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## **PROBLEMS OF PRESERVING NATIONAL CULTURAL HERITAGE IN THE CONTEXT OF GLOBALIZATION**

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### **Annotation**

The rapid development of the globalization process puts a number of specific problems before the culture of the world. This article will analyze exactly the issues of preserving national cultural heritage. Adapting to modern global trends, at the same time, strategies for maintaining a national identity are considered, in particular, ways to promote cultural monuments, folklore and artistic heritage on digital platforms. It will also focus on the issues of comparative analysis of the experiences of different states on the protection of national heritage, the full formation of the socio-cultural younger generation and the strengthening of international cooperation through cultural diplomacy.

**Keywords:** Globalization, national cultural heritage, tradition, custom, Popular Culture, Tourism, Information Technology, Education, civil society, digital platform, International Cooperation, UNESCO, cultural diplomacy.

The process of globalization is one of the most important features of the modern era, which is manifested through the intensification of political, economic, social, cultural and information relations between different regions of the world. This process, on the one hand, creates opportunities such as technological development, economic cooperation, cultural exchange, while on the other hand, it also puts new challenges in the issues of preservation, strengthening and enrichment of national cultural heritage. This article analyzes the main problems of preserving national cultural heritage in the context of globalization and ways to overcome them from a socio-philosophical point of view.

First of all, there are various theoretical approaches to explaining the concept of globalization. For example, the British sociologist Roland Robertson sees globalization as a process that makes the world a single social space, arguing that



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strong interaction between different nations, specific cooperation and, thus, spiritual competition are also observed. According to him, States and societies must constantly take measures to preserve national values, cultural traditions and historical heritage so that national identity and local characteristics do not disappear during globalization[1].

From this point of view, it is necessary to note that, along with the economic and political effects of the modern globalization process, its influence in the cultural sphere has a wide range. In particular, the rapid spread of mass culture throughout the world, the Western way of life and thinking can pose a serious threat to traditional values in some regions. Anthropologist and sociologist Anthony Giddens states that globalization increases the likelihood that humans will be thrown into the vortex of various cultural influences, compromising their national and local characteristics. At the same time, Giddens argues that this process should seek ways to enrich the national cultural heritage through adaptation in a specific way, and not a full-fledged rejection[2].

National cultural heritage is primarily understood as the traditions, customs, holidays, artistic heritage, works of art, language and literature, folk oral creativity, architectural monuments and many other spiritual and cultural assets that the people have formed over the centuries. The study, preservation, and delivery of this wealth to future generations is a pressing issue facing every nation. However, as a result of increased competition in the world market due to globalization, the rapid development of technologies and the widespread spread of stereotypes of the same life, there is a possibility that the possibilities of national cultural heritage are limited and sometimes overlooked. Uzbek scientist A.Sirozhiddinov, speaking about this problem in his study, especially cites the risk that in the minds of young people, attention to local traditions and values will be reduced[3].

In addition, the popularization of various tourist destinations in the world also affects the fate of national cultural heritage. On the one hand, the development of the tourism industry allows you to introduce cultural heritage sites, traditions and national art to the whole world. On the other hand, over-commercialization can threaten to simplify or undermine original values by bringing national traditions into a “show” form. Benedict Anderson, for example, argues that the process of



imagining a national identity is constantly being updated, but incorrect marketing approaches risk presenting a nation's history as a particular type of commodity[4]. Therefore, in the process of developing tourism, it is important to protect, properly promote and objectively convey local cultural heritage to the world community.

In the context of globalization, the problems of preserving national cultural heritage are also associated with the development of information and communication technologies. To some extent, positive results can be achieved through the promotion, use, digitization of cultural heritage on the Internet, social networks and other digital spaces. However, serious tests are also found in this process. Such as unjustified data corruption, widespread misinformation about cultural sites, or arbitrary research on them, exacerbate the risk of losing the original appearance of national heritage.

The role of the educational system in preserving the national cultural heritage is also incomparable. In schools, academic lyceums, colleges and higher education institutions, it is advisable to provide students with sufficient knowledge in the study of national history, traditions and values. At the same time, through the use of modern pedagogical and information technologies, it is possible to arouse interest in the younger generation in relation to national heritage, to attract them to research activities.

Legal and regulatory framework also has a priority role in preserving national heritage in the context of globalization. Laws, decrees and decisions made by states have a great influence in the direction of disregard for spiritual values or their protection from subversion. In this sense, international legal norms also need to be considered. International organizations such as UNESCO undertake specific projects to protect cultural heritage at a global level, to bring it to future generations, and to preserve it as the property of all mankind. It should be recognized that the political will of national States and the activity of civil society institutions are also important in this process.

It should also be noted that during postmodernism, the rapprochement with issues of national cultural heritage took on a new look. For example, American philosopher Fredrik Jameson argues that cultural expressions, including national heritage, are becoming objects of mass consumption during the late phase of capitalism. This



process, in his eyes, can, on the one hand, bring national works of art to the general public, and on the other hand, cause a tendency to separate them from their original content, to become a brand[5]. Therefore, in the process of preserving the national cultural heritage from the complication of commercial interpretations and maintaining its true essence, cooperation of state, civil society and cultural figures is necessary.

To overcome the problems of preserving national cultural heritage in the context of globalization, measures may be proposed as follows:

1. Improving the educational system. Teaching subjects related to national heritage, history, culture and traditions through modern pedagogical methods, digital resources and interactive programs, instilling respect and commitment to national values in the younger generation.
2. Strengthening the legal framework. Development of laws, decisions, state programs on the preservation and development of national cultural heritage and ensuring their proper implementation in practice.
3. Effective use of information and communication technologies. Digitize cultural objects, historical monuments and traditional ceremonies, create virtual excursion platforms and thereby convey unbiased information to a global audience.
4. Caution in the development of Tourism. Instead of exploiting national cultural heritage for commercial purposes, demonstrating its true value, expanding the tourism sector while maintaining a spirit of locality.
5. Strengthening civil society institutions. Support the functions of organizations such as neighborhoods, NGOs, scientific and creative associations, national-cultural centers, stimulate them financially and organizationally.
6. Strengthening the national identity, its own traditions. Educating the younger generation in the spirit of national pride is instilling in their minds the idea that “your own cultural heritage is your future”, while using the positive aspects of globalization.

In place of the conclusion, it can be said that globalization is a complex and contradictory process. In addition to a wide range of opportunities, it also brings serious tests to the peoples of the world. Especially when it comes to preserving national cultural heritage, globalization manifests itself as a subtle border between



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“novelty” and “loss”. So, the preservation of national cultural heritage and its enrichment is the duty of not only the state or society, but also of each individual. Only in this way can we take advantage of the positive opportunities in the era of globalization and fulfill the sacred task of transmitting our cultural heritage to generations.

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