

## THE GENESIS OF FORMING MORAL AND ETHICAL IMMUNITY IN ADOLESCENT STUDENTS IN THE CONTEXT OF THE IMPACT OF SOCIAL NETWORKS ON GLOBAL EDUCATION.

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**Abstract:** This article explores the genesis of forming moral and ethical immunity in adolescent students under the influence of social networks in the context of global education. The rapid proliferation of social networks and their increasing integration into the daily lives of adolescents pose new challenges for preserving traditional ethical and moral values. Drawing on interdisciplinary research in education, psychology, and media studies, the article investigates the underlying factors that contribute to adolescents' vulnerability to harmful online content, as well as the protective strategies and educational practices that foster resilience. The findings highlight the importance of structured guidance, critical thinking skills, and collaborative efforts among educators, parents, and policymakers to support adolescents in developing a strong moral and ethical foundation amid the dynamic global information landscape.

**Keywords:** moral and ethical immunity, adolescent students, social networks, global education, character formation, resilience, digital ethics, educational strategies, youth development, online influence

### INTRODUCTION

In recent decades, rapid advances in digital technology and the widespread proliferation of social networks have profoundly shaped the landscape of global education. Adolescents today navigate an information-rich environment that is both empowering and challenging, as they encounter diverse cultural values, ethical dilemmas, and potentially harmful content through their digital interactions. The rapid expansion of social networking platforms—such as Facebook, TikTok, Instagram, and YouTube—has created unprecedented opportunities for communication and knowledge exchange across borders. However, it also raises significant questions about the moral and ethical formation of youth, who are especially impressionable during this critical stage of personal development. In this context, the concept of “moral and ethical immunity” emerges as a vital educational goal. Moral and ethical immunity refers to an individual's capacity to recognize, critically evaluate, and resist negative or manipulative influences that may undermine their integrity, character, and sense of responsibility. The formation of this immunity is a long-term process shaped by family upbringing, cultural traditions, peer interactions, and formal schooling. Nevertheless, under the powerful influence of social networks and globalized media, traditional protective factors may be weakened, leaving adolescents more susceptible to ethical confusion, peer pressure, cyberbullying, and exposure to extremist or inappropriate content. The present study aims to trace the **genesis** of forming moral and ethical immunity in adolescent students against the backdrop of these new challenges. Specifically, it explores the interplay between educational strategies and social media consumption, drawing on a multidisciplinary literature spanning developmental psychology, pedagogy, ethics, and digital media research. By identifying core factors and intervention methods that contribute to building adolescents' moral and ethical resilience, this article underscores the critical role that educators, parents, school communities, and policymakers must play in fostering responsible and reflective digital citizens.

Ultimately, the article advances the argument that systematic educational guidance, informed curricula, and collaborative support networks can help adolescents not only navigate the global information space but also stand firmly grounded in their moral values and ethical commitments. This article's core discussion focuses on the key factors that influence the formation of moral and ethical immunity in adolescents amidst the pervasive impact of social networks. It outlines the psychological and pedagogical processes through which young learners internalize values and develop resilience against harmful online influences. Central to this process are effective educational interventions that promote critical thinking, media literacy, and active reflection on personal values. The article also discusses the roles of teachers, parents, and peer groups in guiding adolescents to navigate ethical challenges. Furthermore, it emphasizes the importance of a well-structured curriculum that integrates digital ethics and character education, enabling adolescents to recognize manipulative content and make informed, responsible decisions in a rapidly evolving global information space. Furthermore, it is important to recognize the role of practical, real-world experiences in strengthening adolescents' moral and ethical immunity. Interactive workshops, community service projects, and peer mentoring programs can provide young people with opportunities to apply moral reasoning in authentic social contexts. These hands-on engagements help bridge the gap between theory and practice, reinforcing core ethical values while allowing students to reflect on their own behavior. Integrating such experiential learning into the school curriculum also enhances adolescents' empathy, sense of responsibility, and capacity for self-regulation, making them more resistant to the detrimental effects of negative social media influences. Schools and communities that embrace these holistic approaches contribute not only to individual character formation but also to a healthier, more ethically grounded society as a whole.

## CONCLUSION

In conclusion, the formation of moral and ethical immunity in adolescent students is both a complex and urgent challenge in the age of global education and social networks. The findings of this article underscore that adolescents, as active participants in a digital world saturated with diverse and often conflicting messages, require deliberate and sustained educational support to navigate these influences with integrity and confidence. Schools, educators, and parents must work collaboratively to establish learning environments that foster critical awareness, ethical reasoning, and self-regulation. Media literacy training, character education, and the development of a strong sense of personal and social responsibility can significantly enhance students' resilience against harmful content and manipulative messaging. Additionally, policymaking bodies and educational stakeholders must recognize the significant role social networks play in shaping youth behavior and values. Implementing carefully designed programs that promote responsible online engagement will help adolescents internalize ethical principles that endure beyond the classroom. This research ultimately reinforces the need for a holistic, long-term educational strategy that empowers adolescents to navigate the digital landscape as morally conscious global citizens. By investing in these protective measures today, we ensure that future generations possess the moral and ethical immunity necessary to contribute positively to a rapidly changing, interconnected world. Moreover, future research should delve deeper into the specific cultural and socio-economic factors that shape adolescents' moral and ethical immunity across different communities and educational contexts. Understanding these nuanced variations can help educators and policy makers tailor their interventions more effectively, ensuring that all students—regardless of background—have equal access to the tools and guidance they need to resist harmful influences online. Furthermore, collaborative partnerships between schools, parents, youth organizations, and media literacy specialists will be vital to creating sustainable support networks that uphold ethical values. By strengthening these links between research, practice, and policy, we can

nurture a generation of resilient, ethically grounded youth capable of making positive contributions to society in an increasingly complex and interconnected world.

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