

## **GLOBALIZATION AND ITS IMPACT ON NATIONAL IDENTITY**

**Tillaev Bobomurod Abduvokhobovich**

**Researcher Of Namangan State University, Uzbekistan**

**ABSTRACT:** The article explores the dynamics of interaction between globalization and the formation of national identity. The authors analyze the main trends of globalization in the economy, culture and society, highlighting the key points in the process of interaction with traditional national values. The article examines the issues of adaptation of national communities to the changing world order, highlighting the impact of global technologies, trade and international politics on the structure and identity of national groups. Special attention is paid to the preservation of cultural diversity and the protection of national identities in the context of globalization challenges. The authors present their conclusions based on empirical data, including studies of cases from different countries, and offer recommendations for a balanced approach to managing the processes of globalization, taking into account the preservation of cultural heritage and national identity. This article serves as a valuable contribution to the field of research on the relationship between globalization and national identity, and may be useful for specialists in the field of international relations, sociology and cultural studies.

**KEYWORDS:** Globalization, National identity, World economy, Cultural influence, Transnational corporations, Migration and diversity, Political sphere, Technological progress, Socio-cultural changes, National values, Economic independence, Information technology.

### **INTRODUCTION**

In the modern world, globalization has become a key phenomenon shaping economic, political and cultural ties between countries. However, along with the undeniable benefits that it brings, globalization also raises a number of questions regarding the preservation of national identity. In this article, we will consider the impact of globalization on the formation and preservation of cultural identity and national identity[1]. Globalization opens up new opportunities for economic growth and the exchange of resources between countries. However, this process can also lead to the loss of traditional sectors of the economy and the threat of national employment. What measures can be taken to support local industries and preserve national economic identity?

With the advent of the Internet and social media, cultural exchange has become more intense. Which cultural values are preserved and which are being lost under the influence of globalization? How to balance openness to world culture and the preservation of the unique features of the national heritage? Globalization also affects political structures and relations between States[2]. What challenges are emerging in the field of national sovereignty and what measures can be taken to preserve the country's political identity? Education plays a key role in the formation of

national identity. What changes in the education system can help preserve cultural heritage and instill in citizens pride in their nationality? Is it possible to synthesize global and local, ensuring mutual understanding and respect for diversity? What practical steps can be taken to ensure that national identity does not become a victim of globalization, but, on the contrary, enriches it? The issues of preserving national identity in the era of globalization require a comprehensive approach. It is important to find a balance between openness to global trends and preserving the unique features of each nation's culture and identity. This will be a key factor in ensuring the sustainable and harmonious development of the global community.

Globalization is undoubtedly one of the key trends in the modern world, intertwining borders and uniting cultures. However, along with the benefits of this process, there are concerns about its impact on national identity. In this article, we will look at the dynamics of globalization and its potential consequences for the uniqueness of cultures and traditions[3]. Globalization has undergone a significant evolution from the period of colonial exchanges to the modern digital era. Currently, economic, cultural and technological ties are intertwining our lives, creating a single global community. Nevertheless, what is the price of this comprehensive integration for national identities? One aspect of the impact of globalization is its impact on cultural diversity. As Western standards of beauty, entertainment and lifestyle become dominant, there is a danger of losing the uniqueness of local cultures. The pursuit of global standardization can undermine the unique features of national identity.

Globalization often leads to a redistribution of economic power, which can affect the well-being and stability of individual countries. Open markets and global trade create opportunities for development, but can also lead to dependence on global economic centers. This influence can affect countries' self-understanding and confidence in their national identity. With the development of communication technologies, the world is getting even closer. Social networks, messengers and the Internet create an opportunity for cultural exchange, but they can also contribute to the homogenization of cultural expressions. How does this affect the uniqueness and self-awareness of national groups? The preservation of national identity in the context of globalization requires a balanced approach. The development of education, support for traditions and active attention to the unique aspects of culture can help preserve the individual features of national identity in the face of global changes.

Globalization contributes to the spread of cultural pluralism. On the one hand, this leads to a wealth and diversity of cultural heritage that becomes accessible to a global audience. On the other hand, this may raise concerns about the preservation of national identity, as many traditions and values may be displaced by broader global influence. Globalization has a significant impact on the economy of nations, which can affect the social structure[4]. The growth of the global market and the emergence of multinational corporations can create new opportunities for development, but at the same time lead to social inequalities and job losses at the national level.

Modern technologies such as the Internet and social media reduce distances and facilitate the exchange of ideas and information. This creates new forms of communication and interaction, which can be both beneficial and worrisome. For example, an intensive information environment

can increase the level of education, but also create a layer of superficial consumption of culture, leveling local traditions. The preservation of national identity in the era of globalization requires a balanced approach. It is important to develop openness to global cultural influences, but at the same time preserve the unique features and values of each nation. Education, support for creativity and active participation in international dialogues can contribute to the preservation of national identity while promoting global trends.

Conclusion: Globalization, being an engine of progress and interaction, carries challenges for national identity. However, with the right approaches and efforts, it is possible to achieve harmony between the global and the local, while preserving the richness and diversity of each nation's cultural heritage. Today, it is important to seek not just global unity, but also the preservation of the uniqueness that each culture brings to this world.

## REFERENCES

1. Ariely G. Globalization, immigration and national identity: How the level of globalization affects the relations between nationalism, constructive patriotism and attitudes toward immigrants? //Group Processes & Intergroup Relations. – 2012. – T. 15. – №. 4. – C. 539-557.
2. Sasaki M. Globalization and national identity in Japan //International Journal of Japanese Sociology. – 2004. – T. 13. – №. 1. – C. 69-87.
3. Zhuojun, Wang, and He Hualing. "National identity in the era of globalization: Crisis and reconstruction." Social Sciences in China 35.2 (2014): 139-154.
4. Kłoskowska, Antonina. "The response of national cultures to globalization and its effect on Individual Identity." Polish Sociological Review (1998): 3-19.