



DEVELOPMENT OF NATIONAL TRADITIONS THROUGH DIGITAL PLATFORMS

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Annotation. *This article explores the issue of promoting national traditions through the opportunities provided by digital platforms. It analyzes the role of digital media tools in preserving, promoting, and transmitting cultural heritage to new generations.*

Keywords: *Digital platforms, national traditions, cultural heritage, digital media, cultural promotion, national values, new generation, digital communication, heritage preservation.*

Аннотация. *В данной статье рассматривается вопрос продвижения национальных традиций с использованием возможностей цифровых платформ. Анализируется роль цифровых медиаресурсов в сохранении, популяризации и передаче культурного наследия новым поколениям.*

Ключевые слова: *Цифровые платформы, национальные традиции, культурное наследие, цифровые медиа, продвижение культуры, национальные ценности, новое поколение, цифровая коммуникация, сохранение наследия.*

One of the most important aspects of promoting national traditions through digital platforms is presenting cultural heritage in new and dynamic formats—such as video content, blogs, social media posts, podcasts, virtual exhibitions, and other interactive digital materials. These formats allow historical and cultural values to be conveyed to the younger generation in a more understandable, relatable, and engaging way. Unlike traditional methods of cultural transmission, digital platforms enable real-time interaction, user-generated content, and the integration of multimedia, making the learning experience more immersive and appealing to tech-savvy audiences. In this context, it is essential to utilize the full potential of digital technologies when developing new projects and programs aimed at preserving and developing national traditions [1]. This includes not only digitizing existing cultural assets but also reimagining them in ways that resonate with modern users. For example, traditional crafts can be introduced through step-by-





step video tutorials, while ancient storytelling traditions can be adapted into animated series or interactive apps. Online challenges and trends, when aligned with cultural themes, can also encourage youth participation and pride in national heritage.

Digital technologies have already proven their significance in preserving national cultural heritage. Cultural monuments, traditional songs, dances, folklore, oral histories, and other intangible cultural elements can be recorded and archived in digital formats, ensuring their accessibility and longevity for future generations. Through cloud storage and open-access databases, this heritage can be safeguarded from physical degradation and loss, while being made available to scholars, students, and the general public worldwide. Furthermore, the digitization of cultural heritage enables the widespread popularization of national traditions on a global scale. For instance, national music, dances, and theatrical performances can be live-streamed or uploaded to global video-sharing platforms such as YouTube, TikTok, or Instagram, reaching millions of viewers beyond national borders [2]. This not only promotes intercultural dialogue and understanding but also provides opportunities for creative collaborations across cultures. In addition, detailed information about cultural sites, historical landmarks, and architectural monuments can be presented through interactive digital maps, mobile apps, or virtual reality (VR) tours. These tools offer users a chance to explore and learn about heritage sites without the limitations of physical distance, fostering tourism and educational interest. Technologies like augmented reality (AR) can also be used to recreate ancient buildings or historical events, offering users a unique, immersive experience. Such innovative projects do not merely support the preservation of cultural heritage—they actively enhance its relevance and accessibility in the digital age. By drawing attention to lesser-known aspects of national identity and attracting new, diverse audiences, digital platforms serve as a bridge between the past and the future. They ensure that national traditions are not only remembered but are also celebrated, transformed, and kept alive through the active participation of the global community.

Researchers such as S.M. Plaksin, G.I. Abdrakhmanova, and G.G. Kovaleva view the development of digital platforms from a non-traditional perspective, analyzing the Internet economy as an object of statistical study. They describe the methodology for calculating the Internet's contribution to the economy, the classification of economic activities within the Internet economy, sources of data collection, and methods for calculating national accounts and gross domestic





product (GDP) [3]. However, while scientific research on the use of modern technological solutions in various sectors of the economy—including in Uzbekistan—is extensive, many aspects of digital platform development still remain unexplored or underdeveloped. Therefore, improving the methodology for using digital platforms in Uzbekistan’s statistical system is a pressing issue [4]. This relevance and the limited prior research necessitate further study and serve as a basis for the topic of this article.

Today, digital platforms serve not only as effective tools for information dissemination but also as essential tools for preserving and developing national traditions. They help ensure that national values are preserved, delivered to new generations, and popularized on a global scale. Moreover, the interactivity and wide reach of digital platforms allow national traditions to be presented in innovative ways. At the same time, new strategies and approaches based on previous results must be developed to enhance the promotion of cultural heritage through digital platforms.

In conclusion, the effectiveness of using digital technologies in the digital economy and statistical systems shows that development is occurring across a wide range of sectors. However, such development is often limited to a small number of companies granted special mandates and resources. Therefore, the key role in utilizing digital technologies in the digital economy and statistics must be played by professionals with strong skills and innovative approaches, while the government should focus on creating infrastructure and favorable conditions for private initiatives.

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