



Mechanisms Underlying the Development of the Modern Family Image

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DOI:

<https://doi.org/10.47134/pjp.v2i4.4722>

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Received: 09-06-2025

Accepted: 16-07-2025

Published: 28-08-2025



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Abstract: *The following article analyzes the issues of the formation and development of the image of the modern family. The social role of the family institute is considered, its transformation under the influence of various cultural, economic and political factors. In modern society, the processes of family self-image, family relationships and change in values are discussed. Also, the main trends in the formation of the image of the family are revealed as a result of the influence of globalization, digital technologies, gender equality and new family norms. Meanwhile, the article discusses the importance of the family in society, its roles and the evolution of family relationships, as well as stereotypes about the modern family. By creating an image of the family in different social groups, the author calls for a revision of concepts about the family in society in a new, modern context.*

Keywords: *Modern Family, Image, Family Relations, Globalization, Cultural Changes, Gender Equality, Digital Technologies*

Introduction

The formation of the image of the modern family in Uzbekistan has been the subject of scholarly discourse. The methodological investigation of this image is conducted through various theoretical frameworks, including management philosophy, the socio-cultural approach, activity theory, needs theory, moral theory, and social exchange theory.

The examination of the image of the modern family is systematically oriented toward advancing the theoretical frameworks of social philosophy, sociology, cultural studies, and management sciences. This analysis is grounded in the contextual consideration of the modern family's cultural traditions, socio-economic needs, value orientations, and lifestyle patterns. Accordingly, it necessitates an integrative synthesis of conceptual approaches and methodological tools.

The construction of the image of the modern family represents the dynamic evolution of societal perceptions regarding the family and its functional role within the broader social system. In recent years, notable shifts have occurred in the structure, functions, and internal dynamics of the family unit. These changes are not confined to interpersonal familial relations but extend to the family's societal positioning, social role distribution, and cultural value systems. Globalization, technological innovation, cultural diversification, and

ongoing social transformations have emerged as critical determinants in shaping the contemporary image of the family [1].

The image of the modern family is distinguished by its structural complexity and dynamic evolution. In contemporary society, the conceptualization of the family is influenced not only by traditional paradigms but also by emerging socio-cultural norms, including gender equality, work-life balance, digitalization, and the pervasive role of social media. The construction of the family's image is significantly shaped by its representation across diverse social strata, the communicative models through which it is portrayed, and the influence of prevailing stereotypes associated with familial roles and structures.

This study critically examines the processes underpinning the formation of the modern family image, identifying and analyzing the principal factors that influence its evolution. It further investigates various modalities through which the emerging social roles and value systems of the family are articulated. The objective is to provide a comprehensive analysis of the diverse theoretical and methodological approaches that capture the dynamic transformation of the family institution and the complex interplay of changing social relations that shape contemporary family imagery [3].

Methodology

In the analysis of methodologies for constructing the image of the modern family, it is imperative to examine the transformations experienced by the family unit under the influence of social, cultural, economic, and technological determinants, as well as the modes through which these transformations are expressed. A substantial body of scholarly literature is dedicated to investigating the principal factors and mechanisms that contribute to the formation of the contemporary family image. The following section provides a critical overview of selected key contributions in this area.

The influence of globalization and cultural transformations

Globalization constitutes a pivotal factor in the construction of the modern family image. Globalization processes facilitate the renewal and reinterpretation of familial cultural values while simultaneously promoting the diffusion of transnational socio-cultural trends. In his study (2020), "Family and Socio-Cultural Trends in Modern Society," Filippov conducts a comprehensive analysis of the global transformations impacting the family institution. He elucidates that the development of the family image under the influence of global culture involves the integration of novel conceptual frameworks that emphasize adaptability, complementing enduring traditional family values [4].

Technologies and digital communication

The advancement of digital technologies exerts a profound influence on the construction of the family image. In her study (2022), "The transformation of family values during the Post-Soviet Reality in Uzbekistan," Ismatova critically examines the role of technological innovations within contemporary family structures, the representation of the

family on digital platforms, and the consequential effects of these representations on both the internal dynamics and external perceptions of the family unit. Digital technologies have fundamentally altered family communication modalities and have become a pivotal instrument in the generation of novel family narratives and images [5].

Gender equality and the transformation of family roles

Within contemporary society, the influence of gender equality on the construction of the family image warrants critical scholarly attention. Abdurahmonova (2018), in her study "The Social Structure of the Family in Uzbekistan: Traditions and Contemporary Trends," investigates the evolution of traditional familial roles alongside emerging patterns aimed at promoting gender equality. Her analysis elucidates the reconfiguration of gender roles and family functions from a modern theoretical standpoint, highlighting their contribution to the redefinition and renewal of the family image. These transformations have significant implications for various dimensions of family dynamics, including marital relationships, parenting practices, and occupational roles [2].

The impact of media and mass communication

Media and mass communication play a critical role in the construction and dissemination of the modern family image. In her 2018 study, "The Media Representation of the Family in Uzbekistan: A Socio-Cultural Analysis," Qayumova examines the processes through which family images are constructed via media channels and the modalities by which these representations are conveyed to the public sphere. She underscores the significant influence of media and advertising in reshaping the family image and generating its socio-cultural portrayals. Media representations function as a predominant mechanism for articulating and reinforcing societal perceptions of the family's roles and values [10].

Stereotypes and myths surrounding the family

Stereotypes and myths constitute significant factors in the construction of the modern family image. In her 2021 study, 'Myth and Reality of the Family: Social and Cultural Trends,' Zernova critically investigates the dominant stereotypes associated with the family and their impact on societal conceptualizations of the family unit. These stereotypes function as constraining elements in the image formation process, potentially masking the family's authentic and multifaceted reality [16].

The family represents a fundamental institution for structuring individual life. For children, it functions as the primary socialization environment for cognitive and experiential engagement with the world, whereas for adults, it serves as a psychological refuge and source of emotional stability. In the contemporary context, characterized by heightened complexity and rapid socio-cultural changes, the family's predominant function has transitioned from primarily economic and biological roles to encompass critical psychological functions. These functions include providing emotional security, facilitating the restoration of both physical and psychological well-being of its members, fostering

mutual support for health and resilience, and enabling shared time for social interaction and leisure activities.

The family does not operate in isolation; the individual's sense of self is inherently relational and cannot be fully constituted independently of other selves. It is an empirical reality that members of any family engage in daily social interactions with peers, colleagues, or unfamiliar individuals across various social contexts, including workplaces, public transportation, educational institutions, recreational environments, commercial settings, and public spaces.

In social, occupational, and peer contexts, an individual's inability to exhibit appropriate behavior elicits specific attitudes from others, thereby complicating interpersonal interactions. Consequently, this may contribute to the development of depressive symptoms and a decline in physical and mental health, which are largely contingent upon the nature of social perceptions and responses directed toward the individual. These psychosocial dynamics subsequently exert a significant influence on the familial environment [6].

In the contemporary context marked by economic, political, and social instability, as well as pervasive inequality, social fragmentation, dehumanization, and social degradation, the highest ethical principles underpinning communal life are increasingly undermined. Communication culture constitutes an essential and non-substitutable component of human existence and activity. Its significance extends beyond familial settings to encompass professional and interpersonal relationships. An individual who prioritizes not only the affection and respect of family members but also the positive social perceptions of friends, colleagues, and neighbors toward their family exemplifies a well-developed cultural and ethical orientation."

Modern family life is characterized by its diversity, complexity, and dynamic nature. At this advanced stage of societal development, families increasingly depend on a continuous influx of information, knowledge, sensory impressions, and both emotional and intellectual experiences. Empirical evidence from successful family units indicates that sincere, amicable, and well-structured interactions among family members and between families and other social actors—such as friends, colleagues, and neighbors—exert a positive influence on intra-family relationships and facilitate the construction of a favorable family image (the term "image" corresponds to the Uzbek concept of *obraz*). The notion of *obraz* extends beyond mere visual representation to include cognitive frameworks and behavioral patterns. Therefore, within this framework, "image" should be conceptualized broadly as the socially constructed perception of the family by external observers [8].

The family image denotes the manner in which individuals perceive a specific family—more precisely, how they assess and relate to it. In the Russian linguistic context, a closely related term is "мнение" (opinion), which functions as a cognitive evaluation or attitudinal stance regarding an object or subject (Ojegov S.I., Russian Language Dictionary, Moscow: Russian Language, 2004). While the constructs of "image" and "opinion" are semantically proximate, a conceptual differentiation exists between them. The term "image"

is more appropriately applied to denote the representational identity of entities such as individuals, families, organizations, or nations, whereas “opinion” refers to the evaluative judgment or perspective held about these entities.

The concept of family image refers to the perception or evaluative judgment formed about a particular family by individuals or distinct social groups. As a socially constructed representation, the family image significantly influences both intra-familial dynamics and the psychosocial experiences of individual family members. When a specific perception of a family is internalized - whether at a conscious or subconscious level - it shapes the behavioral predispositions of external actors toward that family. In psychological terms, such predispositions are classified as *psychological attitudes*, reflecting an individual’s or group’s readiness to respond in a particular manner based on established cognitive-affective frameworks. Accordingly, if family members seek to be treated with respect and mutual regard—through constructive dialogue, for instance—as opposed to neglect or social avoidance, it becomes imperative to foster a positive psychological orientation toward the family within the broader social context. This necessitates the cultivation of a favorable public perception or collective image of the family. In this regard, the family image serves a critical mediating function in the reciprocal relationship between the family unit and society at large.

Anyone’s opinion about a particular family is based on the information they have received about that family; this may be referred to as *image-forming information*. Based on the mode of acquisition, image-forming information can be categorized as either direct or indirect.

Indirect image-forming information refers to information about a family obtained through so-called “third parties.” For example, statements such as “a woman said this is that family...” and similar accounts represent this type of information.

Direct image-forming information refers to information obtained through direct interaction with specific members of a family. Typically, this type of information includes the following:

- a. **Family structure** (a family may have various structures, such as: a married couple with or without children; a married couple with or without children and living with extended relatives; multiple married couples with or without children; or a single parent with children);
- b. **Family composition** (including incomplete families; simple or nuclear families; complex or multigenerational families; or extended families);
- c. **Number of children** (childless; single-child; low fertility; or large families);
- d. **Homogeneity of the family’s social composition** (socially homogeneous vs. heterogeneous families);
- e. **Quality of relationships and emotional atmosphere within the family** (e.g., harmonious, stable, unstable, or disorganized);

- f. **Household lifestyle and family order** (e.g., a peaceful and calm household; a family centered on children; a family resembling a sports team or debate club; a family that prioritizes comfort, health, and discipline);
- g. **Type of authority structure within the family** (egalitarian or authoritarian);
- h. **Family life stage or experience** (newlyweds; young families expecting children; middle-aged married couples);
- i. **Geographic characteristics of the family** (urban families; rural families; remote-location families such as those in the Far North);
- j. **Psychological characteristics of individual family members** (such as character traits, temperament, cognitive abilities, and worldview);
- k. **Physical appearance** (including makeup, hairstyles, and clothing of each family member).

The first principle. The perception of family dynamics is directly constructed from informational inputs that contribute to the formation of a mental representation or schema. These inputs, derived from external sources such as social interactions, cultural norms, and personal experiences, may be processed either consciously or unconsciously. When processed unconsciously, this information is encoded in the subconscious mind, where it influences cognitive and emotional frameworks, manifesting as specific affective states or behavioral responses without explicit awareness.

In the process of constructing an image that is essential for influencing individuals within a familial context, it is crucial to effectuate an impact not only upon their conscious awareness but also upon their subconscious cognitive processes. By achieving this dual influence, a more profound psychological connection is established, characterized by a favorable emotional resonance with the family unit. This connection transcends volitional control, becoming ingrained at a subconscious level, thereby fostering a more enduring and resilient emotional bond. The resultant psychological construct promotes a more integrated and cohesive familial relationship, grounded in both conscious perception and unconscious psychological processes.

Any member of a family, in their interactions within public spaces, such as schools, shops, stadiums, theaters, and public transport, exhibits behaviors that inevitably influence the mood and psychological state of those around them. Consequently, these behaviors have a significant impact on the perception of both individual family members and the family image as a whole. There exist universally recognized norms known as “The Golden Rules of Morality,” through which it becomes easier to form a positive opinion about a family among the surrounding people. Through daily interactions with colleagues, neighbors, friends, acquaintances, and even strangers, the most important virtues come into play:

- a. **Mildness:** The ability to interact gently and kindly.
- b. **Politeness:** Demonstrating respectful behavior in all circumstances.
- c. **Attentiveness:** Showing consideration and care towards others.
- d. **Benevolence:** Acting with goodwill and kindness.

- e. **Sensitivity:** Being attuned to the needs and feelings of others.
- f. **Respectfulness:** Displaying a high level of regard for others.

These qualities collectively contribute to shaping a favorable impression of the family within the community.

The external appearance of family members also holds significant importance. Clothing, grooming, and hairstyle – all these elements are crucial and serve as distinctive characteristics of an individual. The style, fashion, and color may play a role, but the main aspect that captures the attention of surrounding people is the cleanliness and neatness of one's attire and appearance.

The image of a family, as well as the reputation of its members, is closely linked to their ability to adhere to speech etiquette norms. The manner in which they communicate with others is considered respectful, polite, and courteous. Proper communication style, characterized by respect, gentleness, and good manners, contributes to the overall positive perception of the family in the community.

The second principle. People tend to trust more the opinions formed under the influence of subconscious information rather than rational thought. For example, consider how quickly you can process the following phrases: "I intellectually understand that he is doing the right thing, but somehow it still doesn't sit well with me" versus "My intuition has never deceived me before". The first statement relies heavily on rational analysis, while the second appeals directly to the subconscious, triggering a stronger emotional response and creating a more profound sense of trust in the second case. This principle explains why people often place greater faith in their gut feelings and subconscious impressions than in logical explanations.

Therefore, to create a certain image of the family, it is necessary to influence people's subconscious minds rather than their conscious thoughts. The formation of a family's image should target the subconscious perceptions of others, as this has a more profound and lasting effect compared to merely appealing to their rational understanding. By resonating with the subconscious, the family's overall presence and reputation become more impactful and memorable in the eyes of the community.

However, the opinion about a family is not always formed directly based on the information that shapes its image. As mentioned earlier, there is also indirect information that plays a role in this process. These indirect factors must not be overlooked in shaping the family's image. It's important to recognize that the perception of a family is influenced not only by direct information but also by various indirect elements. To effectively shape the family's image, it's crucial to take into account and utilize both types of information. The combination of direct and indirect factors creates a more comprehensive and accurate representation of the family in the eyes of others.

Indirect image-forming information is information about a family that does not have direct contact with a particular family

Below, it is possible to distinguish two sources of the Indirect Image-Forming Information:

1. Third parties, namely people who provide certain information about a particular family (these types of information are referred to as people intermediaries),
2. The living environment created by the family itself: this includes the apartment, field, yard, and car (these types of information are referred to as product intermediaries).

Indirect Image-Forming Information can be as following:

- First, truth or falsehood;
- Second, documented or oral;
- Third, formal or informal.

Indirect Image-forming information includes documents related to family members or the entire family (such as birth certificates, educational documents, service records), as well as formal oral statements (for example, from the chief prosecutor). Informal indirect image-forming information, on the other hand, consists of legends, rumors, gossip, and vague letters.

- **Legend** — this is a fabric of information with a positive emotional coloring.
- **Rumors** — unconfirmed information.
- **Gossip** — similar to rumors, it is definitely incorrect information, often built on biased or deliberately fabricated grounds. [9]

The perception of any family is not based directly or indirectly on information, but can arise entirely without any information at all, i.e., a priori. For example, certain families in society have pre-formed images based on a priori assumptions:

- Incomplete families (lacking one of the parents);
- Families where one of the members leads an immoral lifestyle or has been convicted;
- Newly wealthy families;
- Families of individuals belonging to the Caucasian ethnic group.

The social position that a family occupies in society also influences the formation of its image.

The main structures of the family image

The classification of family image can be done according to the following parameters:

- a. **Character** (undoubtedly, family image can be either positive or negative);
- b. **The ratio of the family's personal and professional components** (the proportion of personal and professional aspects of the family members);
- c. **The factors forming the family image** (various factors can influence the formation of family image, including:
 - The type of communication within the family,
 - The culture of how family members present themselves in public spaces,
 - Where and what role family members play in their professional lives,

- The interior of the apartment,
- The availability of transportation,
- The appearance of family members).

Family image is a complex system of formation that consists of various interconnected components, including:

- a. Environmental appearance,
- b. Moral and cultural image,
- c. Behavioral image.

All these elements together create a comprehensive and structured family image.

The most important component of family image is considered to be the artificially created environment, that is, the environment image of the family. **The environment image of a family** includes the following components:

- a. **Relationships within the family** (including relationships between spouses, parents and children, among family members and close relatives, as well as relationships with elderly or sick family members);
- b. **Interaction of family members in the workplace:** the culture of professional relationships and the professional competence of family members;
- c. **Characteristics of the family's social circle**, including relationships with friends, acquaintances, and neighbors; how the family spends their free time: how family members spend their leisure time and relax (engage in sports, visit theaters, museums, exhibitions, or take trips to natural attractions);
- d. **The living environment of the family:** the lifestyle and values of family members, as well as the type of residential premises created and organized according to their lifestyle, including the interior of the apartment, the yard, and other man-made structures.

An important component of family image, not less significant than the environment image, is **the moral and cultural image of the family**. This includes:

- a. **The intellectual and moral qualities** of family members, their moral and aesthetic standards;
- b. **Their worldview**, which influences how they interact with others;
- c. The use of moral norms and etiquette rules by family members in their communication with people around them;
- d. The methods and forms of this interaction, including how family members conduct themselves in social situations and maintain respectful relationships with others.

Family life resembles an iceberg. Most people only see its small visible part. And it is precisely this part that forms the basis for creating a certain image of the family in the eyes of others. The "water surface" of a family's life, an integral part of it, consists of interactions with friends, colleagues, neighbors, and strangers encountered in public places. These interactions are what primarily shape the perception of the family in the community. The visible part of the iceberg represents the family's social face — how family members present

themselves to the world, while the larger, hidden part includes the deeper aspects of family dynamics and relationships that influence their overall image but remain unseen to most observers.

Communication can be compared to a deep well, beneath the surface of which all the things that happen between people are hidden. Communication is one of the most important factors that reflects the essence of a person's relationships with others and records what happens between them in the surrounding world. The ability of people to survive, establish close relationships, their concept of life meaning, and adherence to their ideals — all these aspects largely determine how a person behaves in communication with others. Essentially, communication serves as a window through which the inner world of a person, their values, and their approach to interacting with others can be observed and understood. It reveals the true nature of relationships and shapes the perception of an individual in the eyes of those around them.

People often say to each other: "I wish you all the best, I wish you goodness and happiness." This is not just an expression of politeness. Through these words, people express their human nature.

The ability to feel, the capacity to appreciate those around them, is not only an indicator of moral culture, but also a result of great inner spiritual work. The capacity to wish well upon others, to genuinely care about their well-being, reflects both an individual's moral values and their profound inner development. Such expressions are more than mere polite phrases; they reveal the true state of a person's character and their level of spiritual maturity.

People say to each other: "Hello." These words carry a deep moral meaning: through them, people wish health and express their benevolent relationship with one another.

People say to each other: "Thank you, I express my gratitude." Gratitude means doing good and performing noble deeds. The point is not just in uttering these words at the right time, but in demonstrating sincere sensitivity and the ability to respond to goodness with your heart's actions. True gratitude manifests itself through genuine care and kindness, not merely through words. It's the sincere emotion and the actions that follow from it that truly express one's appreciation and willingness to do good, making gratitude a powerful force in human relationships.

People address each other with the word "Please." This simple and wonderful word embodies the respect for human dignity, honoring one's worth and individuality. The request "Welcome" is an expression of genuine consideration and respect for another person's value and independence. It is an unavoidable heartfelt plea that cannot be ignored, reflecting a sincere desire to show consideration and respect. Essentially, this word serves as a reminder of the importance of honoring the intrinsic value and uniqueness of every individual in human interactions.

Communication is a multifaceted process. It can be seen as a means of interaction between people, a method of exchanging information among individuals, and a special measuring system that helps define the value and worth of each person. Lack of etiquette

and ignorance in communication lead to heartlessness and indifference. Stores, institutions, theaters, and urban transport — all these are public spaces. In such places, people are around us, whether they are familiar or not. However, we should not treat them disrespectfully or carelessly, as this directly affects our own image and the perception others have of our community. Our behavior and attitude towards others shape the opinion they form about our group. Every interaction we have contributes to the formation of their understanding of who we are as a collective. Therefore, it is crucial to maintain courtesy and respect in all our communications with others.

An integral part of family image is the concept of “gabitar image.” It is essential not to ignore this component when discussing family image. This aspect of family image is based on the external appearance of family members and its impact on others’ perception of the family. In reality, the image of a family is derived from the appearance of its members, specifically their “gabitus” (from Latin *habitus* — appearance). The way family members present themselves externally significantly influences how others perceive the entire family. The collective external appearance of family members forms an integral part of the family’s overall image and reputation in the eyes of others. This visual representation plays a crucial role in shaping the public perception of the family unit.

What influences the formation of a family’s gabitar image? Primarily, it’s clothing and makeup, as well as good grooming. This includes the cleanliness of the body, hair, and nails, and the overall neatness of appearance. The way each family member presents themselves, including their походка (step), plays a significant role. No detail is too small in the process of creating a family image! Everything from how they dress and present themselves through makeup, to their personal hygiene and grooming, matters. The cleanliness and orderliness of their appearance, as well as the coordination in their attire, contribute to the overall impression that the family makes. Each aspect of their presentation works together to shape the family’s visual image and reputation.

Clothing is directly a form of information that shapes one’s image. The clothes demonstrate neatness and cleanliness; they reflect taste, a sense of appropriateness and style. Additionally, they show belonging to a certain social (or professional) group of people. Through clothing, individuals present themselves, conveying their sense of order and cleanliness, as well as their taste and style. The choice of attire also signals affiliation with particular social or professional circles.

There exists a principle of creating a positive gabitar image through clothing. The clothes worn by individuals should be associated not with a social group that has at least negative attitudes, but rather with a social group that has maximum positive relations. In other words, the choice of clothing should reflect a connection with a social circle that positively perceives the individual, thereby contributing to the formation of a favorable gabitar image. The attire should convey an affiliation with a group that holds favorable views, enhancing the overall positive perception of the individual’s appearance and demeanor.

Make up plays a certain role in shaping the information that forms a person's appearance.

Make up creates a positive appearance image, provided it does not contradict the fundamental function it has had since ancient times — to emphasize the distinctive characteristics of the human appearance. As an additional function, makeup contributes to the formation of a positive appearance image of family members by associating them with a particular social group in a given time and society (thus influencing the overall positive image of the family). When used appropriately, makeup enhances the individual's external features while also signaling their affiliation with a specific social group, thereby reinforcing their positive social image.

The main challenge of modern life revolves around constantly developing and improving all types of human relationships, including family relationships. Stagnation and rigidity in any form are detrimental to marital life. The ability to develop relationships, both within the family and outside it, holds significant importance and value in contemporary society. Continuous evolution and enhancement of relationships, whether familial or otherwise, are crucial for a fulfilling life. Rigidity and complacency in relationships have a negative impact, affecting marital harmony and overall well-being. Therefore, the capacity to nurture and strengthen connections, both within the family unit and in broader social contexts, is highly esteemed and considered essential in today's world.

Modern conditions present a new stage in human development. The primitive man was largely in interaction with the nature that shaped him. Contemporary humanity is in constant interaction with the artificial living environment it has created — culture, art, scientific achievements, and technological progress. The family is becoming an open system: nowadays, there is no possibility for the family to develop isolated internal relationships without active interaction with other social groups in society. The dynamic force behind the favorable mutual relations between the family and its environment lies in the perceptions people have formed about the family, namely, the image of the family in their minds. The quality of these mutual relations significantly influences how the family is perceived and evaluated within the broader social context. The modern family's ability to adapt and engage with the surrounding community shapes its reputation and determines how it is viewed by society as a whole.

Image — this is a multifaceted activity of the family (or an individual), it is the product of activity in its broader meaning. The concept of image encompasses various aspects of the family's (or person's) multifaceted activity, reflecting the results of their diverse interactions and achievements.

Developing a behavioral strategy to create family image and mastering the psychotechniques of shaping family image are essential requirements of a progressive developing society. Modern families must pay attention to these aspects and implement them, as they are directly related to meeting the demands of contemporary society and cannot be ignored by any progressive family [13]. The ability to strategically manage

behavior and utilize psychotechniques for building a positive image is crucial for the successful functioning and reputation of the family in today's social context.

Result and Discussion

The family image is dynamically shaped in the context of social, cultural, and technological changes in society. This research highlights that the role and perception of the family in society are being transformed under the influence of globalization and digital technologies. This, in turn, leads to the reshaping of the family's relationships and its social structure. The evolving nature of these interactions and structures is influenced by the broader societal changes and technological advancements, resulting in a new form of family dynamics.

In modern society, the influence of gender equality is a significant factor in the formation of family image. The changing roles between men and women contribute to the creation of new family images. Research findings indicate that the emergence of new concepts of equality within families is closely related to contemporary forms and images of family life. The transformation of gender roles and the adoption of egalitarian principles are integral to shaping modern family dynamics and perceptions.

Media and public communications serve as an active tool in shaping modern family image.

The research demonstrates how the social role and values of the family are presented through media. Media images portray an idealized model of the family, but often fail to reflect real-life changes and challenges. Through various media representations, the family's social image is constructed, emphasizing certain values and norms, while sometimes overshadowing the complexities and dynamics of contemporary family life.

Family stereotypes and myths, particularly those about happy families and the "ideal" marriage, may not accurately reflect the real image of the family. Scientific research findings indicate that the amplified stereotypes through media and public information channels strengthen incorrect perceptions about families. These distorted images, in turn, affect the family's role in society. The media portrayals often present an idealized version of family life that does not accurately represent the complexities and realities of contemporary family structures and dynamics.

The research has shown that the formation of family image is influenced by social and cultural changes that interact with each other. In modern society, the new image of the family creates new perceptions that highlight its distinctive role. Cultural diversification, global connections, and changes in social norms lead to an update in perceptions about families. These evolving dynamics contribute to the reshaping of how families are viewed and understood within contemporary society. The interplay between various cultural influences and technological advancements results in a transformed understanding of family structures and their significance.

Discussion

The analysis of methods used to shape modern family image reveals a number of significant and complex issues. Addressing these issues helps to identify both opportunities and challenges that arise during the formation process of family image. The examination of these problems provides insights into the dynamics and intricacies involved in creating a contemporary family image, highlighting areas that require attention and understanding. Through such analysis, it becomes possible to navigate the evolving landscape of family structures and perceptions in modern society.

The process of globalization exerts a dual influence on the formation of family image. On the one hand, global connections, cultural exchanges, and new communication tools contribute to updating perceptions of family. Global culture expands the role of the family and encourages a reevaluation of family values. However, on the other hand, globalization can weaken traditional societal values related to family. In the context of Uzbekistan, these processes can create challenges, as the traditional attitudes towards family in our society are encountering the significant impact of global culture. The interaction between global influences and local traditions presents complexities in shaping contemporary family dynamics and perceptions.

The development of digital technologies and social networks is creating new opportunities for shaping family image. The image of the family is spreading widely through the internet and digital platforms, which in turn is reshaping the social role and values of the family. However, there is a downside to this process: in the digital world, idealized images of family often obscure the complexities and challenges of real life. Moreover, promoting the “ideal” family image through media and advertising can actually strengthen stereotypes about family relationships, rather than providing a true representation of family dynamics. The widespread dissemination of these idealized portrayals via digital channels risks creating an unrealistic standard that does not reflect the diversity and reality of contemporary family structures.

Ensuring gender equality and the emergence of new roles within the family inevitably lead to an update in family image. Research results demonstrate that changes in gender equality contribute to the reshaping of family roles. However, this process can encounter resistance in certain societies. In Uzbekistan, for example, there is a desire to preserve traditional family roles while simultaneously integrating modern principles of gender equality, which presents certain challenges. This issue requires finding a balance between preserving family values and accepting new roles, demanding a delicate equilibrium within society. The successful integration of these elements will shape a more inclusive and modern family structure that reflects both tradition and contemporary values. Media, as a new means of self-expression, plays a significant role in shaping family image. Mass media channels have a considerable influence on creating new family images and promoting them within social networks. However, the family images presented through media often fail to acknowledge the complexity of real-life relationships and traditional family values. This situation can exacerbate the gap between the “ideal” image of a family portrayed by media and the actual reality of family life. As a result, the media-generated

idealized representations may distort the true picture of family relationships in their unique and complex nature.

Creating a true picture of family life is significantly hampered by stereotypes and myths. Family stereotypes, such as the concepts of a “happy family” and “ideal marriage,” obscure the reality of family life and give rise to incorrect perceptions. This leads to a viewing of family relationships and family image through the lens of these stereotypes. Additionally, the “ideal” family images promoted by media and advertising do not accurately reflect the reality of family dynamics in society. As a result, these preconceived and standardized perceptions are reinforced, failing to represent the actual diversity and complexity of family relationships. The persistent influence of these media-driven ideals distorts public understanding of family life and perpetuates unrealistic expectations.

Conclusion

The successful implementation of modern methods for shaping family image contributes to updating public perceptions of family in society. However, this process also presents a number of challenges. Finding a balance between the opportunities and challenges in family image formation is crucial for creating a true representation of family and preserving family values in society.

It is essential to acknowledge the importance of maintaining the real image of family while updating perceptions of family relationships and social roles. In this regard, it is necessary to take into account cultural, technological, and economic factors prevailing in society when updating views on family relationships and their social significance.

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