

THE ROLE OF NATIONAL CULTURE AND HISTORICAL MEMORY IN THE ERA OF GLOBALIZATION

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Abstract: *This article analyzes the impact of globalization on national culture and historical memory. In the modern world, where intercultural communication and the flow of information are rapidly intensifying, the issue of preserving national traditions and cultural heritage has become particularly relevant. The study examines strategies for safeguarding national culture and strengthening historical memory through education and cultural policy, based on the experience of different countries. The findings indicate that historical memory functions as an essential moral and ideological factor in preserving national identity.*

Keywords: *globalization, national culture, historical memory, cultural heritage, intercultural communication, identity.*

Main Part: Globalization is the process of economic, political, and cultural interconnection and integration on a global scale. As a result of this process, the exchange of information, cultural influence, and the integration of values between societies have intensified. However, globalization also tends to homogenize national cultures and traditions to some extent.

National culture reflects the historical experience, spiritual values, and creative potential of every nation. Therefore, despite global influences, each nation must find its own path to preserve and develop its cultural heritage. In this regard, the education system, mass media, cultural diplomacy, and state policy play a crucial role.

Historical memory serves as a moral foundation that strengthens the roots of a nation. It is not only a means of remembering the past but also a spiritual guide for building the future. Restoring and transmitting historical memory to future generations is of vital importance for the preservation of national culture.

Conclusion

In the context of globalization, the preservation of national culture is not only a cultural but also a political and moral responsibility. By strengthening historical memory, a nation safeguards its identity and determines its rightful place in world civilization. Therefore, promoting national values in education, culture, and information spheres, as

well as enhancing cultural diplomacy, are among the most urgent tasks facing modern societies.

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