

THE PROCESS OF GLOBALIZATION AND INTERCULTURAL COMMUNICATION: MODERN APPROACHES AND PROBLEMS

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Abstract

This article provides a scientific and theoretical analysis of the process of globalization and its impact on intercultural communication. The economic, political, and cultural aspects of globalization are examined, and the modern forms, opportunities, and challenges of intercultural communication are highlighted. The article also discusses issues such as preserving national identity, developing cultural diversity, and effectively organizing cultural dialogue in the context of global integration.

Keywords: globalization, culture, intercultural communication, communication, identity, integration, transformation

Introduction

In the 21st century, the process of globalization has become an integral part of human development. The advancement of information technologies, as well as the improvement of transport and communication systems, has transformed the world into a single space, strengthening the interaction between different cultures. As a result, intercultural communication has become a central element of global processes.

Globalization affects not only economic and political systems but also has a profound impact on the cultural life of society. On the one hand, this process enhances cultural integration, while on the other hand, it creates the risk of losing national values. Globalization is the process of increasing interdependence among states, societies, and cultures, as well as the formation of a global system. In scientific literature, globalization manifests itself in the following aspects:

- economic integration (expansion of international trade and investment);
- political cooperation (increasing role of international organizations);
- cultural exchange (spread of ideas, values, and traditions).

An important feature of globalization is the phenomenon of “time-space compression,” meaning that distance and time factors have less influence on human activity. A number of local and foreign scholars have conducted research on globalization and intercultural relations. In particular: Roland Robertson (1992), in his studies, not only developed the theoretical foundations of globalization but also emphasized the central role of culture in this process [1]. Geert Hofstede (2001), through his theory of cultural dimensions, examined cultural differences across societies and demonstrated that the success of interaction between them largely depends on these cultural differences [2]. Ulrich Beck (2000) introduced the concept of global society and the notion of the “risk society,” noting that social and cultural processes are increasingly taking on a transnational character [3]. Among local researchers, scholars such as Karimov S. (2019) and Saidova M. (2021) have deeply studied the specific features of intercultural

communication in Uzbek society [4, 5]. These scientific perspectives comprehensively cover the issues of intercultural relations in the context of globalization. Based on the analysis of previous literature, this study aims to examine the topic more broadly and provide practical conclusions.

Mass culture emerges as a social phenomenon with a very strong impact in modern society. Through means such as cinema, music, television, internet platforms, social networks, and advertising, it quickly penetrates public consciousness. As a result, traditional values, customs, family relations, and national heritage are pushed into the background, while new, globalized and rapidly changing values and lifestyles begin to form [4]. In the contemporary world, materialism and consumer culture are increasingly dominating society. People are placing greater emphasis on material wealth, money, and financial success. Due to the rapid development of the market economy, the promotion by mass media, and global advertising campaigns, slogans such as “buy more” and “earn more money” are spreading widely, fostering a mindset that seeks to turn consumption into the meaning of life. In such conditions, spiritual values—such as sincerity, justice, respect, loyalty, and solidarity—are becoming secondary. As individuals pursue material benefits, social relations may increasingly reflect formality, self-interest, and selfishness. Consequently, traditional concepts such as trust, compassion, and mutual support within families, communities, and society may weaken, while individualism tends to strengthen [5].

The rapid development of modern technologies today not only simplifies our lives but also leads to a number of social consequences. One of them is the growing detachment from society and the strengthening of individualism. The internet, social networks, and mobile devices are reducing real-life communication between people and bringing virtual interactions to the forefront. In such conditions, traditional values such as warm interpersonal relationships, empathy, and solidarity may weaken.

In the past, people used to meet more often in person, engage in face-to-face conversations, solve various life problems together, and exchange experiences through communication. Nowadays, however, most communication takes place in an online format. As a result, face-to-face meetings, warm family conversations, and community or neighborhood gatherings are decreasing, which may lead to a decline in mutual trust and respect among people [1]. Intercultural communication is an important social process that ensures mutual understanding, exchange of ideas, and cooperation among people belonging to different nations, ethnic groups, and social communities. In the current era of globalization, this process has become even more relevant, reducing the boundaries between cultures and strengthening closer relations among peoples. The main goal of intercultural communication is to foster mutual respect, tolerance, and understanding among individuals. Each culture possesses its own unique values, traditions, and worldview, and understanding and respecting them is a key condition for effective communication. Language, in particular, serves as the primary tool in this process, as it not only conveys information but also reflects cultural values.

Modern information technologies, the internet, and social networks further expand intercultural communication by enabling fast and easy interaction among representatives of different countries.

However, alongside these opportunities, certain challenges also arise. Cultural stereotypes, misunderstandings, and communication barriers can negatively affect the effectiveness of communication. Therefore, the role of the education system in developing intercultural communication is invaluable. Educating the younger generation in the spirit of respect for different cultures, fostering global thinking, and developing communicative skills are essential tasks.

In the 21st century, globalization, technological development, and the expansion of international relations have made intercultural communication an increasingly relevant issue. In particular, the development of the Uzbek language and culture plays an important role in this process. When discussing the progress of the Uzbek language and its role in intercultural communication, it not only reflects national identification but also creates opportunities to enrich and protect language and culture on a global scale. Intercultural communication provides an opportunity to study the diverse cultural traditions, values, and lifestyles of people. This type of communication not only facilitates language learning but also promotes understanding and respect for other cultures. The effective implementation of intercultural communication also plays a significant role in the development of language.

Conclusion

In conclusion, the process of globalization, as one of the key factors in the development of modern society, is bringing profound changes not only in economic and political spheres but also in cultural life. In particular, the expansion of intercultural communication creates broad opportunities for mutual understanding, exchange of experience, and cooperation among different peoples. At the same time, along with its positive aspects, globalization also has certain negative consequences. For instance, the strengthening of mass culture, the rise of consumerism, and the weakening of national values may pose a certain threat to national identity. The development of modern information technologies is also transforming forms of communication and leading to a reduction in real social interactions.

Therefore, in the context of globalization, the effective organization of intercultural communication requires, on the one hand, adaptation to global integration, and on the other hand, the preservation of national culture, language, and values. This places important responsibilities on the education system, cultural policy, and social institutions.

In general, by developing intercultural communication, it is possible to strengthen tolerance, mutual respect, and solidarity in society. This, in turn, is an essential condition for ensuring sustainable development and peace.

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