IMPACT OF THE PROCESS OF GLOBALIZATION ON NATIONAL CULTURE

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Abstract: This article provides information about the impact of the globalization process on national culture.

Key words: Culture, human, globalization, art, science, social relations.

Culture is a set of symbolic devices and artifacts that define human activity and the significance of that activity. Culture can be manifested in activities such as music, literature, visual arts, architecture, theater, cinematography, lifestyle. In anthropology, the term "culture" refers to products and their production, aesthetic meaning, and social relations connected to these processes. In this sense, culture includes art, science and spiritual systems. Culture is a certain level of historical development of society, human creative forces and abilities. It is expressed in various forms of people's life and activities, as well as in the material and spiritual wealth they create.

Nowadays, there are many definitions about globalization and this process. The term globalization was first used in the 1983 article by the American scientist T. Levitt published in the Harvard Business Review magazine as a factor that caused changes in the economic field in the early 80s of the XX century. In fact, globalization XX since the second half of the century, it has existed in various degrees and forms, and up to our present time, there is an escalation of this process. Some aspects of this are positive for our country, while others have a negative effect. This is particularly damaging to spirituality. Of course, one cannot turn a blind eye to these processes. Regardless of the level of the problem, it is our task to prevent it and find measures to fight against it.

In this regard, our Head of State expressed the following opinion: "Some say it is the era of high technologies, someone interprets it as the age of thinking, and someone interprets it as the age of general information. Of course, all these thoughts have a certain truth, a rational core. Because, it is natural that each of them reflects a certain symptom of today's bright and colorful life. But in the minds of many people, this period creates an impression as a period of globalization. The process of globalization can be used for two purposes - for good and for evil. Actions in the direction of goodness serve the development of the state and society, but the product of development aimed at evil is the complete opposite. is having an effect.

First of all, globalization is a social, political and economic process. It is also studied as a phenomenon that has a strong influence on the culture of peoples. It is accepted as a positive factor of economic integration in the world and a contributor to the consequent change of the national economy.

However, with the growth of information exchange in the world, it also entered the field of culture and science. As a result, the spiritual threats affecting the nation's culture create new problems for humanity. It is necessary to oppose these spiritual and ideological threats that come from abroad and poison the minds of our country's citizens, especially young people, with the ideas of individualism and egocentrism. We can prevent moral threats by building a spirit of respect for our priceless wealth, our national spirituality and values. When it comes to spirituality, it should be emphasized that, first of all, it protects the nation, national culture, national way of life. Therefore, in the process of globalization, a high level of spirituality is an important factor in preventing spiritual and ideological threats to the country's national culture. For this, it is necessary to organize spiritual and ideological work in the society based on the requirements of the time. That is, firstly, to protect the youth, who are the future of the country, from various ideological threats; secondly, comprehensive understanding of what the moral threats are aimed at; thirdly, to increase the sense of courage without being indifferent to the events happening around us.

Today, even a small message directed against the human spirit, seemingly insignificant at first glance, can cause invisible but immeasurable damage, given the strength of globalization in the world of information. In particular, the impact of pressures under the guise of "mass culture", which is a form of moral threats, on the minds of young people poses a threat to the country's development. Especially, minors sitting in various internet clubs and accessing pornographic websites, using mobile phones improperly and carrying obscene movies and pictures, all this causes great damage to human spiritual development. It is necessary to be careful in such processes taking place in our society today, to start young people on the right path. In this:

- formation of immunity against various spiritual threats in them;
- regularly introducing young people to examples of our spiritual heritage;
- it is necessary to educate young children about the negative effects of mobile phones and computer games on human health, spirituality, and consciousness.

Conclusion: Only then will we save our youth and our nation from all kinds of evil forces and spiritual threats, and we will be able to form feelings of loyalty and love for the country in their hearts.

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