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**PEDAGOGICAL STRATEGIES FOR IMPROVING THE IMMUNITY OF
FUTURE RELIGIOUS SPECIALISTS AGAINST “MASS CULTURE”
BASED ON A GENDER APPROACH**

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In modern times, the influence of mass culture is felt by everyone, from young children to adults. Its impact extends to all spheres of society, uniting people in various corners of the world while simultaneously causing individualism, differentiation, and conflict. The influence of mass culture on religious and moral aspects is particularly important and pressing. This article discusses the impact of mass culture on religion and religious education, as well as pedagogical strategies for developing immunity against this influence. We will explore approaches that future religious specialists can implement in this regard.

Mass culture today significantly influences the general mentality and system of ideas in society. The spiritual, moral, and psychological aspects under its influence can negatively affect the religious and moral values of various segments of society, especially the younger generation. Furthermore, the spread of mass culture through social media, cinema, television, the internet, and advertising is currently changing people's attitudes towards family and religious values.

It can often be observed that information in mass culture is promoted without a proper understanding of the true meaning of religious teachings or specific religious approaches.

For example, all mass-produced products and content that present ideas contrary to the fundamental tenets of religion or invite spiritual debates, at the very least, cast doubt on religion or turn it into an object of amusement.

The gender approach expresses an understanding of the formation of social roles related to people's affiliation and circumstances regarding their social roles and abilities. This approach changes the attitude of people, particularly young people, towards religious values in various segments of society. A great and important task,



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especially for future religious specialists, is to understand these approaches and learn how to develop immunity against mass culture.

A crucial task for future religious specialists is to understand the influence of mass culture and effectively resist it. This requires conducting media analysis and studying the social and religious associations of mass culture content. It is also important to work with young people, explaining the harmful effects of mass culture and educating them accordingly.

To develop immunity against mass culture, religious specialists need to enhance the moral and spiritual literacy of young people. This, in turn, will help them identify the negative influences of mass culture and establish stable and strong foundations to counter it.

Religious specialists should help young people internalize the basic principles, values, and moral laws of religion from an early age. This will help them protect themselves from the negative influences of mass culture. In religious education, while focusing on spiritual values, it is necessary to raise awareness of the errors associated with ideas and concepts in mass culture.

The impact of mass culture on gender also significantly affects our education system. The evolution of roles between women and men, their relationships with religion and moral decisions, and issues of gender equality are important aspects influenced by mass culture. Therefore, future religious specialists should also pay attention to issues related to upholding gender equality and interpreting religious tenets based on the principle of inclusivity.

The influence of mass culture on religious and spiritual life is a significant and pressing issue in our lives. To develop immunity against this issue, future religious specialists, through pedagogical strategies, should be able to positively change the attitude of young people towards moral and religious values. To do this, they need to understand the influence of mass culture, enhance moral literacy, and apply pedagogical approaches based on the spiritual values of religion.



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