

The Specifics of Preserving Cultural Identity in the Context of Globalization Processes

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Abstract

The relevance of this study lies in the fact that since the time of colonialism and the industrial revolution globalizing processes, encompassing the entire world, have generated many new problems including the issue of preserving a country's cultural identity. This means that the distinctive features of traditional national and local cultures, with all their linguistic and cultural diversity, can be lost due to the homogenizing effect of globalization. This process can also lead to cultural appropriation, which involves borrowing or imitating aspects of one culture by others, making the original culture less unique. The main goal of the research is to analyze the distinctiveness of the culture as an indicator of national identity in the context of globalization, using Ukraine as an example. The novelty of the article lies in its discussion of what aspects of globalized culture are a good fit for the specific situation in Ukraine, which has one major ethnicity and many smaller ones. To avoid the negative impact of globalization on cultural identity and to preserve the positive aspects of Ukrainian culture, it is important to preserve ethno-folklore traditions and adapt them to the conditions of a modern society, making them serve as a source of cultural and thereby national revival. To preserve the positive effects of traditional cultural identity and ward off the worst effects of globalization, the government and non-governmental organizations can support national-cultural groups and movements and also act through the educational system. This work is practically significant, as all theoretical positions, conclusions, and recommendations can be utilized by specialists to explore new approaches to preserving the cultural identity of Ukraine in the context of globalization and integration processes.

Keywords: Globalization, Cultural identity, Russification, Diversity, Heritage protection

1 Introduction

Globalization has become a major driver of cultural change in all countries of the modern world. The opportunities and challenges posed by cultural globalization encompass the emergence of cultural tourism, engagement with diverse cultures, safeguarding and advancing a nation's unique cultural heritage, and facilitating the availability of cultural products and services within a free market framework. However, there also is significant concern about the alteration of lifestyles resulting from the processes of industrialization, urbanization, and rising affluence, which all tend to diminish cultural distinctions among nations. What we observe is the widespread acceptance of these modifications, resulting in the emergence of a burgeoning transnational consumer mass culture. Therefore, considering the current state of development in some countries, particularly Ukraine, it is critical to recognize the obstacles that globalization creates for state cultural policies and to develop strategies to overcome them in a global context.

The consequences of cultural globalization are a problematic issue for researchers. Emphasis is placed on negative consequences such as the Americanization and homogenization of society, the active spread of mass culture, the fading and disappearance of various national cultures, their individuality and values. As a result, there is an urgent need to search for strategies to preserve the cultural identity of people by protecting them from negative consequences of globalization. In the contemporary global context, the terms

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Americanization, Westernization, and globalization are often used interchangeably. This is because Western countries, particularly the United States, have historically led the dissemination of cultural elements that have now become global standards. The cultural practices, technological advancements, and economic models primarily developed in Western societies have been adopted internationally, thus softening traditional cultural boundaries (Kozyuk & Baranchuk, 2022).

The preservation of cultural identity holds significant importance due to the distinct values, practical wisdom, traditions, languages, and lifestyles that are inherent in each culture, serving as a reflection of the collective experiences and identity of a particular people or community. Cultural identity is a multigenerational construct that plays a significant role in shaping one's sense of self and fostering social unity and continuity.

However, although safeguarding of cultural identity aims to cultivate diversity and pluralism, it can also lead to tensions and misunderstandings among different cultural groups, challenging the mutual comprehension and reverence that it seeks to promote. As a prominent example, the concept of the "Russian World" promoted by Vladimir Putin, which envisions an extended national cultural space and a Eurasian empire stretching "from Lisbon to Vladivostok", does not align with the type of cultural identity intended to be preserved. This concept (Zafar, 2023), which has been widely rejected by Western intellectuals post-World War due to its nationalist underpinnings, should not be confused with the fostering of a national identity that enhances statehood and respects diversity, particularly in countries like Ukraine, where there is a predominant ethnic group. Moreover, the traditional culture developed under the Russian Empire and Soviet rule had no place for principles of freedom and human rights, which are Western concepts now integral to global culture. However, rejecting these principles outright — as seen in Russia and China for example — would be counterproductive. Instead, the focus should be on developing state institutions that prioritize human rights and individual freedoms, ensuring that cultural preservation aligns with these universal values (Kobyuk, 2020).

Cultural affiliation and identity satisfy essential human desires for connection, affiliation, and significance. When individuals experience a profound sense of connection to their cultural heritage, traditions, and identity, it affords them a feeling of rootedness and continuity amidst the dynamic nature of our contemporary society. Embeddedness in one's traditional culture cultivates a sense of affiliation with a broader community or collective, thereby satisfying the inherent human inclination for social affiliation and inclusion. Moreover, cultural identity functions as a reservoir of pride, self-worth, and meaning, enhancing individuals' holistic welfare and psychological well-being. From a political standpoint, cultivating a feeling of ethno-specific affiliation and identity is crucial for promoting social unity and stability in a society that is culturally and/or ethnically more-or-less homogeneous.

Cultural identity is a stabilizing force in homogeneous societies, but destabilizes multi-ethnic and multi-cultural states. For example, Austria-Hungary was a "heterogeneous society". In the end, it collapsed into a number of ethno-states. The same happened to Czechoslovakia, Yugoslavia, and the Soviet Union. Even today, many Russians worry that their ethnic minorities (by now almost 30 % of the population in the Russian Federation, see Rosstat, 2020) could be a catalyst of instability. Germany, by contrast, maintained its national identity through two lost world wars.

Raising awareness of one's shared cultural heritage has the potential to alleviate social tensions, foster cohesion, and facilitate collaboration among diverse factions operating within the same cultural space, thereby fostering a more cohesive and all-encompassing political environment. Furthermore, it is possible for politicians to utilize cultural identity as a strategic instrument to garner backing, cultivate solidarity, and promote national cohesion, thereby addressing their own political imperatives for legitimacy, effective governance, and stability of the political system. This discussion predominantly pertains to countries such as Ukraine that are characterized by a relatively homogeneous ethnic composition. It does not necessarily apply to states comprising multiple ethnicities or "nations" (e.g., the former Yugoslavia).

According to the conclusions of S. Yaremchuk et al. (2023), cultural identity is a multifaceted and dynamic concept that encompasses various spheres, such as education, science, religion, and communication. Thus, in this research, "culture" refers specifically to the deep-seated beliefs, values, and practices that define the identity of a society, as well as its tangible expressions such as art, literature, and culinary traditions. It is important to distinguish Russification and Sovietization, as historical movements aimed at

cultural homogenization within specific geopolitical frameworks, from globalization, which is a broader and more decentralized process of cultural exchange and assimilation driven by global interconnectivity rather than imposed by state policy.

According to A.V. Kovalchuk (2022), preservation of national identity despite the pervasive spread of global culture remains a pressing issue for many modern states, considering the crisis of multiculturalism, migration, and the development of supranational institutions. This is particularly true for “divided nations”, where significant portions of the population identify with multiple cultures. In post-communist societies, and especially in the post-Soviet republics, there is an ongoing struggle to forge a distinct national identity. This struggle is especially pronounced in Ukraine, which has faced extensive periods under foreign rule and cultural assimilation. V. Aksyonova (2023) highlights that in the face of modern cultural globalization, which increasingly imposes Western cultural stereotypes, maintaining national linguistic and cultural identities is becoming more rather than less critical amidst the challenges of intercultural communication.

Today's globalization, often manifested as Westernization or Americanization, significantly contrasts with historical Russification efforts from Tsarist times and the forced assimilation into Soviet ideology and culture. While all these phenomena are external forces impacting national culture, their methods and implications vary distinctly. Historically, Russification and Sovietization involved overt political and ideological mandates aimed at suppressing local identities and integrating diverse populations into a single Russian or Soviet framework. These efforts were characterized by the enforcement of the Russian language, the promotion of Russian-centric cultural norms, and political centralization that marginalized local traditions and governance structures. In contrast, contemporary globalization, particularly in the form of Westernization or Americanization, operates through subtler mechanisms of cultural diffusion facilitated by technology, media, and economic globalization.

This form of cultural influence promotes a homogenized global culture that often aligns with Western values and practices through the consumption of Western media, products, and the adoption of Western economic and political models (Maslak et al., 2023). Although less coercive than Russification or Sovietization, globalization still poses challenges to traditional national cultures by promoting a cosmopolitan and interconnected world that can lead to the erosion of distinctive cultural and linguistic identities. Both historical and contemporary forces share the commonality of posing challenges to traditional national cultures. However, the methods through which these influences permeate societies differ significantly, with modern influences often being more pervasive and less overt, making them more challenging to resist or control.

Cultural globalization has a significant impact on the development of society and culture worldwide, including in Ukraine. However, globalization has not always had a favorable impact, especially in the cultural sphere. As asserted by Kostyrya et al. (2021), one of the main drawbacks of globalization is the potential loss of cultural authenticity and identity. Globalization enables people to have free access to cultural materials and knowledge from around the globe, which may eventually lead to the assimilation of Ukrainian culture into the global one. Additionally, according to the research of Hololobov (2023), one of the main features of Ukrainian culture is its linguistic and cultural originality, which may be lost due to globalization or the influence of Russia.

As noted by Skrytska et al. (2022), globalization can lead to the predominance of ideas and cultural objects created in industrialized countries. This may reduce the appreciation of Ukrainian cultural landmarks, leading to indifference towards Ukrainian culture and its eventual oblivion. The final outcome of the increased marginalization of cultural heritage in an era of cultural globalization can be the loss of national uniqueness, identity, and cultural wealth. It is particularly important to focus on national self-identification, which manifests in emotions and ideals. It is crucial to consider the unique ways in which culture changes in a country, building the cultural identity of the present and of the future.

Currently, scholars hold divergent views of globalization's impact on cultural identity. Some consider its influence positive, while others view it as negative. There is no consensus on the specifics of preserving cultural identity due to different perspectives on the consequences of globalization processes on the cultural sphere. The main goal of this research is to analyze the impact of globalization processes on national identity and determine ways to preserve cultural identity under these conditions. Globalization manifests in

various forms, one of which can be described as coerced globalization. This form is particularly relevant to Ukraine, where the imposition of Russian culture has been systematic and aggressive, often through the media and political propaganda. This strategy aimed to displace national cultures and assert the dominance of Russian or Soviet culture, overshadowing indigenous cultural expressions. In contrast, mutual globalization occurs through more benign interactions, where cultural exchanges and influences are reciprocal and voluntarily accepted by the involved parties. This form of globalization does not necessarily lead to negative consequences and can enrich the participating cultures through shared knowledge and practices. However, the statistical data presented in the discussion on Ukraine indicates a history of mainly coerced “globalization”, with the forced assimilation of Russian cultural norms significantly impacting the preservation of Ukrainian national identity over several centuries.

The question arises as to why the introduction of a different culture often leads to the eradication of indigenous identities. One reason is the inherent allure of the novel and unconventional, which can make foreign cultures seem more appealing and sophisticated compared to local traditions, especially when propagated through the media, the local intelligentsia, and the educational system. Over time, the novelty of the foreign culture can diminish, leading to a potential revival of interest in indigenous traditions, but often, the damage to the original cultural fabric is significant.

2 The Problem of National Identity in the Process of Globalization

Globalization is a prominent characteristic of contemporary civilization, encompassing a comprehensive process of cultural, ideological, and economic amalgamation among states, associations, nations, and ethnic groups. It raises questions about the influence of globalization on national and ethnic identity, while also prompting inquiries into its necessity for the swift advancement of society (Tolstov, 2020). Globalization traces its roots back to the age of colonialism, marked by the widespread dissemination of European culture and the establishment of trade and colonial empires across the globe (Baula & Sarzhan, 2020). This historical period laid the groundwork for the complex web of economic, cultural, and political exchanges that define today’s global interconnectedness. Unlike the colonial period, when a few colonial empires ruled the world and globalization was driven by imperialist politics, today’s globalization is propelled by advancements in technology, communication, and transportation, which facilitate the rapid spread of ideas, goods, and services despite global political fragmentation. Its appeal lies in the promise of economic growth, cultural exchange, and increased access to a variety of resources and markets, making it almost inescapable in the modern world (Ozer & Schwartz, 2022).

Interaction between ethnic groups in both international and domestic contexts is the ideal of modern society but in reality, globalization tends to push them all in the same direction. It is widely regarded as producing a novel global cohesion through the dissemination of the economic, political, and cultural models of developed nations — and more specifically Western nations — to other developed, developing or underdeveloped countries. Several theories have attempted to describe the interplay of economic conditions, education, and new technologies with cultural change, often focusing on how these factors serve as common denominators for globalization. For instance, the theory of Modernization posits that as societies develop economically and technologically, they also undergo predictable cultural changes towards more secular and rational social structures (Inglehart & Welzel, 2005). This aligns with the observations of rising intelligence, or the “Flynn effect”, throughout the 20th century (Flynn, 1987), which some scholars attribute to enhancements in educational systems and overall living conditions driven by industrialization. This increase in intelligence is often linked to a broader “disenchantment of the world” (Lyons, 2014), where traditional beliefs and values are systematically replaced with more secular and rational ones.

In addressing the influence of economic and social conditions on cultural changes, it is essential to consider the Marxist perspective, which posits that these material conditions are the primary drivers of societal change, with culture forming part of an intellectual superstructure that adapts to underlying economic transformations. This view suggests that as nations become wealthier and their populations more educated and technologically adept, cultural changes will naturally align across the globe due to these shared economic advancements. It is crucial, however, to differentiate between elements of globalization that

are universally driven by wealth and education, and those that specifically emanate from Western cultural dominance during the colonial and post-colonial periods. While the former reflects a global convergence brought about by shared socioeconomic advancements, the latter can be compared to historical processes like Russification and Sovietization, where a dominant power imposes its culture onto others.

Globalization has both positive and negative impacts on the preservation of culture. From one perspective, it enables the global sharing of customs, beliefs, and knowledge, fostering appreciation for cultural variety and a deeper comprehension of different cultures through the media. This part of globalized culture depends on technology. As such, it can play a role in preserving cultural ties among immigrant populations. Nevertheless, the homogenizing effects of globalization pose challenges to the preservation of cultural identity. The homogenizing impacts of globalization, exemplified by the proliferation of consumer culture, have the potential to erode indigenous customs and values, resulting in the loss of cultural identity and distinctiveness. The commercialization and promotion of cultural aspects for profit can diminish their authenticity and cultural significance (Noorawhita, 2021). It should be noted that commercialization of culture, especially by the tourist industry, becomes profitable only when people are already estranged from the traditional culture, giving the culture an exotic touch that makes it novel and attractive.

Globalization processes generate two opposing movements, especially in post-Soviet states in Europe. On one hand, the population is becoming increasingly unified, Westernized, and globalized. However, these processes also meet active resistance, taking the form of a desire for ethnonational self-assertion and national cultural-spiritual revival — occasionally even Soviet nostalgia, as for example in Transnistria. Questions of national identity and linguistic affiliation, existing today, are actualized in collective consciousness, and it is worth considering that only a certain set of institutions and actions, with education as a priority, can effectively address them. But cultural identity through education should occur through contact with universal values and cultural meanings, that is, intersubjectively, and not based on ethnonarcissism and national individualism. Ultimately, education has to grapple with the processes of globalization, collective identity, and national identification. These processes require people to acquire the knowledge and skills necessary to be tolerant and open to the outside world, while firmly holding onto their ethnic identity and filling it with the content of the present.

The Yugoslavia case exemplifies the intricate dynamics elucidated in S. Rymarenko's (2017) research on the influence of globalization on identity. Globalization played a crucial role in the dissolution of Yugoslavia, causing both fragmentation and localization, which further intensified the pre-existing ethnic and cultural divisions within the country. The phenomenon of differentiation and localization, which was accelerated by the forces of globalization, intensified the existing tensions among diverse linguistic, religious, and subnational groups, ultimately leading to the fragmentation of the nation. Paradoxically, globalization has not only enabled the establishment of connections between different countries, but it has also heightened the significance of ethno-cultural identities. This has resulted in the revival of linguistic, religious and regional associations, albeit at the cost of national cohesion. Therefore, the disintegration of Yugoslavia serves as a cautionary narrative, underscoring the potential ramifications of globalization's influence in intensifying the fragmentation of identity and ethnic strife within nations consisting of multiple ethnicities.

This apparent paradox, that globalization can both undermine and strengthen national cohesion depending on the context, merits deeper examination. The distinction between ethnicity and nationality is pivotal. In multi-ethnic states like Yugoslavia, akin to the historical example of Austria-Hungary, the ethno-national revival catalyzed by globalization and its associated norm of national self-determination posed significant threats to systemic stability. This norm, which rose to prominence in Western culture following World War I, emphasizes the right of ethnic groups to self-govern and has become a global standard, albeit one primarily rooted in Western ideologies.

In contrast, in more ethnically homogeneous nations like Ukraine, the resurgence of a national identity is likely to unify the state rather than fragment it. This is because the ethnic unity aligns with the national boundaries, and the call for self-determination reinforces the sovereignty and cohesion of the state rather than challenging it. However, the adoption of these Western norms of self-determination by other regions reflects their selective integration into a supposedly "global" culture, rather than a ubiquitous outcome of economic or intellectual development. Leaders like Xi Jinping and Vladimir Putin, for example, dismiss

these norms, choosing instead to draw on historical narratives to justify contemporary political actions.

This highlights that not all of the cherished aspects of national identity, such as historical continuity, are necessarily in harmony with the globally embraced values of self-determination and democracy. Therefore, it is crucial to differentiate between aspects of globalization that are the inevitable results of modernization — such as technological advancement, economic interdependence, and increased communication — and those that are more arbitrary, such as specific cultural norms including democracy and national self-determination. These latter aspects have spread globally not because they are natural outcomes of modernization but because they were adopted from Western culture by other countries. This differentiation helps clarify the complex dynamics of globalization and its varying impacts on national identity and cohesion in different geopolitical contexts.

According to M. Billig (2023), globalization has resulted in the resurgence of national identity in certain regions by increasing people's recognition of the distinctiveness and significance of their own culture compared to other cultures. As an example, when formerly illiterate people become more educated (an important intellectual foundation, or a component of globalization), they tend to become more aware of their unique religious traditions. This happened in Europe in the 16th century, after the invention of printing, and it happened in the Muslim Middle East during the last 50 years. The results were religious wars and persecutions in Europe, and Islamist terrorism in the Middle East. These examples show how an important driver of globalization (literacy, education) can raise the perceived salience of religious or national culture, not always with desirable consequences.

However, numerous unresolved questions persist. Hence, it can be argued that some nations are trying to protect their national identity by reviving aspects such as language and religion, which are perceived as threatened by globalization. It needs to be emphasized that globalization does not aim to provide equal opportunities for all who are eager to join its ranks. Globalization, as an objective process of world history, rather selects only those countries that will benefit from it, i.e., those that will contribute in some way, such as through economic productivity or improved educational opportunities. That contribution is mainly by international trade, which of course requires a productive economy and the human capital produced by education. The philosophy of globalization is to give everyone the opportunity to profit from globalization, but outcomes are different for different countries because of factors such as geographic location, natural resources, degree of industrialization, and human capital. Nations that rigidly resist globalization (e.g., North Korea, Afghanistan) risk existing outside the realm of global development.

3 The Influence of Globalization on the Preservation of Cultural Identity in Ukraine

Currently, due to the war in Ukraine since 2014, individuals are progressively distancing themselves from the concepts of “Russian” and “Soviet” culture. The long-term imposition of these cultures had adverse implications for Ukraine, as it not only eclipsed Ukrainian culture but also emerged as a contributing factor to the conflict. Russian culture was imposed for centuries, and Soviet culture was further enforced following the October Revolution. Since Ukraine gained independence, there has been a decline in the identification with Russian and Soviet cultures, partly due to generational replacement. This decline culminated in the 2014 Maidan Revolution, where a significant portion of the Ukrainian population rejected the remnants of Russian and Soviet cultural influence. However, Ukraine has been innovating by adopting democracy, which is not an original part of the traditional Ukrainian culture, while Russia does preserve its traditional national culture by practicing “Asian despotism”.

Nevertheless, the commencement of the war catalyzed individuals to re-establish a connection with reality. It reminded them of the importance to preserve their national culture while enriching it with modern features including democracy. A comparative analysis of polls conducted in 2006 and 2023 reveals notable shifts in Ukrainians' perspectives on culture. In 2006, the majority of Ukrainians, 56 %, identified with Ukrainian culture. A significant minority, 16 %, felt an affiliation with European culture, while smaller percentages identified with Soviet and Russian cultures at 11 % and 7 %, respectively. In contrast, by 2023, the data shows a dramatic shift with a striking 81 % of Ukrainians identifying with Ukrainian culture,

showcasing a substantial rise. Only a small fraction, 10 %, associated themselves with European culture, which is a decrease from 2006. Those identifying with Soviet culture dropped to a negligible 0.5 %, and the Russian cultural affiliation also decreased to 4 % (Chernyak, 2023).

Among the significant factors influencing the process of forming and preserving national-cultural identity are the systemic crisis of Ukrainian society, the ambiguity of the national idea and globalization processes on one side, and movements to preserve authenticity on the other. The preservation of national-cultural identity and the affirmation of the spiritual security of the Ukrainian people, according to Holubovych and Mikheitseva (2021), require attention to two crucial components: internal and external factors.

Key factors encompass the ideological, religious, and historical biases present in foreign and Ukrainian media, as well as value orientations and aesthetics. That ideological sphere has changed very much in recent times, and rather fast. Until 2014, Ukraine was vacillating between alignment with Russia and alignment with the Western and Central European countries. This changed abruptly when the imperialist goals of the Russian government became undeniable. The preservation of Ukrainian society's integrity is heavily reliant on the security of its values.

4 Foreign Experience of Preserving Cultural Identity under Conditions of Globalization

In the context of globalization, the preservation of cultural heritage is significant, requiring the vertical transmission of cultural knowledge and customs from one generation to the next, rather than horizontal transmission through the media. As noted by J.J.S. Aguas (2006), culture has become a commercial venture. Dubbed the industrial-entertainment complex, culture is a major industry that should be aggressively promoted through international trade agreements. While such promotion might enhance the visibility and profitability of cultural products on a global scale, it also risks diluting the distinctiveness of local cultures, turning unique traditions and practices into commodities tailored for a global market. This commercialization often favors more universally appealing aspects of culture, which can lead to a homogenization where local identities are poorly preserved and become assimilated into a global cultural narrative. Thus, while there are economic benefits to promoting culture through international trade, it is crucial to balance these efforts with measures that support and maintain the richness and diversity of local cultures.

In many countries experiencing the neutralizing and balancing effects of global trade, the protection of cultural diversity has become as crucial as preserving biodiversity. International preservation efforts emphasize cultural diversity, intangible cultural values, as well as the authenticity and integrity of heritage preservation. Strengthening the authority of local governments in local cultural management and actively encouraging community involvement in these processes are examples of local trends. For instance, numerous amendments reflecting the trends of localization and globalization were made to Taiwan's Cultural Heritage Preservation Law, highlighting the importance of preserving cultural heritage (Chen & Fu, 2015).

The richness of Indonesian culture is based on the existence of numerous ethnic groups, each with its unique cultural expression, such as Javanese, Sundanese, Balinese, Batak, and many others. The unique cultural identity of Indonesia is shaped by the diversity of traditional arts, crafts, music, dance, rituals, and cuisine. Despite its vast cultural heritage, Indonesia is sensitive to the influence of globalization. The nation is rapidly urbanizing, experiencing economic growth, and becoming more susceptible to the influence of global media and mass culture. These factors can erode the country's cultural sphere, leading to the displacement of indigenous populations, the disappearance of outdated practices, and alienation of the new generation from its cultural heritage (Hiswara et al., 2023).

Indonesia employs various tactics and programs to preserve its culture in the face of globalization. To overcome the challenges of preserving culture in an international environment, Indonesia implements policies for localization and cultural preservation focusing on locality, identity, and decentralization. This involves activities such as documentation and archiving of cultural practices, educational programs that incorporate traditional arts and languages, community-based cultural festivals, government subsidies for local artisans, and the establishment of cultural heritage sites (Sujinah et al., 2020). Comprehensive reviews of the traditions, customs, and kinship norms of various tribes and ethnic groups in Indonesia are documented

and studied to better understand and preserve their unique cultural elements. These initiatives aim to safeguard Indonesia's diverse cultural heritage and address the challenges faced by contemporary society in the country.

Indigenous ethnic groups and their customs in Indonesia are still under serious threat due to industrialization and urbanization. Rural customs and ways of life are declining as people migrate to cities searching for economic opportunities. Cultural expressions of indigenous populations may be overshadowed by how Western media propagates materialism and Western ideals, especially among the younger generation (Loudon et al., 2006). Besides, religion plays an important role in Indonesia, with a wave of "transnational Islam" (aka Islamism) during the last two decades. This underscores the need for culturally sensitive media and education to counteract these effects. Efforts to preserve culture are further jeopardized by cultural displacement resulting from internal mobility and globalization. Additionally, privatization and appropriation of cultural features for tourism continue to impact the authenticity and cultural relevance of traditional practices. Comprehensive actions are necessary for effective resolution of these issues.

It is impossible to disagree with the findings of J.J.S. Aguas (2006) that a unique Asian way of thinking and living is asserted by using the national language. Language serves as a means of expressing culture and a symbol of national authority. Imposition of their own language and disregard for local languages on the international stage is the first thing dominant societies force upon weaker ones, attempting to weaken their resistance. Language is essential for the existence of culture and for the expression and formation of civilization (Siregar, 2021). The national language is valuable as it proclaims a clear identity and a strong sense of nationality. Native languages, as the researcher notes, are more than sufficient for communication and culture, and they can be further developed for scientific and technical purposes despite globalization promoting the English language. Native languages are crucial for the distinctiveness of cultures and serve as their expression. Promoting the use of Asian languages is essential for fostering interpersonal relationships, knowledge exchange, and the sharing of ideas and thoughts.

Recently, in the European Union, attention has shifted towards recognizing and protecting cultural differences, emphasizing the importance of a diverse European identity. This focus addresses both the diversity among native European nations, which are geographic neighbors with similar cultures, and the distinct challenges posed by integrating non-European immigrant groups. While harmonization and integration among native European nations are somewhat on track, the integration of non-European migrants faces significant difficulties, except in countries with highly selective immigration policies.

Additionally, the affirmation of cultural identification in some nations' multicultural policies is evolving. Multiculturalism and the measures supporting it are being removed from the national agenda and placed within new global frameworks, reflecting a shift in approach. This new form of multicultural policy aims to balance the preservation of cultural identities with broader societal integration. Transnational media in the era of media communication create new transnational groups and diasporic audiences, highlighting the role of media in shaping cultural identities across borders (Siljanovska, 2014). This issue is not strictly a matter of globalization but pertains to how societies manage the cultural distinctiveness of immigrant groups. The challenge lies in choosing between assimilation into the national mainstream, which may result in the loss of original cultures, and promoting multiculturalism, which seeks to preserve the cultural identities of each immigrant group.

National identity in the European context serves as a potent form of cultural identity, where regulatory and social institutions of the state counteract the deterritorializing force of globalization. The protection of cultural heritage for each member state and, even more so, for each cultural group, is a necessary part of Brussels' efforts to create a Europe united by values and ambitions. In the context of cultural identity, scholars argue that the European Union model successfully combines globalization with cultural identity (Ozer & Schwartz, 2022). The European Union is seen by neighboring countries as a popular and desirable "soft power". Still, as the European Union expands to include eastern countries, harmonization takes time.

The cultural core of a nation, nationality, or ethnic group can be preserved only when society as a whole creates safeguards against the destruction of culture. Here, socialization is one of the most crucial "ingredients". Education, upbringing, and learning are cornerstones on which human culture is built. It is where cultural foundations can either be strengthened or demolished. In the 21st century, Ukraine has

experienced a complex interplay of global influences and internal challenges, where the rapid pace of societal change has stressed the importance of cultural identity and historical consciousness. The ongoing war since 2014, in particular, has prompted a reevaluation of cultural affiliations and a reinforced commitment to the preservation and development of authentic Ukrainian cultural expressions and heritage.

5 Policy Implications

The goal of contemporary state cultural policy in Ukraine is to protect and develop the country's rich cultural heritage in the face of globalization. However, there are challenges associated with globalization processes that need to be addressed. One such problem is that Western norms and models are eroding indigenous cultural traditions, potentially leading to a loss of cultural identity and a devaluation of Ukrainian cultural heritage. Faced with this two-fold threat, domination by the despotism of the "Russian world" and Western-led globalization, preserving and developing regional cultural customs, as well as promoting cultural diversity within the country, appears to be a legitimate aim of state policy. Competition with foreign cultural products is another complexity that over time may deplete the intellectual and cultural potential of the nation. In an ideal scenario, creating favorable conditions for the growth of domestic cultural goods and sectors that contribute to the preservation and development of Ukrainian culture should be ensured by state policy. To preserve and enhance Ukraine's cultural heritage while competing with global cultural norms and products, the country's current state policy in this area must overcome obstacles and find solutions to problems created by globalization. Principles of historical truth, historical memory, national ideals, national dignity, national self-awareness, and patriotism are essential components in the process of preserving national-cultural identity. Both external and internal factors directly influencing these processes need to be considered (Holubovych & Mikheitseva, 2021).

However, it is essential to acknowledge the potential for the abuse of national and cultural identity as instruments of imperialism, as seen in the case of Nazi Germany's exploitation of nationalism for expansionist agendas. While larger nations like Russia and the United States may have the capacity to wield national and cultural identity for imperialistic pursuits, smaller nations like Ukraine stand to benefit from the positive effects of nurturing a strong sense of identity. In the Ukrainian context, preserving and promoting national and cultural identity is not only a means of safeguarding against external threats, but also a mechanism for fostering unity and resilience within the nation.

Another issue is the addiction to foreign-origin cultural products, which may lead to a decrease in the importance of national cultural values. Intercultural communication and the promotion of cultural diversity within Ukraine offer promising avenues for addressing the challenges associated with globalization. Ukraine boasts a diverse cultural landscape on various dimensions, including religious diversity and the presence of several ethnic minority groups. Religious diversity is a notable aspect of Ukraine's cultural fabric, encompassing various Christian denominations, including Orthodox, Catholic, and Protestant communities. Additionally, Ukraine is home to ethnic minority groups such as Crimean Tatars, Romanians, Hungarians, Poles, and others, each contributing to the country's rich tapestry of cultural heritage.

While cultural diversity within Ukraine has the potential to enrich societal dynamics and foster intercultural dialogue, potential challenges may arise if disparities in socio-economic status or divergent cultural practices are pronounced among different cultural or ethnic groups. Such disparities are not large in Ukraine, unlike what we observe in various contexts globally, such as the situation of Central Asians and Caucasians in Russia, or the experiences of black Americans and Muslim immigrants in certain European countries. Nevertheless, the effective management of cultural diversity within Ukraine necessitates efforts to mitigate socio-economic disparities and promote mutual understanding and respect among cultural and ethnic groups, thereby fostering a cohesive and inclusive society. Collaboration with other countries and international organizations in the cultural sphere is crucial, especially for ethnic minorities such as Romanians, Poles, and Hungarians that have their own nation-states.

Given the changing views of people on cultural values, it is essential to remember that foreign-origin cultural products rapidly spread due to globalization processes, potentially diminishing people's inclination towards preserving indigenous cultural traditions and values. The popularity of mass culture and declining

interest in national culture can in part be explained by the widespread use of social media and the internet. According to N. Pirnazarov and A. Sultanov (2021), the unity and standardization of a vast amount of information available on the internet may result in cultural information overload, making it challenging to find national cultural products and distinguish them from the creative products of other nations. Moreover, in the context of globalization, cultural homogeneity may spread. This may however only be the case for those aspects of culture that depend on wealth or education, such as an “instant gratification” consumer culture. The influence of transnational companies providing uniform cultural goods and services (e.g., MacDonald’s) everywhere can play a decisive role in this and contribute to the erosion of the nation’s cultural characteristics. However, it can also be argued that the internet divides more than it unites. This can take the form of “echo chambers” where those identifying with an ideology reinforce each other’s prejudice and false beliefs, but social media and the internet can also bring together those who care about their local or national culture.

Therefore, to preserve and develop national culture, it is necessary to develop a state policy that would facilitate the preservation of cultural traditions and national values, guarantee their popularization, and increase public interest in them. Adapting cultural traditions and national values to modern times is crucial, especially in the context of the tourist industry. This adaptation ensures that cultural heritage remains relevant and accessible to contemporary audiences, thereby fostering its preservation and promoting public interest. It also allows for the sustainable development of cultural tourism, which can contribute to both economic growth and the safeguarding of cultural identity.

The problems encountered by the state in its efforts to protect cultural heritage allow us to identify some fundamental prerequisites for the effectiveness of state cultural policy in preventing the detrimental impact of globalization on national cultural identity. Of key importance is the improvement of the legislative framework for the preservation of heritage sites, which requires instilling a sense of legal culture in all government officials involved in preserving cultural values. Legal culture encompasses not only the minimum legal competence necessary for government officials, but also a sense of public responsibility for the status of cultural heritage objects and continuous monitoring of the current legal protection of heritage. Among the most serious problems in the legal protection of cultural heritage is the lack of proper state control over the privatization and corporatization processes in the cultural heritage sector by individuals representing the interests of foreign enterprises. In this regard, the task of developing an effective regulation and control mechanism for privatization while avoiding gratuitous bureaucracy and corruption is demanding, but it is needed to reinforce social responsibility of such owners towards representatives of other cultures, involving obligations to preserve acquired cultural heritage objects.

Special state oversight is necessary to monitor and manage nationally significant cultural heritage objects that are listed in the World Heritage Sites (<https://whc.unesco.org/en/list/>). Such oversight can provide a strategic advantage in safeguarding cultural heritage from the homogenizing forces of globalization. Additionally, the establishment of a national expertise institute is vital for the thorough evaluation of cultural heritage sites that are at risk due to economic pressures from globalization. On a separate note, it is equally important for the state to support and collaborate with national-cultural groups and movements that contribute to the cultural policy of the nation. By doing so, these groups can become instrumental in assisting government agencies with their preservation efforts, providing a grassroots level of protection and advocacy against irresponsible treatment of the national cultural heritage by globalizing entities.

The preservation and promotion of cultural heritage are significantly influenced by the involvement of civil society. Cultural values and traditions can be effectively identified, researched, preserved, and promoted by civil society organizations. Ukraine already boasts a diverse array of civil society organizations and initiatives that are dedicated to the preservation of its cultural heritage. For instance, there exist entities engaged in historical monument restoration, entities dedicated to the preservation of folk culture and traditions, and entities that advocate for the advancement of art and literature. The establishment of a suitable legal framework by the state can effectively support and safeguard cultural heritage, thereby facilitating the operations of such organizations. This may encompass legislation about the safeguarding of cultural monuments, provision of financial assistance for the restoration and conservation of cultural sites,

and establishment of funding initiatives for non-governmental organizations operating within this domain. Therefore, the preservation and development of cultural heritage in Ukraine heavily rely on the collaboration between the state and civil society.

A future trend in strengthening state policy for protecting cultural values in the context of globalization is improving the social relevance of this policy. Under these circumstances, the number of socially active individuals supporting their cultural traditions and related “memory places” increases. They may be entities established by the government, ordinary citizens, or other organizations. However, an ideal alternative is the integration of such a strategy and its associated socially oriented model of state policy with other models within a unified project approach. In this context, the creation of regional heritage preservation programs that combat the globalization of cultural activities in specific locations is relevant. Each region can preserve and develop its unique culture, associated with “memory places” and local cultural traditions and values. All components of the regional project should be implemented integrally, ensuring a balanced approach in interacting with global cultural processes based on a common long-term goal. Memory places can function as thematic oracles for the current state of civic culture, conveying guidance on social identity and purpose not only through declarations, parables, or proverbs but also, perhaps most importantly, through modes of engagement and participation in the place. Museums, monuments, and memorials are important due to their rhetorical power to generate narratives that serve as pillars of social identity (Botokanova et al., 2024; Maurantonio, 2014).

One of the methods for safeguarding cultural identity from globalization and mass culture, according to V.G. Kremen (2010), is education. In this expert’s opinion, mass culture cannot lead to quick degeneration and spiritual collapse. Certain protective barriers, such as national folklore customs, religion, mature spiritual values that cannot quickly disappear and, of course, education, usually hinder its impact. It is impossible not to agree with the scientist’s opinion that education shapes a person’s spirituality and true values, that it can instill a sense of connection to their national cultural tradition, prompt reflection on the purpose of life, and define the basic contours of the real world. Education forms a person’s mentality into a thinking, responsible creator of their life and a responsible citizen of their nation. Only such a person is open to change, inventions, and new perspectives on modern life. Cultural traditions can also be preserved and revived by incorporating traditional music, art forms, and cultural events into the school curriculum.

It is possible to cope with globalization not only through preservation but also by expanding regional economic, social, and cultural resources. This would allow reducing the leveling impact of globalization while simultaneously unlocking the creative potential of all human societies, without undermining globalization’s positive impacts. After all, ethnic diversity with its array of cultures and languages is the greatest achievement of history, and its loss represents irreversible degradation and the oversimplification of human life, posing a threat to its future.

We believe that while globalization offers substantial benefits in terms of economic and cultural exchange, it also poses significant risks to the preservation of local and national identities, especially in regions like Ukraine. The coercive spread of Russian culture in Ukraine underlines the potential for globalization to be used as a tool for cultural dominance rather than mutual enrichment. In our view, the preservation of indigenous cultures requires deliberate and robust policies that support local traditions while embracing the positive and rejecting the destructive aspects of globalization. Such a balanced approach can foster a more equitable global cultural exchange and ensure that cultural diversity is maintained in the face of increasingly global interactions.

6 Conclusions

In the era of globalization, nations worldwide are facing a significant challenge in preserving their cultural identity. This research has examined the impact of globalization processes on the formation of national identity and has analyzed strategies for safeguarding cultural distinctiveness, using Ukraine as a prominent case study.

The analysis provides evidence that globalization offers both favorable opportunities and potential hazards for the preservation of cultural heritage. Although globalization can facilitate the exchange of cultural

practices and promote understanding between different cultures, it also presents the risk of undermining indigenous traditions, languages, and artistic expressions. To effectively mitigate these risks, it is crucial to implement a holistic approach that encompasses governance policies, education, and community involvement. State policies should prioritize the preservation of cultural landmarks, ethno-folkloric traditions, and the promotion of national languages. The incorporation of cultural education into educational curricula and the facilitation of intergenerational transmission of traditions have the potential to foster a sense of pride and inclusivity among younger cohorts. In addition, it is imperative to emphasize the significance of collaboration between government institutions and non-governmental organizations to effectively identify, investigate, and promote at-risk cultural elements. Tailored regional initiatives that cater to the distinct cultural attributes of local communities can effectively alleviate the homogenizing effects of globalization.

It is imperative to embrace a comprehensive perspective that promotes intercultural communication while preserving the distinctiveness of each country. The maintenance of cultural diversity necessitates a meticulous equilibrium between worldwide assimilation and the validation of indigenous identity, as demonstrated by the experiences of nations like Indonesia and the European Union countries.

Ultimately, the preservation of cultural identity is not solely driven by sentimental nostalgia but rather serves as a recognition of the intrinsic value of human diversity. Cultures function as repositories of collective knowledge, artistic expression, and unique viewpoints that enrich the tapestry of human civilization. The preservation of this cultural legacy is of utmost importance to safeguard a diversity of perspectives, foster mutual understanding, and ensure the continuous advancement of human civilizations in their ever-evolving complexity. Future research is needed to determine the impact of digital media on the evolution of cultural identity. Also required is an in-depth analysis of policy responses to globalization that seek to balance cultural preservation with the inevitable influences of global interconnectedness.

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