

THE IMPORTANCE OF NATIONAL VALUES IN THE ERA OF CIVILIZATIONAL CLASHES

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Globalization, an inevitable process of the modern era, unfolds independently of our desires, shaping and encompassing all spheres of human life. Every emerging phenomenon is subject to dual analysis – both from positive and negative perspectives. Accordingly, globalization, too, is assessed through this lens. For instance, journalism, can foster progress, facilitate access to the latest technological advancements, familiarize journalists with the most recent scientific and industry-related achievements, and enhance the forms and styles of journalistic presentation.

However, globalization also poses a threat to the stability and preservation of national values. The tendency to approach issues in a generalized manner, conforming to international norms, often results in a superficial treatment of fundamental aspects, thereby relegating national interests and values to secondary importance [3 c.24].

In this context, journalism must play a vital role in the development and reinforcement of national culture. Our national culture has emerged and evolved within the authentic homeland of our ancestors – Central Asia. Any culture that has developed outside this framework is external, adopted, or imposed. In the age of globalization, the question of national culture becomes increasingly sensitive. A particularly delicate issue relates to traditions and customs, especially in religion. In democratic and developed nations, religious matters are often addressed with explicit openness, yet frequently in ways that violate ethical norms. In our society, however, such discussions require nuance and sensitivity. Disregarding emotions, neglecting sacred values, or treating them disrespectfully can lead to violent consequences. Hence, the significance of moral values lies in their ability to guide journalists toward ethical responsibility and caution.

Another crucial aspect related to national values is the institution of the family. We, the Tajiks, regard the family as sacred, deeply rooted in our traditions and customs. Today, in the era of economic globalization, commerce dominates, and unfortunately, commercial journalism has emerged, prioritizing marketability over the integrity of content. Ideally, the press of every nation should serve as a beacon of culture, civilization, and national identity. It must refrain from anything

detrimental to the dignity and honor of the nation [4 c.15]. Constructive criticism of political, social, economic, and cultural phenomena is not an insult to the nation but rather a duty of every journalist to uncover, expose, and reflect upon societal flaws. However, how such criticisms are portrayed—especially in sensationalist media—remains unacceptable. Sensational journalism seeks to erode the sanctity of the family institution.

Another dimension of this discussion pertains to the respect and role of women and mothers in society. The influence of globalization in this regard is particularly evident. Misinterpretation of legal provisions on gender equality and the portrayal of women in ways that undermine their dignity are unacceptable. Even in so-called progressive countries, international declarations and legal frameworks are frequently misused, presenting women not as individuals of equal rights but as objects of physical gratification or entertainment. True gender equality lies in mutual respect as human beings, fostering a relationship based on dignity and reality. Unfortunately, such distortions are gradually infiltrating Tajik media, posing a direct threat to national values [6].

National Culture as the Foundation of Identity

National culture comprises the totality of values, beliefs, customs, and traditions that have evolved through history, defining the identity of a nation. The core elements of identity—intellect, worldview, faith, conduct, lifestyle, and spiritual values—are rooted in culture. One of the most essential components of identity, the intellect, encompasses a spectrum of cognitive abilities, including reason, perception, judgment, language, and memory. Culture and the life-bound experiences inherited from ancestors serve as the foundation of existence, a mechanism for reviving aspirations, and a cornerstone of fundamental principles. National culture, deeply intertwined with both material and spiritual aspects of life, manifests in various spheres of human activity [6].

During the years of national independence, a distinct cultural policy emerged in Tajikistan, centered on the preservation and international promotion of Tajik national values. The first steps in this direction involved the nationalization of culture. The revival of national culture in independent Tajikistan has focused on rediscovering and showcasing traditional customs, folk celebrations, and Tajik craftsmanship. The significance of this process lies in its dual role: not only does it enable the restoration of cultural heritage, but it also fortifies the endurance of Tajik identity amidst the complexities of civilizational clashes.

The revival of national values and the promotion of historical and cultural heritage play a crucial role in fostering patriotism, national pride, and self-awareness, particularly among the youth. Independence has provided the

opportunity to restore and celebrate the ancient values and noble traditions of the Tajik people, enhancing national consciousness and presenting the Tajik nation with dignity on the global stage.

National culture serves as a key instrument in shaping moral and aesthetic upbringing, elevating self-awareness, patriotism, and intellectual growth among young generations. As an inseparable pillar of national statehood, culture acts as a fundamental medium for representing a nation on the international stage. Countries that prioritize their cultural heritage often achieve remarkable success in various fields, a reality evident in the experiences of the world's leading nations [2 c.20].

National Ethics and Its Role in Social Relations

National ethics encompasses the norms and moral values accepted within a society, regulating individual behavior and social interactions. Acting as a unifying force, national ethics fosters cohesion and mutual understanding within the community. The interplay of ethical values among different civilizations can lead to either cultural integration or confrontation. In an era of globalization—where diverse cultural values intersect—the preservation and promotion of national ethics are vital for safeguarding national identity and preventing the erosion of moral values.

National Values in the Context of Globalization

Globalization, as a phenomenon driving social, cultural, and economic transformation worldwide, is closely linked to technological advancements, market integration, and the dissemination of diverse cultural influences. In this context, national values—a collection of norms, beliefs, and traditions that define a nation's self-awareness—face both challenges and opportunities.

1. National Values as Pillars of Identity

National values form the foundation of identity, embodying a nation's history and ensuring generational continuity. Language, culture, customs, and traditions play an essential role in preserving societal cohesion. However, globalization—through the dominance of foreign cultures—can weaken these values. At the same time, it provides opportunities for global recognition of national heritage. Through technology and mass media, Tajik culture can attain broader international recognition. [1 c.18].

2. Threats and Opportunities of Globalization

One of the main threats of globalization is the prevalence of dominant cultures and external influences. The widespread use of foreign languages, lifestyle changes, and social transformations may dilute traditional customs. However, globalization also offers valuable prospects—learning from other nations' experiences and

adapting them to local contexts can contribute to national development. Furthermore, states can implement cultural policies that promote and preserve national values [3 c.13].

National values are the fundamental drivers of both societal and personal moral development across various historical epochs. These values attain social significance when they become deeply embedded in the national consciousness, shaping daily interactions and emotional landscapes. As a crucial component of a nation's spiritual life, national values profoundly impact all spheres of existence. They encompass linguistic heritage, traditions, religious beliefs, and shared historical destiny, forming an inseparable part of a society's value system.

Education and intellectual advancement serve as the primary pillars of national identity formation. In the modern world, only nations with a well-educated, culturally aware, and scientifically proficient citizenry can safeguard their existence and thrive. Recognizing this, the Government of Tajikistan has prioritized science and education as fundamental drivers of national progress [3 c.16].

Conclusion and Recommendations

In the face of civilizational clashes and globalization, preserving and strengthening national values is imperative for maintaining national identity and cultural authenticity. To achieve this, the following measures are essential:

- Strengthening education and literacy programs focused on history, language, and national culture.
- Promoting moral and spiritual values through mass media and cultural institutions.
- Supporting traditional customs and revitalizing national heritage.
- Enhancing international collaborations to introduce national culture globally and adopt best practices from other nations in cultural preservation.

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Annatation: This article is devoted to the analysis of the importance of national values in the context of globalization and the clash of civilizations. The author emphasizes that national values, including national culture, language, history, customs and morals, serve as the basis of national identity and social cohesion. In modern conditions, globalization creates new opportunities for social, economic and cultural development, and can become a threat to the sustainability of national values. The article highlights the need to preserve and develop national culture, promote national morality and revive traditional customs and rituals, and highlights the important role of schools, education and the media in this process. The author suggests that in order to preserve national identity, it is necessary to strengthen education, promote spiritual values, revive national traditions and international cooperation.

Keywords: national values, globalization, national identity, national culture, national morality, civilizations.

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