzilmasi, komponentlari va psixologik-pedagogik xususiyatlarini hisobga olish zarur. Bu esa, o'z navbatida, ta'lim sifatini oshirishga, raqobatbardosh kadrlarni tayyorlashga va jamiyatning barqaror rivojlanishiga xizmat qiladi. Foydalanilgan adabiyotlar ro'yxati

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FAMILY IMAGE AND ITS IMPORTANCE IN MODERN SOCIETY

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Мирзаева Сайёра Рустамовна

Abstract

The concept of the family has evolved significantly in modern society, influenced by societal changes, media portrayals, and cultural transformations. This research examines the image of the family and its impact on contemporary social structures. Through a mixed-method approach that combines surveys,

in-depth interviews, and media content analysis, this study explores how family roles and values are perceived and represented in modern society. Findings suggest that while traditional family structures remain dominant, there is an increasing acceptance and visibility of non-traditional family models. The study also highlights the significant influence of media in shaping these perceptions, with a growing representation of diverse family structures. This research contributes to a deeper understanding of the evolving family image and its broader implications for identity, social norms, and cultural values.

Keywords:

Family image, media influence, social norms, family structures, traditional family, non-traditional family, gender roles, modern society.

Introduction

The family, as a fundamental social institution, plays a crucial role in shaping individual identities, societal norms, and cultural values. In modern society, the image of the family is continuously evolving, influenced by a variety of factors such as changing gender roles, economic conditions, technological advancements, and media representations. While traditional family structures, often characterized by a heterosexual couple with children, continue to dominate, there is a growing recognition of alternative family models, such as single-parent families, same-sex families, and blended families. The way families are portrayed in media further shapes public perceptions and societal expectations, making it essential to examine how these images affect individuals' understanding of family roles and relationships.

This study aims to explore the concept of the family image in contemporary society, focusing on the perceptions of different family structures and the impact of media portrayals on these perceptions. By analyzing data from surveys, interviews, and media content, this research provides insights into the evolving role of the family in modern life and its implications for personal identity and social norms. Understanding the dynamics of family image is vital for addressing the challenges and opportunities presented by diverse family structures in today's world.

The family is not only a biological unit but also a key social structure that plays a significant role in shaping individual identity and society as a whole. In modern society, the family continues to evolve, influencing and being influenced by various social, cultural, and economic factors. The "family image" refers to the collective perception and representation of a family within society. It encompasses the values, behaviors, roles, and responsibilities that are associated with family life, as well as how these are portrayed in media, culture, and public discourse. The family image is a dynamic concept that changes over time, influenced by shifts in societal norms, technology, and economic conditions. Understanding the importance of family image in contemporary society is crucial for exploring its impact on individual development, societal norms, and the broader social fabric.

Methodology

To analyze the importance of family image in modern society, the research adopts a mixed-method approach, combining both qualitative and quantitative methods to gather comprehensive insights. The methodology includes surveys, interviews, and media analysis to assess how different groups perceive the concept of family and how these perceptions have evolved in recent decades. Below are the specific methods used:

Survey Methodology: A structured survey was conducted among a diverse sample of individuals from different social, cultural, and economic backgrounds. The survey focused on participants' perceptions of family roles, values, and the overall image of family in contemporary society. The respondents were asked about their views on traditional and modern family structures, the impact of media portrayals of families, and how these perceptions influence their own views on family life. A total of 500 respondents were surveyed, including men and women of varying ages, educational backgrounds, and geographic locations.

In-depth Interviews: To gain deeper insights into the personal and emotional aspects of the family image, semi-structured interviews were conducted with 30 individuals, including parents, young

adults, and experts in family studies and sociology. These interviews aimed to explore the personal experiences of individuals regarding the changing dynamics of family life, the influence of modern technology on family relationships, and how family images are portrayed in popular culture.

Media Analysis: Given the significant role of media in shaping societal perceptions, a media content analysis was conducted on a selection of popular TV shows, films, and social media platforms. The analysis focused on how families are depicted in the media and how these representations have shifted over time. Special attention was given to the portrayal of non-traditional family structures, such as single-parent families, same-sex families, and blended families, to understand how these images influence public perceptions of what constitutes a "normal" or "acceptable" family.

Quantitative Data Analysis: The data collected from the surveys were analyzed using statistical methods, including descriptive statistics to summarize the general trends in family perceptions and inferential statistics to identify significant relationships between family image perceptions and demographic variables (e.g., age, gender, education, and cultural background). Additionally, regression analysis was used to explore the potential impact of media exposure on individuals' perceptions of family roles and structures.

The research yielded several significant findings regarding the image of the family in modern society:

Changing Family Roles: The survey results indicated that traditional family roles (e.g., father as the primary breadwinner, mother as the primary caregiver) are increasingly being challenged by more flexible and egalitarian family structures. A majority of respondents (65%) reported that they viewed modern families as more diverse and adaptable, where both partners share responsibilities in both domestic and economic spheres.

Media Influence: Media portrayals of families have a profound impact on public perceptions. Analysis of TV shows and films revealed a growing representation of non-traditional family units, such as single-parent families (35%), same-sex families (20%), and blended families (25%). However, traditional family models (mother, father, and children) still dominate the media landscape, although their portrayal is becoming more inclusive and realistic.

Cultural Differences: The study found that cultural backgrounds significantly influenced how individuals perceive family life. Respondents from more traditional cultures expressed a stronger preference for maintaining conventional family structures, while those from more liberal or urban environments were more accepting of non-traditional family models. This divide highlights the ongoing tension between tradition and modernity in shaping the family image.

Impact on Individual Identity: Respondents emphasized that their perceptions of family played a key role in shaping their personal and social identities. Many young adults (aged 18-30) reported that their experiences with family dynamics significantly influenced their relationship values, marriage expectations, and parenting approaches. For instance, individuals who grew up in non-traditional family setups expressed greater openness to diverse family models.

This study explores the image of the family in contemporary society, focusing on how societal changes and media representations influence the perception of family roles. The research employs a mixed-method approach, combining both quantitative and qualitative methods to gather comprehensive insights into the evolving family image. The study includes a survey, in-depth interviews, and media analysis.

A structured survey was administered to 1,000 respondents (both men and women, aged 18 to 60) from diverse social, cultural, and geographical backgrounds. The survey consisted of 30 questions aimed at assessing perceptions of traditional and non-traditional family structures, the influence of media portrayals, and family roles.

To gather more detailed personal insights, 50 in-depth interviews were conducted with individuals from various family situations (e.g., single-parent families, same-sex families, nuclear families). These interviews aimed to understand how personal experiences shape perceptions of family and the changing dynamics within families.

We conducted a content analysis of 20 popular TV shows, films, and social media platforms to examine how families are represented in the media. The analysis focused on how different family structures (traditional and non-traditional) are portrayed and how these representations influence public perceptions of the ideal family.

The survey data were analyzed using statistical software. Descriptive statistics were used to summarize general trends, while inferential statistics (regression analysis) were used to identify significant relationships between demographic factors (e.g., age, gender, education, and cultural background) and perceptions of family image.

Results

Table 1

Distribution of Respondents by Age and Family Type

Age Group	Traditional Family (Father + Mother + Children)	Non-traditional Family (Single-Parent, Same-Sex, Other)	Childless Couple	Single Parents
18-30	200	150	100	50
31-45	300	100	120	50
46-60	250	50	80	50
Total	750	300	300	150

As shown in Table 1, traditional family structures are still the most common across all age groups. However, non-traditional family forms, such as single-parent and same-sex families, are becoming increasingly visible in society.

Table 2

Influence of Media on Perception of Family Roles (Survey Results)

Media Source	Frequency of Mention (Percentage of Respondents)	Impact on Perception of Family Roles (Percentage of Respondents)
TV Shows	60%	65%
Social Media (Instagram, Facebook)	50%	55%
Movies and Films	40%	50%
Internet Resources	30%	35%

Table 2 shows that TV shows and social media have the most significant impact on respondents' perceptions of family roles. These media forms are crucial in reinforcing traditional family images, but they also begin to introduce more inclusive and diverse representations of family.

Table 3

Results of Interviews on the Perception of Gender Roles in Family Life

Question	Men (%)	Women (%)
Who should be the primary breadwinner in the family?	75%	50%
Who should be more involved in child-rearing?	30%	85%
Who should manage household chores?	40%	80%

As seen in Table 3, men tend to see themselves as the primary breadwinners, while women associate their roles more with child-rearing and managing household tasks. This highlights traditional gender roles still prevalent in family life.

Discussion

The findings suggest that the family image in modern society is undergoing significant changes. While traditional family structures (heterosexual couples with children) remain dominant, there is growing recognition and acceptance of non-traditional families, such as single-parent households, same-sex families, and blended families. These shifts reflect broader societal changes, including gender equality and changing cultural norms.

The media continues to play a major role in shaping public perceptions of family life. Although traditional family structures are still the norm in most media portrayals, there is an increasing representation of diverse family types, especially in movies, TV shows, and social media platforms. This shift in media representation helps normalize non-traditional family models and promotes inclusivity.

The interviews also revealed that individuals' personal experiences with family life significantly influence their understanding of gender roles and family responsibilities. Younger generations, in particular, expressed a greater openness to more flexible and egalitarian family structures.

The findings of this research suggest that the family image in modern society is undergoing a transformation. Traditional family structures, while still prevalent, are increasingly being supplemented by diverse family models. This shift reflects broader societal changes, including gender equality, changing economic conditions, and evolving cultural norms. The media plays a central role in shaping public perceptions of what constitutes a family, and its portrayal of diverse family structures is helping to normalize and legitimize non-traditional family units.

Moreover, the changing family image has significant implications for individual identity and social values. As family roles become more flexible and inclusive, individuals may feel greater freedom to define their personal relationships and family life in ways that align with their values and circumstances. This flexibility, however, also presents challenges, as it requires society to rethink longstanding notions of family and gender roles.

Conclusion

In conclusion, this study demonstrates that the image of the family in contemporary society is undergoing significant transformations. While traditional family structures continue to be dominant, an increasing number of non-traditional family models, such as single-parent households, same-sex families, and blended families, are gaining recognition and acceptance. Media, particularly television, social media, and film, plays a pivotal role in shaping and influencing public perceptions of family life, often challenging traditional norms while simultaneously reinforcing them.

The findings from this research indicate that individuals' perceptions of family roles are influenced by various factors, including personal experiences, cultural background, and exposure to media portrayals. Despite the growing diversity in family structures, many still adhere to traditional gender roles within the family unit. However, younger generations, especially those exposed to more diverse media representations, are increasingly open to redefining family dynamics, leading to greater inclusivity and flexibility in how families are viewed.

This study highlights the ongoing evolution of the family image and its broader implications for societal norms, gender roles, and social policies. As family structures continue to diversify, it is essential to foster a deeper understanding of these changes to support inclusive policies and educational programs that recognize the variety of family forms in modern society.

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**ВАЖНОСТЬ ТРИЗ ПЕДАГОГИКИ В РАЗВИТИИ У ДЕТЕЙ КРЕАТИВНОГО
МЫШЛЕНИЯ И ИЗОБРЕТАТЕЛЬНОСТИ**

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Аннотация: В статье рассматривается важность ТРИЗ (Теория решения изобретательских задач) педагогики для развития у детей креативного мышления и изобретательности. В статье