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MASS CULTURE AND THE PROBLEMS OF NATIONAL CULTURAL IDENTITY IN THE CONDITIONS OF GLOBALIZATION

The modern world represents close interaction of cultures and civilizations. The Humanity has challenges represented by global problems, which it should face as indivisible subject, who makes conscious and agreed decisions. In this creation of unity of the whole humanity a great role is played by mutually enriching dialogue of cultures and world cultural process

Some societies find globalization as a dominating concept. It might affect their lifestyle. If a society has complex cultural conditions like exploiting people on the ground of race, gender or class, people will surely try to get rid of such society.

One of the advantages of globalization is that it brings a worldwide identity. Everyone can represent their own culture and business independently. A country can take part in business deals as well as get a platform to share their culture with otherS.

Globalization is the one voice that represents world-wide communication.(is the only voice that represents or is one of the voices

that represent - depending on what you wanted to say) It welcomes all countries of the world to increase interdependency and bridge the economic gap between two countries. (maybe between countries? not just 2 of them as you are talking about “all”) After World War Two (1939-1945), globalization brought forth a cosmopolitan approach in the international market where all developed and developing countries could compete as well as share their culture with each other.

Globalization nourishes innovative ideas that can be easily implemented.

Every society has its own cultural identity. You can learn a foreign language and lifestyle of other cultures as well as talk about your mother tongue.

It's a unity of the world culture where people are able to share their beliefs, rituals, values, and goals. Multiculturalism, a concept that emerged from globalization in 1960, maintains different cultures and promotes their social linking.

The theory of globalization enables to share and adopt cultureS of other countries.

Both concepts are interconnected to each other via movie, television, business, tourism, and Internet today. Globalization is a good way of communication that symbolizes one voice throughout the world.

The modern civilization irreversibly changes its environment, image of the society, its morals and manners. In this respect culture is often referred as a source of social innovations, factor of creative life organization. It is culture, that is heuristic way of world cognition. Each cultural process can be subjected to rational reconstruction. Such approach allows to model historic sequence of replacement of cultural types, mechanisms of interaction of local cultures. Any rapid globalization and modernization is fraught with social crisis, if it is not supported with adequate spiritual factors. A social system is viable only in cases when it, choosing its historic way, develops social-psychological parameters of its existence. In such conditions the role of state greatly increases, and prosperity of society will depend on accuracy and coherency of its actions.

Processes, related to the phenomenon of globalization, often involve regular contacts in various fields between different cultures. In general, cross cultural contacts are no longer a kind of elitism; they become more frequent and continued. This situation requires the simultaneous practical

problems and issues of cultural adaptation solving, which may not be always easily done. Cross cultural competence, in turn, helps to develop practical skills of communication with the other cultures representatives, minimizing the possibility of dishonoring their feelings and maximizing cooperation and understanding.