

Relevance of The Problem of Globalization and The Transformation of National Culture

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Abstract: This article examines contemporary globalization processes and their impact on the transformation of national culture. The main factors of cultural change caused by the development of information technologies, international integration, population migration, and the expansion of the global communication space are analyzed. Particular attention is paid to the preservation of national identity under conditions of cultural unification. The study demonstrates that globalization acts simultaneously as a factor of cultural development and as a source of risks to the preservation of national cultural heritage. Based on an analysis of current trends, recommendations are formulated to ensure a balance between integration into the global community and the preservation of cultural uniqueness.

Keywords: Globalization, national culture, cultural transformation, cultural identity, traditions, cultural heritage, information society, intercultural communication.

Introduction: Globalization is one of the most significant processes of the modern world, influencing all spheres of social life. The strengthening of international economic, political, and cultural ties contributes to the formation of a unified global space. At the same time, this process is accompanied by substantial changes in the national cultures of various peoples.

National culture represents a set of material and spiritual values, historically established traditions, language, religion, art, and social norms that define the cultural identity of a nation. Under conditions of globalization, national cultures face new challenges associated with the spread of universal cultural models and values.

The relevance of this study is determined by the need to understand the mechanisms of interaction between global and national cultural processes, as well as by the search for ways to preserve cultural diversity in the modern world.

Theoretical foundations of globalization and cultural transformation

Globalization is a complex, multi-level process

characterized by the strengthening of interconnections among countries and peoples. According to contemporary researchers, globalization contributes to the formation of a unified informational and cultural space in which national borders become less significant.

Cultural globalization manifests itself through the spread of mass culture, the development of international communication channels, the expansion of cultural exchange, and the formation of global values. Owing to the development of the Internet, social networks, and digital technologies, information spreads almost instantaneously, influencing the cultural preferences of millions of people.

The transformation of national culture is a process of change in traditional cultural forms under the influence of internal and external factors. These changes may be either positive or negative.

On the one hand, culture is enriched through the adoption of new ideas, technologies, and forms of creativity. On the other hand, there is a risk of losing unique cultural characteristics and national identity.

Main factors in the transformation of national culture

Contemporary processes of cultural transformation are driven by several interconnected factors.

1. Development of Information Technologies

The digital revolution has significantly changed the ways cultural values and traditions are transmitted. The Internet provides access to a vast amount of information and facilitates the dissemination of various cultural patterns.

2. International Migration

The growth of migration processes contributes to the formation of multicultural societies. As a result, different cultures interact, leading to the emergence of

new cultural forms and practices.

3. Global Economy

The development of international trade and transnational corporations has a significant impact on consumer culture and the lifestyles of populations in different countries.

4. Mass Culture

Modern mass media actively disseminate standardized cultural products aimed at a broad audience. This contributes to the unification of cultural preferences and values.

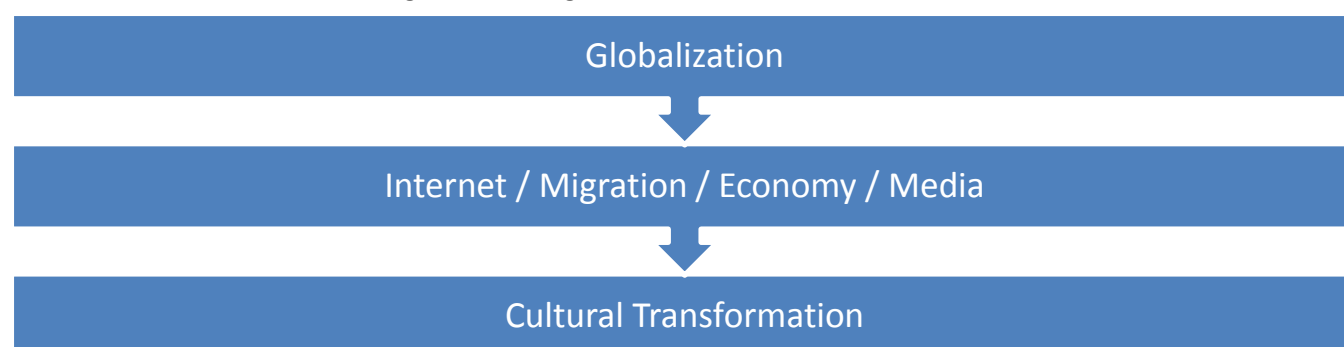


Diagram 1. Main Factors of Globalization Influencing National Culture

Positive and Negative Consequences of Globalization for National Culture

Despite existing risks, globalization creates significant opportunities for the development of national cultures.

First, opportunities for international cultural exchange are expanding. Representatives of different nations can become acquainted with each other's cultural achievements.

Second, modern technologies make it possible to preserve and promote cultural heritage. The digitization of archives, museums, and libraries provides broad access to cultural values.

Third, globalization contributes to the development of intercultural dialogue and strengthens mutual

understanding among peoples.

Fourth, national cultures gain opportunities to enter the international arena and present their achievements to the global community.

One of the most serious problems is cultural unification. Under the influence of mass culture, traditional cultural forms are gradually displaced by more universal models.

Particular concern is caused by the declining role of national languages. The dominance of several world languages may lead to reduced use of the languages of smaller ethnic groups.

Table 1. Main Characteristics of the Impact of Globalization on National Culture

Globalization Factor	Positive Impact	Negative Impact
Internet and Digital Technologies	Expanded access to cultural heritage	Spread of standardized mass culture
International Migration	Intercultural exchange of experience	Weakening of traditional cultural ties
International Trade	Expansion of cultural contacts	Commercialization of cultural values
Mass Media	Promotion of national culture abroad	Dominance of global cultural models
Tourism	Preservation and promotion of cultural heritage	Simplification and commercialization of traditions

Furthermore, changes in the value system are observed, especially among young people. Traditional

norms and customs are often replaced by global cultural models of behavior.

DIAGRAM 2. RATIO OF POSITIVE AND NEGATIVE CONSEQUENCES OF GLOBALIZATION

■ Positive Consequences ■ Negative Consequence

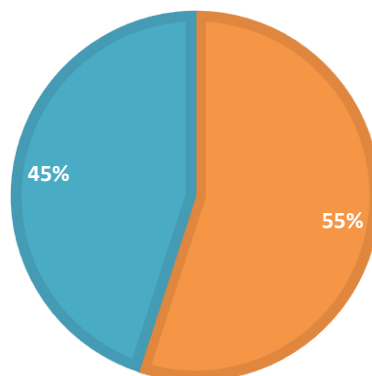


Table 2. Consequences of Globalization for National Culture

Positive Consequences	Negative Consequences
Development of intercultural dialogue	Cultural unification
Expanded access to information	Loss of cultural uniqueness
Preservation of heritage through digitization	Weakening of the role of national languages
International recognition of cultural achievements	Changes in the traditional value system
Development of cultural tourism	Influence of mass culture on youth

National identity in the context of globalization

National identity is an individual's awareness of belonging to a particular nation and culture. Under conditions of globalization, preserving national identity becomes one of the most important objectives of state cultural policy.

The key elements in preserving national identity include:

- Education;
- National language;

- Historical memory;
- Traditions and customs;
- Cultural heritage;
- Art and literature;
- Family upbringing.

Particular importance is attached to state support for cultural institutions aimed at preserving and developing national traditions.

Table 3. Mechanisms for Preserving National Culture in the Context of Globalization

Area of Activity	Main Measures	Expected Result
Education	Study of national history and culture	Strengthening of national self-awareness
Language Policy	Support for the state language	Preservation of linguistic identity
Cultural Policy	Funding of museums, theaters, and libraries	Preservation of cultural heritage
Digitization	Creation of electronic archives and databases	Accessibility of cultural values
International	Participation in cultural projects and	Promotion of national culture

Area of Activity	Main Measures	Expected Result
Cooperation	programs	worldwide

Uzbekistan's Experience in Preserving National Culture

In recent years, Uzbekistan has implemented a comprehensive set of measures aimed at preserving and promoting national cultural heritage. Considerable attention is devoted to the development of national arts, crafts, literature, and traditional celebrations.

An important direction of state policy is the

preservation of historical monuments, support for cultural institutions, and development of tourism infrastructure. International recognition of cultural heritage sites contributes to strengthening the country's cultural authority on the global stage.

At the same time, Uzbekistan actively participates in global processes while preserving its cultural uniqueness and national traditions.

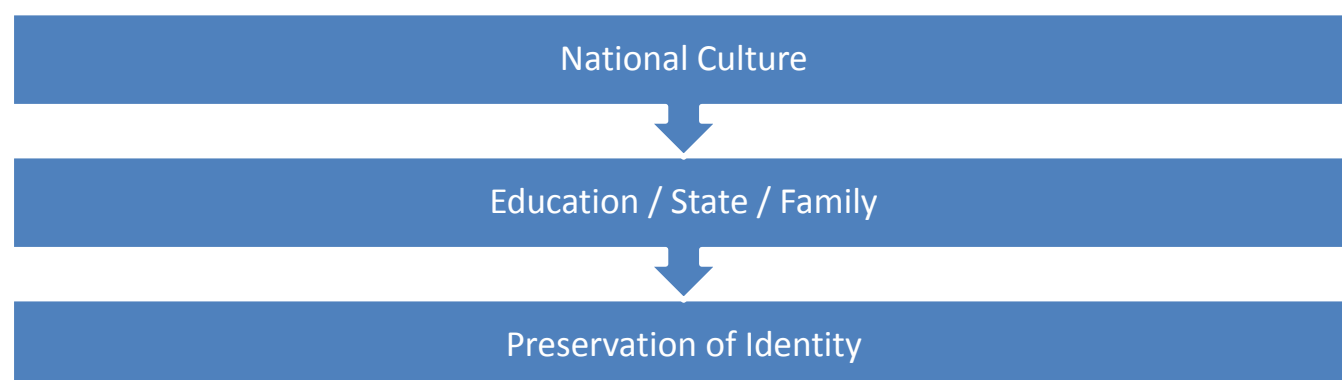


Diagram 3. Model for Preserving National Culture

CONCLUSION

Globalization is an objective process of modern social development that significantly influences national cultures. Its impact is dual in nature. On the one hand, it creates favorable conditions for cultural exchange, the dissemination of knowledge, and international cooperation. On the other hand, it generates risks of cultural unification and the loss of national uniqueness.

The conducted study demonstrates that the successful development of national culture under conditions of globalization is possible provided that a balance is maintained between openness to the world and the preservation of indigenous cultural traditions. Particular importance is attached to measures supporting the national language, education, art, and cultural heritage.

Thus, the relevance of the problem of globalization and the transformation of national culture is determined by the need to preserve the cultural diversity of humanity in the context of the formation of a global society. Solving this task requires coordinated efforts by the state, educational institutions, cultural organizations, and civil society.

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