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## **CULTURAL IDENTITY AND NATIONAL TRADITIONS IN CONTEMPORARY VARIETY PERFORMING ARTS**

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This study investigates the preservation of national and cultural identity in contemporary variety performing arts, analyzing the effects of globalization, commercialization, and genre transformations on artistic expression. It explores how artists can integrate traditional elements into modern forms, ensuring that cultural heritage remains relevant while appealing to contemporary audiences. Variety performing arts historically developed at the intersection of national traditions and mass culture. In the age of globalization and digitalization, many standards are becoming homogenized, posing risks to cultural authenticity. This issue is particularly significant for countries with rich folk heritage, such as Uzbekistan, where traditional music, dance, and performance techniques form the foundation of national identity.

Modern performers often follow international standards in sound, image, and genres, which leads to the adoption of Western models and diminishes the distinctiveness of local culture. Popular projects increasingly rely on foreign styles and arrangements with minimal reference to local traditions, creating a potential loss of cultural uniqueness, especially among younger audiences. The variety arts industry's commercial pressures further complicate this situation, transforming artists into market products. Collaboration with marketing agencies and producers often dictates music style and content, prioritizing mass appeal over cultural preservation. While commercialization can expand reach and provide financial sustainability, it can also dilute traditional motifs and values.

Preserving cultural identity requires the conscious integration of folk motifs, language, and symbols into contemporary music and performance. Successful examples include the use of traditional instruments, remixes of folk songs, ethnic music festivals, and educational programs designed to engage youth. Such approaches create a unique “new variety identity,” where tradition inspires artistic creation rather than serving merely as decoration. Artists who consciously



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incorporate local culture not only strengthen national identity but also differentiate themselves in the international market. Studies show that projects incorporating national elements attract stable audiences and high critical recognition. Ethnic music festivals and national competitions play a key role in promoting cultural heritage among young people. Online viewership and attendance statistics confirm a growing interest in authorial music and performances that reflect national identity, demonstrating that audiences value authenticity alongside contemporary stylistic innovation.

Globalization and technology have introduced new challenges, but they also provide opportunities for creative adaptation. Artists can experiment with blending traditional elements with contemporary genres, creating performances that resonate with both local and international audiences. This approach ensures that cultural heritage is not lost but rather evolves alongside modern artistic trends. Educational programs, media literacy initiatives, and supportive public policies are essential to encourage critical appreciation and sustained interest in traditional and modern variety arts.

Contemporary variety performing arts are thus positioned at the intersection of global trends and national traditions. Balancing technological innovation, commercial viability, and cultural authenticity is crucial for the sustainable development of the field. The future of variety performing arts depends on the ability of artists, educators, and cultural institutions to preserve and adapt cultural traditions while embracing modern forms of expression.

Through thoughtful integration of heritage and innovation, it is possible to maintain the cultural relevance, artistic quality, and audience engagement necessary for the continued vitality of variety performing arts.

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