



GLOBALIZATION OF NATIONAL CULTURE: THEORETICAL FOUNDATIONS, INSTITUTIONAL MECHANISMS, AND THE EXPERIENCE OF UZBEKISTAN

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ABSTRACT

Globalization has become one of the defining processes of the 21st century, significantly transforming national cultures and redefining their development trajectories. This article examines the theoretical foundations of cultural globalization, identifies institutional mechanisms influencing national cultural systems, and analyzes the experience of Uzbekistan in preserving and modernizing its cultural identity. The study applies interdisciplinary approaches, including sociocultural, institutional, and systemic analysis. The findings demonstrate that effective integration into the global cultural space requires a balance between openness and the preservation of national identity.

Introduction: In the modern era, globalization has intensified interactions between nations, leading to increased cultural exchange and integration. Cultural globalization refers to the transmission of ideas, values, traditions, and symbols across national boundaries, reshaping local cultural systems.

Scholars note that globalization promotes both **cultural enrichment and cultural homogenization**, creating challenges for preserving national identity. For countries like Uzbekistan, maintaining cultural heritage while integrating into the global system has become a strategic priority.

Theoretical Foundations of Cultural Globalization

Globalization has become one of the most influential processes shaping contemporary society, affecting

economic systems, political structures, and particularly cultural development. In the cultural dimension, globalization facilitates the rapid exchange of values, traditions, and social norms across national boundaries, thereby transforming the structure and content of national cultures. This process is especially significant for countries with rich historical and cultural heritage, such as Uzbekistan, where the challenge lies in maintaining cultural identity while actively participating in global integration.

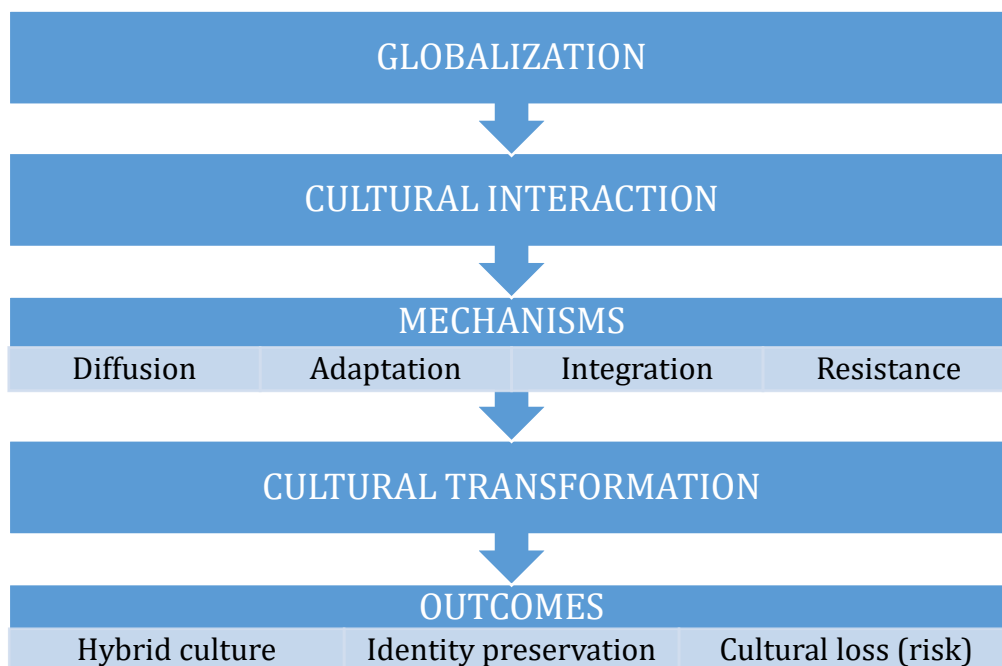
The concept of cultural globalization refers to the expansion and intensification of cultural interactions among nations. It is characterized by the diffusion of cultural elements, the growth of global communication networks, and the increasing accessibility of



information technologies. These processes contribute to the emergence of new cultural forms while simultaneously influencing traditional systems of values. Theoretical interpretations of globalization highlight its multidimensional nature, emphasizing both integrative and transformative aspects. Scholars identify cultural diffusion as a fundamental mechanism

through which ideas, customs, and practices are transmitted between societies. This process is not merely passive adoption but involves adaptation, reinterpretation, and sometimes resistance, ensuring that national cultures retain their uniqueness.

Flowchart 1. Conceptual Model of Cultural Globalization



Institutional Mechanisms of Cultural Globalization

Within the academic discourse, two opposing tendencies of globalization are often discussed: homogenization and heterogenization. Homogenization suggests the formation of a unified global culture, largely influenced by dominant cultural centers, while heterogenization emphasizes the preservation and diversification of local identities. In this context, the concept of glocalization has gained prominence, referring to the interaction between global and local elements. Glocalization allows societies to integrate global innovations while maintaining cultural specificity, thus

creating hybrid cultural forms that reflect both external influences and internal traditions.

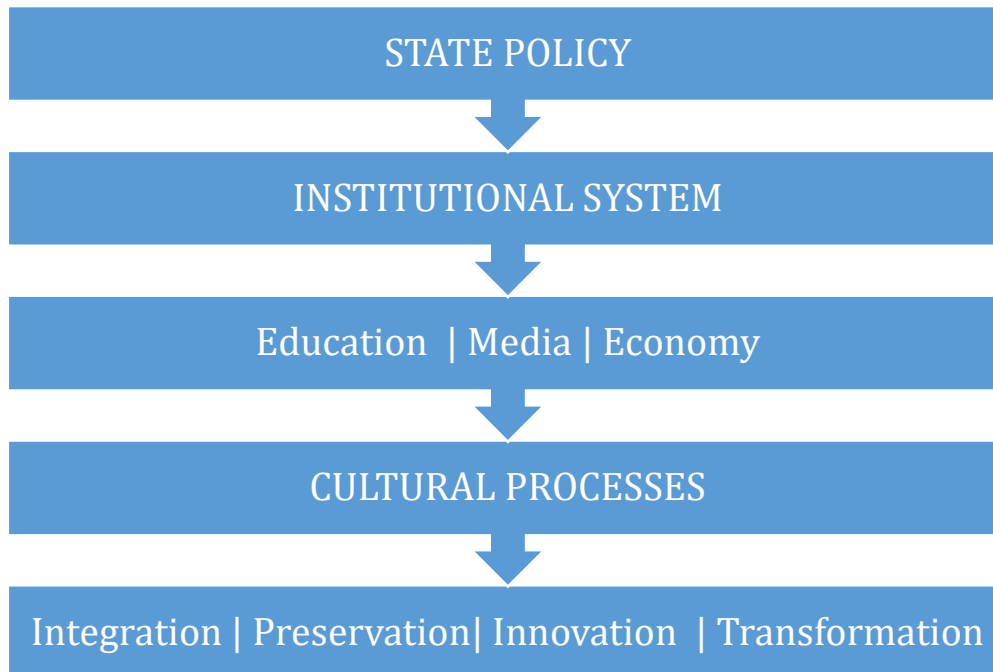
The impact of globalization on national culture is mediated through various institutional mechanisms that regulate cultural processes. These mechanisms include state policies, educational systems, media structures, and economic institutions. The role of the state is particularly significant, as it establishes the legal and strategic framework for cultural development. Through cultural policies, governments can promote national heritage, support creative industries, and encourage intercultural dialogue. Education serves



as another critical institution, shaping the worldview and cultural values of individuals. By integrating national traditions with global knowledge, educational systems contribute to the

formation of a culturally aware and globally competent society.

Flowchart 2. Institutional Model



Globalization and National Culture: Risks and Opportunities

Media and digital technologies represent one of the most powerful drivers of cultural globalization. The expansion of the internet, social networks, and digital platforms has dramatically increased the speed and scale of cultural exchange. These technologies provide access to diverse cultural content, enabling individuals to engage with different perspectives and lifestyles. However, they also pose challenges, such as the dominance of mass culture and the potential erosion of local traditions. Economic institutions, particularly those related to tourism and international trade, further enhance cultural interaction by facilitating the movement of people, goods, and ideas across borders.

The globalization of culture presents both opportunities and risks for national development. On the one hand, it promotes cultural enrichment, innovation, and international cooperation. Exposure to global cultural trends can stimulate creativity and support the development of new cultural industries. On the other hand, globalization may lead to cultural homogenization, weakening traditional values and identities. The spread of standardized cultural products and lifestyles can reduce cultural diversity and create a sense of disconnection from historical roots. Therefore, achieving a balance between openness and preservation is essential for sustainable cultural development.

The Experience of Uzbekistan

The experience of Uzbekistan provides an illustrative example of how



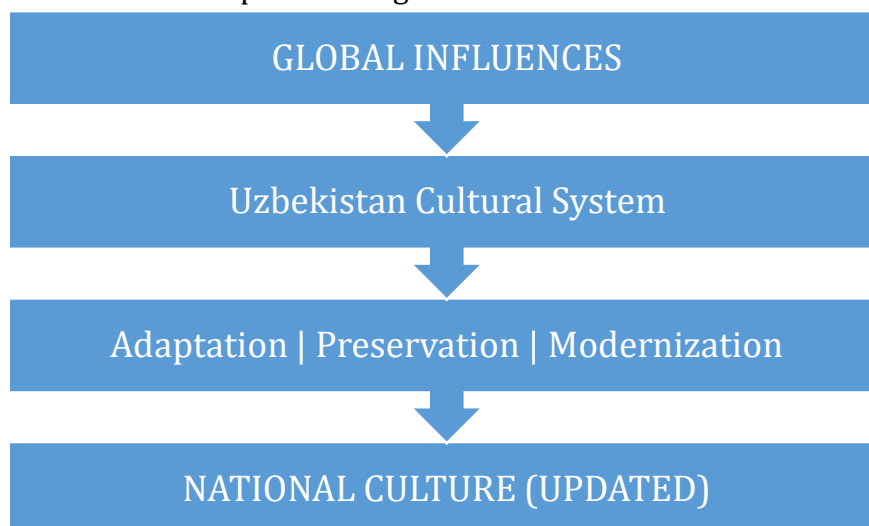
national culture can adapt to globalization while maintaining its core identity. Since gaining independence, Uzbekistan has implemented comprehensive reforms aimed at revitalizing its cultural heritage and strengthening national consciousness. These efforts include the preservation of historical monuments, the promotion of traditional arts and crafts, and the support of cultural institutions. At the same time, the country actively engages in international cultural exchange, participating in global events and fostering cooperation with other nations.

A distinctive feature of Uzbekistan's approach is the integration of modernization with tradition. Rather than rejecting global influences, the country selectively adopts elements that align with its cultural values and development goals. This approach reflects the principles of glocalization, where global practices are adapted to local contexts. The development of digital

technologies in Uzbekistan has further expanded opportunities for cultural dissemination, allowing national culture to reach a global audience. Online platforms, media content, and cultural initiatives contribute to the promotion of Uzbekistan's cultural identity on the international stage.

At the same time, the government plays a crucial role in mitigating the negative effects of globalization. By implementing cultural policies that prioritize national values, Uzbekistan ensures the continuity of its cultural heritage. Educational programs emphasize the importance of cultural identity, while media regulations aim to balance global content with local production. These measures demonstrate that globalization is not an uncontrollable force but a process that can be managed through effective institutional frameworks.

Flowchart 3. Uzbekistan Model



Conclusion

The analysis of theoretical foundations and practical experiences suggests that globalization does not inevitably lead to the loss of national culture. Instead, it creates conditions for

cultural transformation and renewal. Countries that actively engage with globalization while preserving their cultural foundations are better positioned to achieve sustainable development. Uzbekistan's experience



highlights the importance of strategic planning, institutional support, and cultural awareness in navigating the complexities of globalization.

In conclusion, the globalization of national culture is a dynamic and multifaceted process that requires careful management and adaptation. Theoretical perspectives emphasize the interplay between global and local

forces, while institutional mechanisms determine the direction and outcomes of cultural change. The case of Uzbekistan demonstrates that it is possible to maintain cultural identity while participating in global processes. By balancing integration with preservation, societies can harness the benefits of globalization while safeguarding their unique cultural heritage.

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