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### **INFORMATION-PSYCHOLOGICAL SECURITY MECHANISMS**

**Annotation:** In this article highlights of information-psychological security mechanisms.

**Key words:** information, psychology, security mechanism.

The question now is whether a person can keep his or her freedom of choice, thinking, morals and beliefs healthy in the face of such information attacks and pressures. It is also worth noting that such information attacks are not only influenced by industries, science, culture, but also by the mentality that underlies human existence. Everybody understands and feels this. Because, as a full member of society, each of us is responsible for this.

The words of the ancient Greeks, "Be on aware of danger is the best weapons" are not without reason. This is because if anyone is aware of the threat posed to him in time, then he will be able to do so. It is likely that the information that is currently being received by everyone or the media broadcast on radio, television, the press and in public broadcasts, in a variety of speeches or in the form of manipulative nature, is not only in our favor. At the same time, analyzing

the needs of the recipient and addressing the needs of the public is one of the simplest but most effective mechanisms to protect information security. To illustrate this simply as an example of advertising, it is useful to look at the flow of foreign advertising and analyze its purpose.

Influence of information attacks varies in different individuals. Some are very discreet in distinguishing the outrageous lies and deception from the actions of others, and some do not. This is confirmed by various diagnostic tests in psychology. For example, the above point is sufficiently detailed in Kitel's The Two Polar Theory of Development that shows how much the individual understands and uses situations, also known as the Macavelli and Rousseau factors in science, or the factor of sensitivity. Individuals who score high on practical tests based on this theory are those who coldly assess situations, act logically, and manage their emotions and emotions. They approach every matter with a sound mind. Before they can make a decision, they are considering their own capabilities and adapting their behavior to that situation. They have a strong suspicion and analysis that they are skeptical of the false slogans and advertisements.

However, this type of person lacks sensitivity and social flexibility. They are usually approachable and open to relationships. Such people love simple, natural and emotional things, they do not understand the hidden motives and motives in the actions of others, they are extremely confident and emotional. They are simple and straightforward, unable to be cunning and sophisticated, so they behave in a natural way, and sometimes in a rough manner.

It is not uncommon for a person to make the most of both of the above-mentioned features, but most people have some or all of the above-mentioned factors. So, depending on the factors low and high in this test, someone is given more exposure and some less.

Awareness is not a person's innate quality, but is a characteristic of many years of experience, knowledge, and psychological training.

Studies show that it does not take long to establish a mechanism to protect a person from psychological attacks. The collected material testifies that the initial

phase of protection in the person is of relative relevance, with the help of specially developed methodologies for analyzing information fields.

As a result of such trainings, the participants had an ideological immunity to the manipulative messages disseminated in various media. They also saw increased internal control of their emotional state and the ability to critically analyze the information they received.

It is necessary to explain the concept of psychological protection of the person, and also to analyze how this understanding relates to the psychological safety of the person. In general, the psychological security of the person can be understood from the attacks of various media outlets that impede the formation of behavior in today's informed society. This may or may not be completely different, as a result of social factors in society, activities to meet the individual's needs, the behavior of others, and many other factors.

Usually, the first assumptions about the psychological protection of the individual are based on the methods of psychological analysis in psychology, which can be seen as an inextricable link between the individual and his or her defense, but such approaches are also comparative in the analysis of today's global information attacks. The individual's needs to meet the various needs of his or her life have a profound effect on his / her emotional stability and activity.

Psychological protection is mainly reflected in the protection of the individual's information, which has a strong influence on his / her mentality, inciting conflict or immorality, aggression and violence.

In summary, one of the main objectives of such protection is to avoid conditions that upset or disturb the person's morale. Proposed by the School of Psychological Analysis of Traditional Psychology, this method of defense is biased. This is because in today's modern societies, this kind of mechanism puts an individual in isolation, which is absolutely impossible today. Rather than detaching a person from the information being disseminated, it is necessary to develop a critical thinking about such information.

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