



POSTMODERNISM AND CONTEMPORARY SOCIETY: CHANGING PERSPECTIVES IN THE MODERN WORLD

TESHABOYEVA SARVINOZ ISMOIL QIZI

TASHKENT STATE UNIVERSITY UZBEK LANGUAGE AND
LITERATURE NAMED AFTER ALISHER NAVOI

sarvinozxaniim@gmail.com

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ABSTRACT

Postmodernism is a widely recognized intellectual movement that challenges traditional values, truth, and knowledge structures. This article explores the key characteristics of postmodernism and its impact on contemporary society. It examines how technological advancements, mass culture, and social media influence people's worldview and lifestyles. Additionally, the article discusses both the positive and negative aspects of postmodern society and reflects on its potential role in the future.

INTRODUCTION. Postmodernism is a philosophical and cultural movement that challenges traditional ideas of truth, knowledge, and identity. It rejects absolute truths and embraces multiple perspectives, as described by Lyotard. In today's world, postmodernism influences various aspects of society, from media and technology to politics and culture. Foucault highlights how power shapes knowledge, while Baudrillard argues that media creates a "hyperreality" where reality and illusion merge. Jameson critiques postmodernism as a product of late capitalism, where culture becomes a commodity.

METHODS AND METHODOLOGY. Postmodernism has been widely discussed by philosophers and sociologists, each offering different perspectives on its impact on society. French philosopher Jean-François Lyotard described postmodernism as the "end of grand narratives" (metanarratives). According to him, in contemporary society, there is no single, universal truth. People no longer fully trust science, religion, or ideologies but instead embrace multiple perspectives. His book *The Postmodern Condition* (1979) argues that truth is now fragmented and subjective.

Foucault explored the relationship between knowledge and power in postmodernism. He argued that truth is not an absolute concept but is constructed by society and those in power. According to Foucault, power operates through knowledge, shaping people's perceptions and behavior. His works *Discipline and Punish* (1975) and *The Archaeology of Knowledge* (1969) analyze how institutions control individuals through knowledge.



RESULTS. The analysis of postmodernism and its impact on contemporary society highlights several key conclusions. First, as Lyotard suggests, postmodernism rejects the notion of absolute truth, leading to a more fragmented and subjective worldview. Second, according to Foucault, knowledge is shaped by power structures, influencing social norms and individual behavior. Third, Baudrillard's concept of hyperreality illustrates how mass media and consumer culture blur the boundary between reality and illusion. Finally, Jameson's critique of postmodernism indicates that in the era of late capitalism, culture has become increasingly commodified, with nostalgia playing a central role in artistic and social trends.

DISCUSSION. These findings demonstrate that postmodernism significantly influences contemporary society by redefining truth, reshaping cultural production, and shaping how individuals engage with information and identity.

CONCLUSION. Postmodernism has significantly shaped contemporary society by challenging traditional beliefs, redefining truth, and influencing culture and identity. It has led to a more fragmented worldview, where multiple perspectives coexist, as Lyotard suggests. Foucault's ideas show how power shapes knowledge, while Baudrillard highlights the blurring of reality through media. Jameson's critique emphasizes the commodification of culture in late capitalism. Overall, postmodernism continues to impact how people understand the world, engage with information, and express their identities in an era of rapid social and technological change.

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