

## **PRESERVING CULTURAL IDENTITY AND INTERCULTURAL COMMUNICATION**

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**Abstract:** Maintaining cultural identity and intercultural dialogue are among the important themes in the modern world. At a time when globalization processes are gaining momentum, different peoples and nations are trying to preserve their cultures, maintain their own unique traditions and Customs. At the same time, intercultural dialogue is an important tool in the development of mutual understanding, respect and cooperation between the peoples of the world. And finding a balance between maintaining cultural identity and intercultural dialogue is a complex but necessary process.

**Keywords:** intercultural communication, language, culture, nationality, respect, tradition, customs.

Cultural identity refers to the identity of the historical, cultural, language, tradition, customs, art, and other cultural elements of a people or nation. This identity is central to the identity of that people, the perception of identity. By maintaining cultural identity, the people remain true to their historical roots, values, conveying a rich cultural heritage to future generations. This process serves to strengthen national pride and unity. In the process of globalization, economic, political, cultural ties between the peoples of the world are expanding. This situation, on the one hand, is the reason for the mutual interference of cultures, the emergence of new cultural forms. However, this process can sometimes lead to a loss of cultural identity, a cultural crisis. Therefore, the issue of maintaining cultural identity remains relevant. In order to preserve the cultural values, language, traditions of the people, to convey them to the younger generations, education, cultural policy, state programs play an important role. Intercultural dialogue, on the other hand, is a process that provides mutual understanding, exchange of ideas, cooperation between representatives of different cultures. This communication is based on understanding, appreciating and respecting the differences between cultures. Through intercultural communication, human beings reduce mutual stereotypes and misconceptions, expanding their worldview. This serves for peace, stability and development.[1]

There are several key factors for intercultural communication to be effective. First of all, representatives of the culture must know their culture in depth and correctly

convey it to others. Secondly, it is necessary to respect other cultures, to recognize their values. Thirdly, it is important to be open-minded, willing to explore new cultures. Also, the role of language in intercultural communication is great. Through language, people express their thoughts, understand others. Therefore, it is necessary to learn languages and develop intercultural communication skills. It is necessary to find a balance between maintaining cultural identity and developing intercultural dialogue. This can lead to national isolation if the only focus is on maintaining cultural identity. On the other hand, only with the emphasis on intercultural dialogue is the risk of cultures being absorbed into each other, loss of identity. For this reason, it is important to harmonize both processes, to perceive each other as complementary. Education is an important tool in maintaining cultural identity. In schools and institutions of higher education, it is necessary to teach young generations to respect their culture through lessons in national culture, language, history. At the same time, in order to develop intercultural communication, it is necessary to study foreign languages, to create opportunities to study other cultures. Intercultural exchange programs, international conferences, cultural events are some of the effective tools in this regard.[2]

In the process of intercultural communication, it is important to understand and respect cultural differences. Each culture has its own values, customs, habits and traditions. Recognizing these differences, counting with them is the key to success in intercultural communication. Cross-cultural education and training are necessary to overcome stereotypes, pre-formed misconceptions in intercultural communication. This makes people open-minded, tolerant, ready for cooperation. The role of cultural heritage in maintaining cultural identity is great. Historical monuments, traditional arts, folk crafts, national clothing and other cultural elements demonstrate the identity of the people. Preserving this heritage, adapting it to modern life is an important part of maintaining cultural identity. At the same time, the promotion of cultural heritage to the world community enhances intercultural dialogue. Technologies also play an important role in intercultural communication. Through the Internet, social networks, online platforms, representatives of different cultures can interact, exchange experiences. This increases cross-cultural understanding, reducing stereotypes. At the same time, technologies provide new opportunities to maintain cultural identity, such as digital archives, online cultural events, etc. The role of Public Policy and legislation in maintaining cultural identity and promoting intercultural dialogue is great. The state must develop programs to support national culture, protect it, and fund cultural events. It is also necessary to pursue policies that encourage intercultural dialogue. This will strengthen interethnic peace and cooperation. The balance of cultural identity and Intercultural Dialogue provides the basis for community sustainability, national solidarity and international cooperation. Through intercultural understanding and respect, conflicts between different peoples decrease, social integration increases. At

the same time, by maintaining cultural identity, each nation remains faithful to its historical roots, not losing its identity.[3]

**Conclusion:** In summary, maintaining cultural identity and intercultural communication are important and complementary processes in modern societies. Cultural identity must be preserved as the historical and cultural heritage, identity of the people. At the same time, mutual understanding, respect and cooperation between peoples is developed through intercultural dialogue. By finding a balance between these two processes, harmonizing them, it is possible to maintain peace, stability and cultural assets in the global world. It is necessary that society, the state and everyone contribute to this process. Intercultural communication should be perceived as a means of enriching, expanding cultural identity. In this way, the peoples of the world will have the opportunity to live together on the basis of mutual respect and friendship.

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