



CENTRAL ASIAN JOURNAL OF LITERATURE, PHILOSOPHY AND CULTURE

eISSN: 2660-6828 | Volume: 04 Issue: 12 Dec 2023
<https://cajipc.centralasianstudies.org>

Issues of Intercultural Communication in Globalized Environments

Alimukhamedova N. Y.

«TIAME» NRU On the subject of philosophy (PhD)

Received 4th Oct 2023, Accepted 5th Nov 2023, Online 20th Dec 2023

ANNOTATION

The article examines the need to preserve the diversity of cultures in the processes of globalization; this process cannot be implemented without changing the general cultural and civilizational development paradigm, without a qualitative rethinking of the entire value system of national cultures.

KEYWORDS: globalization, nation, national pride, national identity, identity, ethnic culture.

The paradoxical phenomenon of our time is that globalization leads to the convergence of countries, peoples and cultures, the development of modern technologies, mass culture, the spread of different values and the spread of national cultures, the acceleration of cultural unification processes, but at the same time, ethno-cultural communities oppose the manifestation of globalization in economic and spiritual life in different countries. They are constantly protesting. Of course, behind these protests lies the fear of losing national and cultural identity, the danger of losing "identity", even integration processes at the state level are viewed as a threat to the existence of the nation, and they protect national identity and national interests.

Globalization processes led to the integration of the external social space, but increased internal differentiation. Global integration is necessary to direct the world's desire for global unity while protecting the diversity of cultures, this process cannot be carried out without changing the general cultural and civilizational paradigm of the world's development, without qualitatively re-examining the entire value system of national cultures. The possibility of establishing a new global homogenous culture has become the most important issue today as a means of protection against the current situation. In the years of Uzbek independence, one of the urgent tasks for the social and humanitarian sciences is to research the impact of the changes in the transformation of society on the change of national values, the research of scientific theoretical concepts in the processes of the nation's new manifestation in the areas of self-awareness. It is important to determine ways and opportunities to optimize the process of national identification in the renewal of our society, which is currently undergoing a transition from national development to national development in New Uzbekistan. "In particular, we need to realize our national identity, study the ancient and rich history of our country, strengthen scientific and research work in this regard, and support the activities of humanitarian scientists in every way"¹ defines the importance of this topic.

¹Message of the President of the Republic of Uzbekistan to the Supreme Council // "Khalq so'zi", December 29, 2018.

The development of the nation goes back to the development of the mental forces that create national unity and the "sense of self-awareness", it is necessary to understand the social and spiritual aspects of these two components of national identity, in this regard, the national idea that protects the interests of the nation serves as a fundamental element. Since national identity implies mentality and self-awareness, one cannot exist without the other in defining national powers. There is no concept of national identity in state documents, but it is known to everyone that national identity is the basis of the legitimacy of the national state. When viewed from the perspective of the development of nation-statehood, issues of self-determination are interpreted through the prism of national security, but it is precisely national identity that is an important aspect of it. As national identity forms the basis of the legitimacy of national states, it forms and strengthens the assumptions about the unity of the nation's common past and historical destiny, so long as there is unity, peoples strive to protect their national identity and put national identity above class, religious, and local differences. the nation will also exist. After all, "activating scientific research in this direction, forming a sense of patriotism and pride in one's people in society serves as an opportunity to strengthen the sense of national identity and expand the worldview of our compatriots"².

The processes of globalization are creating new opportunities for the faith as well as unforeseen problems, and the conflicts of interests are intensifying in the era of late struggle and competition, threats and dangers against the national identity and moral values are increasing. The fact that globalization as an objective process is based on the principles of "profiteering" and "material interests" is a criterion of "spiritual poverty" of this process. We all know that the social and psychological impact on self-awareness of people, especially young people, has increased tremendously, taking into account the fact that the globalization of information - the development of telecommunications, the Internet has "conquered" the earth. Today, the risk of "spiritual poverty" is especially high among young people, and it destroys the foundations of the nation's development, national-spiritual interest, and spiritual values, and leads to the existence of the nation as a whole. In such conditions, the question of protecting the national identity of young people is very urgent.

Another important concept of our research is "national identity". National identity is one of the most important aspects of identity. The term identity (Latin (identus) - sameness, belonging, similarity) is the realization and recognition of belonging to a certain social group, assimilation of domestic and non-domestic stereotypes of behavior belonging to this group. Identity is formed in the process of identification. In human beings, the concept of self-identity, the existence of consciousness, the ability to communicate in English, mentality, distinguishing oneself from others, and understanding one's own identity are all interrelated and constitute an essential ontological need. In the process of socialization, individuals are shaped as members of society, and a significant part of their worldview is influenced by a particular culture. It encompasses inclusiveness, uniqueness, and humanity, among other aspects.

In the modern Western scientific thinking, the attention to the problem of identity and Khujand national identity increased in the 1970s, when the term "identity" was included in the dictionary of social and humanitarian sciences³.

The problem of the crisis of identity and self-awareness was first put on the agenda by the science of psychology until this period and was associated with the names of Z. Freud, E. Erikson and E. Fromm, the

² Resolution of the President of the Republic of Uzbekistan No. PQ-4390, dated 11 July 2019, regarding the organization of events related to the "Uzbekistan History" television channel.: <https://lex.uz/docs/4414474>

³Balibar, E., Wallerstein, I. Race, Nation, Class: Ambiguous Identities. Moscow, 2003. Bauman, Z. Individualized Society. Moscow, 2002. Berger, P., Luckmann, T. The Social Construction of Reality: A Treatise in the Sociology of Knowledge. Moscow, 1995.

founders of psychoanalysis. This problem was taken up by philosophers, including postmodernism, and predicted the end of the "Recur of the Self" as the center of the mind and activity of the human. In general, identity, Sh. Madaeva stated, "...the eternal subject of philosophy, the question of existence and thinking, was solved in the past, exactly by means of identity. More specifically, the problems of categorization of the attributes of existence into similarity and difference, exactness, that is, identity, in thinking, as well as the organization of socialization through the identity of the relation to the existence, were in the focus of XX century philosophy"⁴.

The human being has always had a need for self-awareness, to distinguish himself from others, to understand who he is, to know what to do. This need is important for an individual, it determines the incontestability of identifying oneself with a certain culture, its life values. In addition, national identity - the protection and continuation of cultural experience - is also important. Thus, due to national identity, firstly, an individual is able to strengthen his ethnic Self by comparing himself with others, and secondly, ethnic communities have the opportunity to protect their cultural traditions, values, and customs.

Identity is a deceptive system, as it moves to the state of non-linearity, instability, this problem brings the question of global identity to the agenda as a possible option of bifurcation, making the problems of the essence of incon existence more relevant. "Who are we?", "What is the difference between us and others?" cavolli, but "What is Incon?" that is, the deepest metaphysical question related to the existence of the incon is the most important question in the final chapter of this work. With this relationship, the problems of inconsistency and identity of social groups, which have become more complicated and multivariate as a discriminative system, have become an urgent problem placed on the agenda of social philosophy, sociology, psychology, and political science. Why is identity becoming more complicated today? Why is there an "identity crisis"? E. Erikson analyzed the fact that the "identity crisis" arises as a result of the socio-cultural transformation of the society and the efforts to preserve the ethnic identity. Non-linearity in the development of the society, uncertainties, increased lack of confidence in the future, social crises, transformation of the society led to the change of the identity. Identity, as an important factor ensuring socio-cultural stability, is susceptible to changes in the social structure, and is undergoing continuous transformation under the influence of fluctuations. Thousands of people are losing and re-establishing their identity in complex social processes, depending on changes in the structure of society, because social transformations require a new identity, and in our era, when the principles of "profitability" and "material interests" prevail, the choice between different identities depends on the interests, aspirations and goals of the individual is being implemented.

The fact that globalization as an objective process is based on the principles of "profiteering" and "priority of material interests" is a criterion of "spiritual poverty" of this process. Today, the risk of "spiritual poverty" is especially high among young people, and it threatens the existence of the nation as a whole by destroying the foundations of the nation's development, national-spiritual heritage, and spiritual values is a source, and the formation of citizens' identity is a condition for protecting the integrity of the state and the stability of society. It is necessary to carry out special studies on the development of new value directions, national ideals capable of creating national identity over and over again, forming national pride and national ideology.

REFERENCES:

1. Ўзбекистон Республикаси Президентининг Олий Мажлисга Мурожаатномаси // «Халқ сўзи», 2018 йил 29 декабрь.

⁴ Madayeva, Sh.O. Anthropology of Identity. Tashkent, "NOSHIR", 2015. - p. 25.

2. Балибар Э., Валлерстайн И. Раса, нация, класс. Двусмысленные идентичности. М., 2003;
3. Бауман З. Индивидуализированное общество. М., 2002;
4. Бергер & П., Лукман Т. Социальное конструирование реальности. Трактат по социологии знания. М., 1995;
5. Мадаева Ш.О. Идентиклик антропологияси. Тошкент, “NOSHIR”, 2015. – Б.25
6. Алимухамедова Н.Я. Этномиллий концепцияларнинг таҳлил этишда анъанавий ёндашувлар // “ЎзМУ хабарлари”. № 1/2/1 – Тошкент: 2022. – Б. 75.
7. Алимухамедова Н.Я. Янги Ўзбекистонда миллий идентиклик масалалари // Сурхондарё: илм ва тафаккур. Илмий мақолалар журнали N-2 2023. – Б. 83.