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## ENSURING THE STABILITY OF LINGUISTIC AND CULTURAL VALUES IN THE PROCESS OF GLOBALIZATION

*This article discusses the importance of protecting the national culture when learning foreign languages and the influence of external factors at this stage in the national culture. Mutually beneficial relationship between communication and the development of people's outlook in relation to the culture and civilization of foreign countries and also directed to the study of the differences between them and their national culture.*

*Significant changes in the geopolitical structure of the world community and changes in the socio-political system indicate that the modern world is gradually entering a qualitatively new stage of development. Along with the foregoing, it should be noted that in the process of globalization, the protection of national interests and national culture is an important issue for each state in order to preserve its national identity.*

**Keywords:** national culture, foreign culture, influence of factors, linguistics, globalization, cultural differences.

## ОБЕСПЕЧЕНИЕ СТАБИЛЬНОСТИ ЯЗЫКОВЫХ И КУЛЬТУРНЫХ ЦЕННОСТЕЙ В ПРОЦЕССЕ ГЛОБАЛИЗАЦИИ

*В данной статье обсуждается важность защиты национальной культуры при изучении иностранных языков и влияние внешних факторов на данном этапе в национальной культуре. Взаимовыгодные отношения между общением и развитием мировоззрения людей в отношении культуры и цивилизации зарубежных стран а также направлены в изучение различий между ними и их национальной культурой.*

*Значительные изменения в геополитической структуре мирового сообщества и изменения в общественно-политической системе свидетельствуют о том, что современный мир постепенно вступает в качественно новый этап развития. Наряду с вышесказанным следует отметить, что в процессе глобализации защита национальных интересов и национальной культуры является важным вопросом для каждого государства в целях сохранения его национальной самобытности.*

**Ключевые слова:** Национальная культура, зарубежная культура, влияние факторов, лингвистика, глобализация, культурные различия.

Nowadays, a nation is considered developed and possessing a rich civilization if it has a developed culture and civilization. Culture is the primary attribute of national identity and represents the people and nation to the world. National culture is the sum of a nation's material and spiritual values, reflecting the unique characteristics of its life and traditions. The revival of the best examples of primordial traditions and customs gained particular momentum during the period of independence. The Tajik people possess a rich history and culture. Cultural civilization guides any society toward the reality of life. The Aryan people understood this essence well from the very beginning of their existence, and this is why they began their first steps with culture, as culture is the source of culture, behavior, independence, and freedom in the world.

Cultural diplomacy, like soft diplomacy, is an important strategy in Tajikistan's foreign policy, based on the presentation of culture, history, environmental initiatives, and national values to enhance international influence. The role of cultural diplomacy in strengthening national unity through the presentation of national values, historical heroes, and cultural symbols can foster a sense of unity between national and social groups. At the same time, organizing festivals, exhibitions, and cultural exchange programs within the country with the participation of representatives of different nationalities creates favorable conditions for dialogue, acquaintance, and mutual understanding.

This is precisely why a high sense of national pride leads us to unconquered heights and the prosperity of the Motherland. The proclamation of a new state and the essence of independence lie in the people's return to their roots and the revival of certain traditions that have disappeared over time. Every person is obliged to respect the sanctity of their homeland under all circumstances, both in the era of globalization and under the influence of external factors, and to strive for the prosperity of their precious homeland. As the Leader of the Nation, the Honorable Emomali Rahmon, noted: "The Tajik people are the bearers of ancient customs and traditions, an ancient culture, and have made a worthy contribution to world civilization" [1, text].

In the modern era, when international relations rely increasingly on soft methods and cultural influence, cultural diplomacy is seen as an important tool for representing a state and nation on the international stage. "Historical experience shows that educated and knowledgeable people are an invaluable asset, a powerful intellectual force, and a guarantor of the progress of the state and society for every state and nation. In this process, we must always remember that we are the heirs to the great spiritual legacy of our noble ancestors. Our ancestors were experts in culture, language, and writing several thousand years ago and left behind valuable monuments for future generations [2 texts].

For achieving these goals, cultural diplomacy is one of the most effective tools. However, until national unity and lasting stability are ensured in the country, the effective implementation of cultural diplomacy is impossible. National unity is the fundamental foundation for the development and expansion of cultural diplomacy. Tajikistan's unique achievements, based on national unity, include: presenting Tajik culture at the global level, strengthening friendly relations with foreign countries, attracting international attention to national culture and art, and creating a foundation for the development of cultural tourism.

Today, the Republic of Tajikistan occupies a special place in the region and the world, is a full member of several international and regional organizations, as well as financial and economic institutions, and has established bilateral and multilateral diplomatic relations with more than 180 countries. This factor in the process of globalization and the country's sustainable development obliges all specialists, regardless of their profession, to be able to represent and protect the interests of the state and nation at the international level, using knowledge of foreign languages. "The protection and implementation of the country's national interests, ensuring national security and economic development largely depend not only on the success of domestic but also foreign policy. The effectiveness of foreign policy, in turn, is directly linked to the use of the country's potential aimed at creating a positive image (as a reliable partner), attractiveness (for the development of tourism, attracting investment), and developing cooperation (based on trust). Such potential is determined not only by political power and economic strength, but also by the country's cultural potential. "Symbols, language, cuisine, customs, historical heritage, national art – all of this is an inexhaustible source of the nation's cultural potential, serving to unite society within the state and create its favorable image abroad" [6, p. 76].

In the process of globalization and the clash of cultures, which is very common today, if you look closely, our youth and scientists, to a certain extent, introduce the world to their culture and civilization. In particular, His Excellency, during most of his foreign trips, speaks the Tajik language and introduces the world to the high culture of the Tajiks, and the world to the Tajik culture, which is a source of pride for us, Tajiks. At the same time, many of our holidays and rituals, testifying to the rich history and culture of the Tajik nation, have been presented to the

world. "The cultural factor has strengthened as a result of the gradual weakening of "rough relations" between countries and the understanding of the long-term influence of culture, as well as the introduction of our own cultural symbols in other societies with the aim of influencing them" [6, p. 76-77].

Given the process of globalization, the rapid progress of science and technology, the development of cultural ties between countries, including information and communication technologies, the rise of social media, and the clash of cultures and civilizations in the modern era, knowledge of foreign languages and the training of language specialists are an urgent necessity. As President of the Republic of Tajikistan Emomali Rahmon noted: "In the context of the stable development of international cooperation and the expansion of Tajikistan's integration with the global community, the demand for highly qualified specialists fluent in foreign languages, especially Russian and English, is growing every day" [5, text].

Cultural diplomacy is a branch of soft diplomacy that strengthens positive and long-term relations between peoples through the exchange of values, culture, language, and art. Its goal is to create an atmosphere of trust and cultural cooperation with other countries. In the modern world, where globalization and the mutual influence of cultures are gaining momentum, cultural diplomacy has acquired a special place as an important tool for strengthening international relations and advancing national interests. Cultural diplomacy can play a key role in ensuring national unity, strengthening peaceful coexistence, and shaping a unified national identity.

Analysis shows that learning foreign languages has both a positive and negative impact on national language and culture. The positive side of this phenomenon is that it introduces the world to culture, spirituality, national customs, and traditions, but in this context, attention is also paid to foreign culture. This is because, in the process of learning foreign languages, the language learner understands and imitates their history, culture, and human civilization, especially in regard to clothing, speech, behavior, hairstyles, relationships with others, etc. The problem is that in most cases, people are more likely to adopt negative traits than positive ones [5]. There are also shortcomings that negatively impact our culture and nation. Like most students and schoolchildren, especially when learning a foreign language and culture, they quickly adopt their negative aspects and pass them on to others.

From this perspective, teachers must pay close attention to students, especially when teaching foreign languages and culture, so that they can absorb their positive aspects and avoid their negative ones. This process requires fostering students' national identity and instilling a sense of patriotism and a desire to preserve their national culture. This ensures that, in addition to learning a foreign language and culture, they also independently strive to introduce foreigners to the high culture and traditions of Tajiks. As the head of state noted, "One of the important goals set for teachers and educators is to train specialists who meet the demands of the modern era and conform to global standards" [2, text]. Another influencing factor is globalization, which directly impacts national culture. Today, the rapidly continuing globalization process, from a scientific perspective, affects no state, nation, or human society. However, a person can draw on their past, preserve the culture, art, customs, and traditions of their ancestors, and be proud of them. By relying on culture in all its endeavors, society can achieve success. We observe these sayings in the lives of modern superpowers: by honoring culture and strengthening its aspects, they have been able to maintain their influence and prestige on the global stage.

In human history, powerful cultures have always dominated smaller and lesser cultures, gradually absorbing them, a natural historical phenomenon. If we look at world history, the connection between cultures arises primarily as a result of their clashes. At some point in history, a country becomes powerful and subjugates other countries, thereby expanding the process of globalization—peoples and ethnic groups come together, cultures blend, and, on the other hand, the smaller cultures existing between smaller peoples and ethnic groups gradually become part of larger cultures and elements of the larger culture. Viewed as a whole, in the process of globalization, all cultures, large and small, form an integral part of a universal culture. This is why

the preservation and protection of these cultures as achievements of humanity is of paramount importance.

In the era of globalization, it is essential to prioritize the preservation of the national language and culture, and the teaching of foreign languages should be carried out at all levels of education based on national culture and spirituality. The great leader of the nation, with great compassion and concern for national values, noted: "Knowledge of other languages, especially Russian and English, is a genuine necessity for our adolescents and youth. However, this trend should not lead to the introduction of unnecessary foreign elements into the Tajik language. Therefore, in the future, we will also take all necessary measures to preserve and honor the state language, its purity, and its comprehensive development" [6, text].

In his speech, the leader of the nation, Emomali Rahmon, noted: "In the process of globalization, we must not lose political prudence and vigilance; that is, we must not remain indifferent. We must protect our country and people from today's dangers and always be ready to defend our independent state and national interests, as well as our language, history, culture, customs, traditions, and other national values." They also noted, "Therefore, we are devoting greater attention to training internationally qualified personnel with a broad worldview, deep professional knowledge, high organizational skills, and language proficiency" [3, text].

In this regard, we must direct all our efforts and energy toward promoting and popularizing our national culture and traditions, regardless of the conditions for learning foreign languages, external factors, and globalization. This will encourage the current generation of society, especially youth and adolescents, to pay less attention to foreign culture and instead embrace our national culture, leaving it as a legacy for future generations. To improve the quality of education in the country and the training of linguistic and professional specialists in various fields, President of the Republic of Tajikistan Emomali Rahmon noted that "...our people, like the peoples of other civilized countries, have the moral right to a dignified life. This is the highest goal of state policy and the Government of Tajikistan" [5, text]. They also reminded that "...when a nation remains illiterate, society remains in darkness and is engulfed in ignorance. You know very well that ignorance brings only darkness, darkness and misery" [6, text].

Today, we can study, research, and document all universal issues using the achievements of science and technology, preserving them for future generations. Therefore, it is crucial for researchers to collect, systematize, and record local traditions and customs of various regions in order to pass them on to future generations. This point is vividly and sensitively reflected in the valuable work of the Founder of Peace and National Unity – Leader of the Nation, President of the Republic of Tajikistan, His Excellency Emomali Rahmon, "A Look at Aryan History and Civilization" (2006) [11].

Therefore, we must not forget that the assimilation of cultural heritage and its proper presentation to the world are a factor in improving the spirituality of society. Otherwise, a foreign culture can replace it and darken its atmosphere. Thus, cultural diplomacy should be viewed as a branch of public diplomacy and an integral part of soft power policy, which encompasses "the exchange of ideas, information, works of art, and other cultural components between different states and peoples with the aim of strengthening mutual understanding." It is advisable to approach it at the state level, with the participation of public organizations, diasporas, and political parties, to create conditions for the realization of national interests.

In this regard, we must direct all our efforts and energy, under any circumstances—whether it be the study of foreign languages, the influence of external factors, or globalization—to the promotion and encouragement of our national culture and customs. This will ensure that the current generation of society, especially young people and adolescents, pays less attention to foreign culture and instead turns to our national culture and leaves it as a legacy for future generations.

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