

**IMPROVEMENT OF THE UNDERSTANDING OF NATIONAL
IDENTITY IN THE PROCESS OF GLOBALIZATION**

Saparova Gulbakhar Aitbaevna

*Associate Professor of Nukus State Pedagogical
Institute, Doctor of Philosophy (PhD) in Philosophy*

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The negative impact of the globalization process on national development, including the understanding of national identity, is evident today in the following. In particular, the serious impact of the globalization process on the national-spiritual life of the people's values, customs and traditions is intensifying.

According to S. Atamuratov, "Among its effects on the economy, politics, social life, and interstate relations, its effect on the nation's loss of identity is taking a terrible shape. The dangerous side of this "ocean" is that it is an economic factor, modern mass media, television, computers, the Internet, mobile phones and other means are changing the national consciousness, thinking and worldview of people, especially young people. [1]

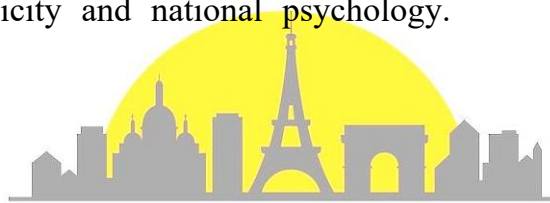
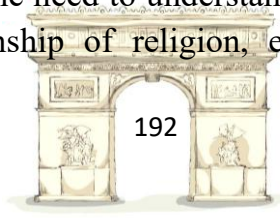
The term globalization was first used by T. Livett in his article "Harvard Business Review" published in 1983. Japanese Kenichi Omas, a consultant at Harvard Business School, made the following comments in his 1990 book, "A World Without Borders." According to him, the importance of people, firms and markets will increase and the influence of the state will decrease. In this process, all nations are affected by the global market and the traditional state loses its naturalness, he says.

M. Yu. Cherkovskii considers globalization as a product of modernization. On this basis, it is concluded that globalization is a legitimate consequence of the crisis of the socialist modernization project. [2]

At a time when the rapidly developing intellectual potential of humanity, as a result of current globalization, integration, informatization, and scientific and technological progress, has served to improve the economies of nations, ethnicities, and peoples living in different countries, at a time when the rapidly developing intellectual potential of humanity, as a result of current globalization, integration, informatization, and scientific and technological progress, has served to improve the economies of nations, ethnicities, and peoples living in different countries,

According to Y.V. Bromley, self-awareness is, first of all, a person's understanding of his own activities, aspirations, needs, thinking, behavior, etc. Ethnic self-concept includes the judgments of members of an ethnic group about the nature of their community's activities, their unique characteristics, achievements, and ethnic identity. This judgment is directly related to the judgments of other communities. [3]

Another aspect of increasing the need to understand national identity in the process of globalization is the interrelationship of religion, ethnicity and national psychology.



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Awareness of ethnic identity is inseparable from the structure of the socio-psychological system of national psychology.

In addition to the above-mentioned definitions of national identity, some scholars propose a broader analysis of this process.

In particular, self-awareness, at the same time, considers national identity to be a complex set of images, cultural traditions, as well as ideas about the national character and its differences from other peoples, as well as about the history, heritage, character, religious beliefs, and objective existence of the people.

It is emphasized that there are also manifestations of culture inherited from the past and adopted from other peoples. [4]

The above definition reflects the historical and specific features of the ethnos, that is, the content of understanding ethnic (national) identity is the recognition of each person's belonging to a community of people, the commonality of language, territorial unity, certain features of spirituality, and religious commonality.

The conclusion that follows from this is that the emergence and formation of the idea about the non-repeatability of the awareness of cultural identity, ethnic identity, is a long-lasting process, and a certain nation consists of a unity of deep connections that differ from the unity of its internal unity, in some cases, the unity of its social and internal relations.

The universal aspects of national identity awareness have their place in the increasing need for national identity awareness even in the current globalization conditions.

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