

## THE FORMATION OF MORAL AND ETHICAL IMMUNITY IN ADOLESCENT STUDENTS IN THE CONTEXT OF THE IMPACT OF SOCIAL NETWORKS ON GLOBAL EDUCATION AS A PEDAGOGICAL PROBLEM

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**ABSTRACT:** This article explores the formation of moral and ethical immunity in adolescent students as a critical pedagogical issue in the context of the impact of social networks on global education. It examines the challenges posed by social media exposure, cultural diversity, and global information exchange on adolescents' ethical value systems. The study discusses the theoretical underpinnings of moral and ethical immunity, highlights effective pedagogical strategies to foster students' resilience against harmful content, and outlines the role of educators and parents in guiding adolescents toward responsible and ethically conscious behavior. Finally, practical recommendations for integrating value-oriented education into the learning process are provided to promote sustainable personal development and socially responsible citizens.

**Keywords:** moral and ethical immunity, adolescent students, global education, social networks, pedagogical strategies, value-oriented education, digital literacy, ethical behavior

### INTRODUCTION

In today's rapidly globalizing world, social networks have become an integral part of adolescents' daily lives, profoundly influencing their perceptions, values, and behaviors. The widespread accessibility of digital platforms enables students to engage with diverse cultures and viewpoints, fostering global awareness and connectivity. However, these benefits come with significant risks. Constant exposure to a broad array of unfiltered content, often detached from traditional moral and ethical frameworks, can make adolescent students vulnerable to harmful messages, unethical behavior, and negative peer influence. This issue has become a serious pedagogical challenge. Schools and educators are increasingly tasked with preparing students not only for academic success but also for navigating complex digital landscapes. The formation of moral and ethical immunity — a stable capacity to resist harmful moral influences and make responsible, value-driven decisions — is a crucial objective for modern education. Within this context, educators must identify effective strategies to guide students toward integrity, empathy, and critical thinking, allowing them to evaluate information thoughtfully and to act in accordance with personal and societal ethical standards. This article explores the theoretical and practical aspects of forming moral and ethical immunity in adolescent students under the influence of social networks. It examines the interplay between global education trends, the psychological characteristics of adolescence, and the pedagogical approaches that can bolster students' moral resilience. By emphasizing value-oriented education, ethical awareness, and active parental and teacher involvement, this research aims to offer a clear framework for fostering socially responsible behavior in an increasingly interconnected and digitally driven world.

The main body of this article examines the multifaceted impact of social networks on adolescent students' moral and ethical development. It discusses the primary risks, including exposure to cyberbullying, misinformation, and unethical behavior, which can undermine traditional values and

erode adolescents' capacity for sound moral judgment. The article then explores pedagogical strategies that help build moral and ethical immunity, such as integrating media literacy into the curriculum, creating supportive classroom environments, and encouraging critical thinking.

Additionally, the role of teachers, parents, and community members is emphasized as a collective force in guiding adolescents to recognize harmful content and navigate social networks responsibly. Drawing on contemporary educational theories and research findings, the article underscores the importance of proactive, collaborative, and value-centered approaches to help students develop resilience and maintain their ethical principles in a globally connected digital world.

## CONCLUSION

In conclusion, the formation of moral and ethical immunity in adolescent students amidst the pervasive influence of social networks is an urgent and multidimensional pedagogical task. The findings discussed in this article demonstrate that while social networks offer unique opportunities for learning, cultural exchange, and global awareness, they also expose students to unethical behaviors, harmful content, and moral dilemmas that can negatively impact their character development. To counter these challenges, it is essential for educators, parents, and society at large to work collaboratively to cultivate a strong sense of personal integrity and ethical awareness in adolescents. This requires a deliberate and sustained effort that integrates moral education into everyday teaching practices, reinforces ethical guidelines, and promotes critical engagement with digital content. Strategies such as developing students' media literacy, fostering empathetic communication, and encouraging self-reflection must become an integral part of the educational process. Moreover, continuous research into new pedagogical methods and the evolving nature of social networks will be crucial to ensuring that students receive up-to-date guidance and support. Schools and other educational institutions have the potential to become safe spaces where adolescents can navigate the complexities of digital society without losing sight of their moral and ethical values. By recognizing this issue as a shared responsibility and prioritizing character education as highly as academic achievement, we can help adolescent students grow into socially responsible, morally grounded citizens prepared to contribute positively to a globalized world.

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