

## LANGUAGE CULTURE AND YOUTH IN THE MODERN WORLD

**Irina Georgievna Tkebuchava, Nasibakhon Suranbaevna Toychieva**

Teachers of the Russian Language Department at Samarkand State University named after Sharof Rashidov in Uzbekistan

**Annotation:** This scientific article discusses the importance of preserving and developing national language culture in the modern world and the role of youth in this process. It emphasizes that this is not only a task for government organizations but for each of us. The article suggests using modern technologies and tools, but also highlights the importance of personal example.

**Keywords:** Personality, globalization, unification, identity, social networks, master class, national culture.

Language culture is a kind of key to understanding and preserving the uniqueness of a nation. Preserving and developing national language culture is of great importance for the future of our country. In our time, when the world is becoming increasingly globalized, preserving national language culture becomes particularly relevant. Globalization and cultural uniformity lead to the loss of the uniqueness of national languages and cultural traditions. This can lead to the loss of identity and cultural heritage of a people.

However, preserving national language culture is necessary not only for maintaining the uniqueness of a nation, but also for the formation of personality, its intellectual and emotional development. Language culture helps to transmit knowledge and experience from generation to generation, thereby preserving the unique identity of a nation.

It is important to note that preserving and developing national language culture is not only the responsibility of the state, but also of every individual who values their identity and cultural heritage of their country. Today, many young people face the problem of low knowledge of their native language. The reasons for this phenomenon can be different, ranging from lack of interest in the language to lack of time for its study.

The first reason for the low level of knowledge of the native language among young people is the lack of interest in the language. Many young people believe that knowing their native language is not necessary for a successful life. They think that English is more important for career growth and communication with people from other countries.

The second reason is the lack of time to study their native language. Many young people are busy with work or studies, which leaves them no time to learn their native language. In addition, modern technology and social networks often replace communication in their native language.

The third reason is the insufficient number of educational programs and courses for learning their native language. Some schools and universities do not offer special courses for learning their native language, which makes it difficult to learn.

The low level of knowledge of the native language among young people has negative consequences. Firstly, it can lead to a loss of cultural identity and uniqueness of national culture. Secondly, it can lead to communication problems with relatives and friends who do not speak other languages. Thirdly, it can lead to problems in finding a job or advancing in a career.

For many years, national language culture has remained one of the main components of national identity. However, nowadays we are faced with the problem of preserving and developing national language culture. Therefore, measures need to be taken to preserve and develop it.

The first measure is to ensure access to education in the native language. The state should create conditions for obtaining education in the native language, provide educational programs and courses. This will preserve and develop language culture and promote its transmission to future generations.

The second measure is to hold cultural events in the language of the people. The state should support the holding of cultural events, such as concerts, exhibitions, festivals, where the native language will be used. This will help preserve and develop language culture and attract young people's attention to their national culture.

The third measure is to create conditions for the use of the native language in everyday life. The state should support the use of the native language in various spheres of life, such as communication, business contacts, mass media, etc. This will preserve and develop language culture and promote its development.

The fourth measure is to study the native language outside the national territory. The state should support the study of the native language outside the national territory, for example, in foreign schools and universities. This will help preserve and develop language culture and promote its transmission to future generations.

In the modern world, the preservation and development of national culture is one of the most important tasks that needs to be addressed at the state level. One way to promote national culture is to introduce it into educational institutions.

Promoting national culture in educational institutions has several advantages. Firstly, it allows for the preservation and development of language culture, traditions, and customs. Secondly, it contributes to the formation of national identity among students and strengthens their sense of belonging to their country and people. Thirdly, it helps to improve the quality of education, as studying national culture allows for a better understanding of the history of one's country and its place in world culture.

One way to promote national culture in educational institutions is to introduce courses on the history, culture, and language of the people. These courses can be included in the curriculum as mandatory or optional subjects. It is also possible to hold lectures and seminars on the topic of national culture, invite guests from national cultural centers and museums, organize exhibitions and competitions.

In addition, specialized classes and groups can be created where students will study the language, culture, and history of their people. In these classes, not only traditional teaching methods can be used but also interactive technologies such as games, multimedia presentations, communication with representatives of national communities, etc.

It is also important to ensure the availability of educational materials in the language of the people. The state should support the publication of textbooks, manuals, and other materials in the language of the people, as well as ensure their distribution in educational institutions.

It is also important to provide access to literary works in the native language. To achieve this, libraries can be created where books by national authors and translations of foreign works into the native language are stored. This will allow students to better understand their culture and language, as well as develop reading and writing skills in their native language.

Organizing cultural events, festivals, and competitions is one of the most effective ways to promote and preserve national culture. This not only introduces people to the traditions and customs of their own people, but also strengthens their sense of belonging to their country and nation.

Cultural events can be organized in various formats, such as concerts, exhibitions, theatrical performances, literary evenings, culinary master classes, and much more. The main thing is that they are organized professionally and correspond to the theme of the event.

Festivals are large cultural events that can take place at the city, regional, or national level. They bring together people of different ages and nationalities, provide an opportunity to learn about the culture of other peoples, and also demonstrate their own traditions and customs. Festivals can be dedicated to various themes: music, dance, cinema, literature, etc.

Competitions are another way to promote national culture. They allow identifying talented people in different fields and giving them the opportunity to show themselves. Competitions can be dedicated to music, dance, literature, visual arts, and much more. They can take place at the school or university level, as well as at the city or regional level.

Organizing cultural events, festivals, and competitions is a complex and responsible process that requires a professional approach and careful preparation. However, if everything is organized correctly, it will bring enormous benefits to the preservation and development of national culture. Organizing such events will help people better understand their culture, respect the traditions and customs of their people, as well as strengthen their sense of belonging to their country and nation.

Modern technologies play a huge role in popularizing national culture. The internet, social networks, mobile applications, and other tools allow people from different countries and continents to get acquainted with the culture and traditions of other nations.

One of the main ways to use modern technologies to popularize national culture is to create virtual museums, galleries, and exhibitions. This allows people from different parts of the world to learn about national art, architecture, costumes, and other aspects of culture. It is also possible to conduct online tours of landmarks and places related to the history and culture of the people.

Modern technologies also allow for the creation of interactive applications and games that help people dive deeper into culture and traditions. For example, a game can be created in which players must solve tasks related to national customs and traditions. It is also possible to create language and culture learning applications that are available in different languages.

Social networks also play an important role in popularizing national culture. Many museums, galleries, and other cultural institutions have their pages on social networks where they publish information about their events, exhibitions, and other cultural events. It is also possible to create groups and communities dedicated to national culture where people can communicate and share information.

Thus, in the modern world, preserving and developing national language and culture is an important task for young people. It helps us maintain our identity and connection to our homeland, as well as create an atmosphere of mutual understanding and respect. To do this, young people must show interest in their language and culture, study their history and traditions, use their language in everyday life, and use modern technologies to preserve and develop language culture.

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# Procedia of Theoretical and Applied Sciences

Volume 12 | Oct 2023

ISSN: 2795-5621 Available: <http://procedia.online/index.php/applied/index>

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