



PRESERVATION OF CULTURAL IDENTITY, BEHAVIOR IN AN
INTERCULTURAL ENVIRONMENT

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Abstract: *Thus, the concept of "intercultural dialogue" is becoming more and more relevant in the modern world. At the turn of the second and third millennia, it is becoming increasingly obvious that humanity is evolving in the direction of expanding the interconnections and interdependence of various countries, peoples and cultures. This process covers various spheres of life around the world. Today it is impossible to find ethnic communities that would not be influenced by other cultures of foreign peoples, as well as the broader social environment that exists in some regions and the world as a whole.*

Keywords: *social environment, cultures of foreign peoples, spheres of life, interaction of cultures, social movements, multiculturalism, globalization, communication.*

This is reflected in the rapid growth of cultural exchange and direct contacts between government agencies, social groups, social movements and individuals in different countries and cultures. The strengthening of the interaction of cultures and people makes the issue of cultural identity and cultural differences especially relevant. The cultural diversity of modern humanity is increasing. Thus, peoples around the world are finding more and more resources and reasons to preserve and develop their cultural identity and integrity, this trend towards preserving their cultural identity confirms the general pattern that humanity is becoming more interconnected, and no one is losing their cultural diversity. In the context of these trends in social development, it is extremely important to be able to identify cultural differences in order to understand each other and achieve mutual recognition.

Cultural differences between people are determined by their distinctive historical roots. So, the global cultural system only helps to identify differences and similarities, allowing us to understand the world in all its diversity, which are components of the global cultural system. Integration and differentiation, conflict and cooperation are mutually projected development trends, since different views and judgments are formed and coexist in global culture, which makes it possible to consider globalization as a dialectical process in which all social groups, all ethnic societies and cultures participate. In modern civilization, the coexistence of cultures is impossible without consent and dialogue between them, which presupposes the formation of such a form of life as cultural pluralism, which is an adaptation to another culture without abandoning one's own.⁴⁴ No culture loses its identity

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1.Fatima Oliveira, Maria de. «Multicultural Environments And Their Challenges To Crisis Communication». Journal Of Business Communication 50.3 (2013): 253-277. Business Source Premier. Web. 11 Mar. 2014.



or dissolves into the general culture, but it absorbs other traditions and values in order to enrich its own culture and fit into the requirements of modern life.

In May 2007, the European Commission proposed a European Strategy for Cultural Development based on three principles: "cultural diversity and intercultural dialogue", "culture as a catalyst for creativity", "culture as a key component of international relations". So, the concept of "multiculturalism" is not new in itself: the world has always been multicultural. But only now are all cultures entering into a common space, first of all informational, and then political and economic. Thus, isolationism, which provided certain guarantees of cultural sovereignty, has practically exhausted itself. In addition, there are no precedents for the unity of humanity under certain conditions. The intercultural dialogue is aimed at ensuring equal rights for all members of society, regardless of nationality, religion, language. Our societies are becoming more multicultural, and globalization has increased the level of communication and contacts between different cultures. People are becoming more aware of the existence of other cultures, traditions and customs. Moreover, culture encompasses a very large number of people, of whom, however, no one can be called a typical representative of culture – there is still room for an individual with his own set of values and moral norms. As a result, understanding this feature is the first step in dialogue, one of the prerequisites for effective intercultural dialogue. Intercultural dialogue generates global intercultural communication. Initially, the classical understanding of culture was used to describe intercultural communication as a more or less stable system of conscious and unconscious rules, norms, values, structures, artifacts - national or ethnic culture.

Currently, it can be noticed that we interpret culture as a way of life and behavior, norms, values, etc. of any social group (for example, urban culture, generational culture, organizational culture). The dynamic concept of culture does not imply strict restrictions on cultural relationships and systems. In addition, it can be changed depending on trends, the social environment and the political situation. In modern pedagogy, education is increasingly understood not just as a part of culture, but as its central part. The key role of education in culture is obvious when education is present as a sustainable process of transferring culture and cultural experience of the older generation to the younger. A new humanistic paradigm of education as such, as well as the process of formation and development of culture. This is a complex multi-level process during which our spiritual values are formed, rejected and accumulated. Self-identification in the cultural space is not limited only to the development of cultural values.⁴⁵ This is a complex process of identity formation and transformation of the nature of human existence. In this regard, the process of implementing self-identification in the educational process as a whole is connected not only with the general training of students, but also with the level of their intercultural competence. The leading role is played by the cultural component of the educational space

⁴⁵ 2.Owen, C. (2011). Language and cultural identity: perceptions of the role of language in the construction of Aboriginal identities





of the school, which can be designated as a separate cultural environment of the latter. The cultural environment has recently attracted the attention of researchers, but from a practical point of view, the role of the cultural environment is underestimated. However, the cultural environment corresponding to the values of multicultural education reflects the cultural pluralism of the modern world and is a prerequisite for the formation of such moral values as its subjectivity, tolerance, patriotism and civic responsibility, cultural perception and the ability and readiness for intercultural interaction, awareness of oneself as part of a national foreign language and culture. Along with this, the cultural environment effectively promotes its subjects to the necessary level of intercultural competence and destroys stereotypes about other cultures. Intercultural education plays an important role in acquiring knowledge about different cultures, helps to learn to feel safe when faced with differences, allows young people to use these differences positively, creatively. The initiative to expand the geography of the exchange cannot concern only public schools; this is an important desire of every person. A responsible attitude to the future at a young age is the basis of a prosperous life. So, non-profit organizations and educational institutions should encourage young people to actively communicate in real life in order to preserve the diversity of cultures, develop creativity and form common values, strengthen multilateral cooperation at the international level with government agencies. Discrimination and prejudice may be the result of a lack of knowledge about others; the effect of complete insecurity about cultural differences may be caused by historical or political events, issues of power distribution between societies. Practical recommendations for the dissemination of intercultural dialogue and the fight against discrimination can be: various events, the involvement of popular music, theater troupes that encourage the dissemination of intercultural dialogue, joint volunteer programs to help the poor, social programs, the creation of a joint production of cultural and educational nature - films, cartoons showing the unity of different nationalities, faiths, etc. a network of online distribution of products - in blogs, social networks, forums, at sports events under the auspices of cultural associations that promote dialogue and communication (ordinary people already play football - but it would be very useful to add some elements of tolerance propaganda to this).

With the development of new technologies in the field of information communication, contact between cultures entering into dialogue becomes more productive and complete.⁴⁶ This can lead to further mutual penetration, which is a complete understanding of the situation within the framework of this problem. The relevance of the theory of the development of the dialogue of cultures is confirmed by the realities of the modern world. With the rapid development of communications and mass media, the boundaries between different cultures are becoming more and more transparent. The nature of cultural interaction is especially important nowadays, when, thanks to the development of technical

⁴⁶ 3.Rao, N. R., Thombre A.(2015). Intercultural Communication on Indian Context, Research, Springer, London.





means, the vast majority of existing ethnic and cultural entities are involved in the global communication process.

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