

**TECHNOLOGICAL SACRALIZATION AMONG YOUTH: A SOCIOLOGICAL ANALYSIS
OF VALUE TRANSFORMATIONS IN THE CONTEXT OF DIGITALIZATION IN
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Abstract: This article examines the phenomenon of technological sacralization as a sociocultural process characterized by the attribution of digital technologies and media platforms as the highest social value among young people. Using a sociological approach, it analyzes the mechanisms by which digital culture influences the formation of value orientations, identity, and social behavior patterns among young people in Uzbekistan. Particular attention is paid to the negative consequences of technological sacralization, including the transformation of socialization processes, increased digital dependence, the weakening of the role of traditional social institutions, and a decline in critical thinking. The need for a sociologically and pedagogically validated model of critical digital interaction is substantiated.

Keywords: technological sacralization, digitalization of society, youth, value orientations, digital culture, socialization, Uzbekistan.

Digitalization in modern society is not only a technological process, but also a deeply social one, exerting a systemic influence on the structure of social relations, forms of communication, and mechanisms of socialization. In the Republic of Uzbekistan, digital technologies are being actively introduced into education, governance, economics, and everyday life, creating fundamentally new conditions for the development of youth as a key social group.

At the same time, the accelerated penetration of digital technologies is accompanied by a shift in attitudes toward them: technologies are beginning to be perceived not only as tools but also as independent values possessing normative and symbolic power. This process is defined in scientific discourse as technological sacralization, that is, the social endowment of technologies with a special, almost sacred status that influences the worldview and behavior of young people.

The sociological significance of this problem stems from the fact that young people in Uzbekistan are exposed to the simultaneous influence of traditional cultural norms and global digital culture, which gives rise to complex processes of value transformation.

Theoretical and sociological foundations of technological sacralization.

In the sociology of technology and digital sociology, technological sacralization is viewed as a form of symbolic elevation of technology, where it acquires the functions of regulating social relations. J. Ellul was one of the first to point out the autonomization of technology, emphasizing that technical systems begin to determine the logic of social development [1].

Within the framework of M. Castells's theory of the network society, digital technologies act as a structure-forming factor in social reality, shaping new types of social connections and cultural

practices [2]. For young people, this signifies a shift in the centers of socialization to the digital space, where norms and values are shaped by media platform algorithms rather than traditional social institutions.

From the perspective of the sociological theory of values, technological sacralization manifests itself in a reassessment of life priorities: efficiency, speed, digital visibility, and virtual recognition begin to dominate humanistic and collective values.

Digital culture as a factor in the transformation of youth socialization in Uzbekistan. In Uzbekistan, digital culture is actively integrating into the daily lives of young people through social networks, online education, digital services, and media platforms. According to sociological research, the digital environment is becoming the primary space for communication, self-presentation, and information acquisition for young people [3].

This is leading to a transformation of traditional socialization mechanisms. While family, school, and social environment were previously key agents of socialization, under digitalization, virtual reality is beginning to play a significant role.

This is leading to a transformation of classical socialization mechanisms. While family, school, and the social environment were previously key agents of socialization, in the context of digitalization, virtual communities and media content are beginning to play a significant role. As a result, a digitally mediated identity is emerging, based on virtual images and social ratings.

Sociological data indicate that such changes are accompanied by a weakening of intergenerational ties and a diminished influence of traditional value systems characteristic of Uzbek society.

Social Risks of the Technological Sacralization of Youth.

From a sociological perspective, technological sacralization poses a number of persistent social risks:

Digital addiction—the increase in time spent in the digital environment correlates with the development of addictive behavior, a decrease in social activity in real life, and an increase in the psychological vulnerability of young people [4].

Decreased critical thinking—the constant consumption of fragmented information contributes to the development of clip-based thinking and weakens the ability to analytically perceive social processes [5]. The erosion of value orientations—technological sacralization—promotes the displacement of traditional moral and cultural norms, which is particularly sensitive for societies with a strong value and family structure, such as Uzbekistan.

Sociological Mechanisms for Countering Negative Effects

Modern sociological research emphasizes the need to develop a critical digital culture, including:

- developing digital literacy;

- recognizing the social consequences of digital practices;
- strengthening the role of educational institutions in regulating the digital behavior of young people.

In the context of Uzbekistan, the integration of digital technologies with national and cultural values is particularly important, as it helps minimize the risks of technological sacralization and preserve the sociocultural stability of the youth environment.

Conclusion.

Technological sacralization is a complex sociological phenomenon reflecting profound changes in the value system and social identity of young people. In the context of Uzbekistan, this process requires scientifically based analysis and the development of comprehensive sociological and pedagogical strategies aimed at fostering a conscious and responsible attitude toward digital technologies.

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