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Gender Identity Problems in Adolescent Students in the Age of Digital Technologies

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Abstract: This article analyzes the specifics of the formation of immunity against "mass culture" in adolescent students on the basis of a gender approach, thinking that adolescence is a complex, controversial period, the development of self-awareness and self-esteem during this period.

Keywords: gender approach, popular culture, national culture, adolescent students, girls, boys, social roles, pedagogical factors, gender conflicts, behavioral norms, values, gender consciousness, popular culture views, psychological characteristics, development lines.

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INTRODUCTION. "Popular culture" products easily attract the attention of young people. Because mastering them does not require intellectual effort. Adolescence is a favorable period for the emergence of the initial foundations of inclination to "popular culture". That's why it is necessary to form immunity to the negative aspects of mass culture in the adolescent students during the educational process. Thus, the formation of immunity against "mass culture" plays an important role in the upbringing of a person, in the formation of features and qualities specific to society's requirements[1; p. 36].

Adolescence is of special importance in the formation of personality. The boundary of adolescence is not clearly defined by psychologists. It is manifested in connection with the level of development of a teenager and ontogenesis.

MAIN PART. Early adolescence begins at the age of 10 and lasts until the age of 14. Adolescent age corresponds to the period of 14-16 years. Most psychologists have noted in their research that adolescence is a complex, conflict-filled period. One of the characteristics of adolescence is that it feels like an adult. Self-awareness and self-evaluation develop during this period. A teenager is interested in himself as a person and appreciates his abilities and potential.

Each age of a person has its own characteristics and relies on certain laws of development. This is seen in the main achievements, the conditions that allow for formation and re-formation, the manifestation of qualities specific to certain stages of mental development, the expression of specific aspects of self-awareness.

Teenagers begin to be interested in their own little world from the age of 10-12. Gradually, the process of

self-knowledge becomes more complex. A teenager discovers his inner world for himself. In connection with new relationships, new experiences, personal qualities, behavior develop and self-analysis skills are stabilized. A teenager begins to imagine how he will be, shows his characteristics.

A teenager's self-awareness is helped by his classmates and close friends. He compares his actions with theirs. He begins to look for like-minded people among adults and follow them. A teenager's self-awareness is the basis for the formation of the concept of self-awareness in a cognitive character.

The emergence of psychosocial compatibility represents the adolescent's self-awareness. It is characterized by 3 main tasks:

- turning from childhood to the past and having a project of imagining one's future and achieving the formation of one's personal identity;
- the formation of the desire to understand the aspects that are different from their parents;
- implementation of the value system that ensures the self-awareness of the adolescent personality.

Gender self-awareness is an integral description of a person, which includes personal identity, the concept of "I", gender stereotypes, gender norms, gender behavior, gender self-awareness and gender roles[2].

The critical stage of the newly formed adolescence is manifested in the clear expression of self-awareness and self-awareness. In this process, adolescents establish relationships with others and choose their own development paths. Adolescents begin to imitate adults and adopt their behavior. In most cases, they imitate adults with certain habits, such as smoking, drinking alcohol, avoiding control[3; p. 67].

Adolescents try to change themselves and act like adults. That is why they strongly strive for self-development, independent education and self-realization. This is reflected in the fact that they look like adults, and they like to dress and make-up.

Adolescent girls tend to act like pop models, wear high heels, use unconventional hairstyles, dress fashionably, and talk like various singers and movie stars.

Boys want to be physically strong and developed. The content of their sense of self-awareness is to show their physical strength and have a strong image. They regularly control their physical strength, tend to do more sports, and show off their strength among their peers. They find it difficult to properly evaluate their body and facial features. Adolescent boys want all parts of their body to develop at the same time and try to do so.

This form of evaluation is done by evaluating others. The developmental process is reflected in the concept of appropriate self-awareness of adolescent boys. Thoughts about a teenager's body structure are not always realistic. They can sometimes be mutually exclusive. For teenagers, self-esteem in terms of masculinity and femininity is a benchmark. It's no secret that body growth is important for teenagers.

Boys like to play different sports. It is important for them to increase their physical strength during training, to try to acquire a masculine image. For teenage girls, it is fun to do rhythmic gymnastics and dance, and in these activities they aim to have a slender body and graceful movements characteristic of a woman's figure.

Self-awareness and identity development are indicative of adolescent girls' pursuit of maturity. They show signs of physical growth and attract the attention of those around them. As adolescents' inner nature changes, so do their social roles. In such a situation, "Who am I?" the question is transverse.

According to E. Goziev [4], between teenage boys and girls, gender-specific attitudes and interests towards each other arise. For teenagers, the attitude of others is important, and they begin to pay special attention to their appearance. In this way, they have a gender image as a representative of their gender.

As they compare themselves to their peers around them, their self-esteem decreases. This is directly

related to the change and development process that is characteristic of their youth.

Most girls worry about being too tall, and boys worry about being short. Boys begin to limit themselves in terms of food, try to diet, avoiding obesity. Girls pay special attention to their appearance, the opinion of others is important to them. Such girls react strongly to the various attitudes expressed about their height. They are intolerant of being laughed at or criticized. They are very offended when girls face their shortcomings.

Boys and girls react differently to the evaluation of their mental qualities. Boys consider themselves strong, fearless, brave. Girls are more critical of themselves. Boys and girls have different puberty stages.

14-year-old teenage girls want more status among themselves and boys. Boys who are physically weak do not consider themselves fully formed. They have a strong negative attitude towards themselves and a strong sense of dependence. In girls who are lagging behind in development, mental experiences are manifested in a different way. They have a strong sense of anxiety in relation to their well-developed peers. Such anxiety arises in connection with their physical development. Boys with such development do not face such difficulties.

The problem of gender identity arises in the family. The family is the main social influence on adolescent boys and girls. A favorable environment should be created in the family for the successful mental development of adolescent boys and girls. The absence of such an environment has a negative impact on ensuring the mental and sexual compatibility of both boys and girls. Personal qualities of parents also play an important role in the formation of teenagers. Family integrity is important for teenagers. The role of parents in the life of a teenager is incomparable, and teenagers growing up in a complete family are mentally healthy.

CONCLUSION. Because adolescent girls express their experiences better and have a larger vocabulary, the formation of very subtle and complex aspects of self-awareness is easier. Adolescent boys, on the other hand, have a strong emotional side, and they don't talk about it much. They express their feelings conditionally and sometimes with the help of music. But they don't want to tell. Accordingly, it is necessary to take into account the gender characteristics of boys and girls in the pedagogical process, especially in the process of forming immunity against mass culture in teenagers.

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