

**ISSUES OF YOUTH IDENTIFICATION IN THE CONDITIONS OF NATIONAL VALUES AND GLOBALIZATION**

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Abstract. Interactions between national values and global cultures are of great importance in the formation of youth identity in the process of globalization. This article analyzes the impact of national values and globalization on youth identity, and how these processes lead to social and cultural changes. The article examines the role of national values in the formation of personal and social identity of young people, as well as new problems arising in the context of globalization. The study analyzes the impact of globalization processes on the identity of young people and their attitude towards national culture, as well as the importance of state policy.

Key words: National values, globalization, youth identity, cultural changes, personal identity, social identity, global society, culture and education policy.

The process of globalization is leading to social, political and cultural changes in different parts of the world. On the other hand, the process of preserving and developing national values, traditions and cultural heritage is of great importance for young people in forming a sense of identity, strengthening personal and social identity. The formation of personal and social identity of young people is directly related to social system and cultural changes, as well as the impact of globalization. This article analyzes the national values and globalization processes that affect the formation of youth identity.

Globalization is one of the most powerful and comprehensive processes of the modern era, which directly and indirectly affects the process of personal identification of the younger generation. As a result of this process, intercultural contacts are strengthening, and young people are becoming active participants in the global information space. On the one hand, this situation has a positive impact on the adaptation of young people to modern social life by expanding their worldview and introducing them to international norms and values. In particular, elements of global culture are rapidly spreading through the Internet, mass media, and social networks, introducing new facets to the worldview and sense of identity of young people.

However, there are also negative aspects of this process. In particular, uncultured universalism - that is, the desire for a single globalized culture - can weaken the process of understanding and appreciating the national identity of young people. The weakening of national values, the decline in interest in language and cultural heritage create a phenomenon of "cultural alienation" in the younger generation. This, in turn, has a negative impact on social integration and the formation of civic consciousness.

Therefore, in order to form a healthy and stable personal identity of young people in the process of globalization, it is necessary to strengthen their sense of identity based on national culture and values. Through education, mass media and cultural policy, forming a balanced worldview between nationalism and globalism in the minds of young people, and educating them as

culturally aware and socially responsible individuals should be one of the priorities of modern state policy.

National values play a central role in the formation of personal and social identity of the younger generation. The process of each person's self-awareness, determination of social roles and finding their place in society is closely related, first of all, to the culture and historical and cultural context to which they belong. National culture, traditions, customs and historical memory serve as the basis for the formation of social adaptation and civic identity in the minds of young people.

In the conditions of modern globalization, it is becoming more and more difficult for young people to understand and preserve their national identity. Therefore, preserving national values, passing them on to the younger generation, and harmonizing these values with modern moral and spiritual standards have become an urgent issue. In particular, strengthening cultural heritage and historical consciousness, and forming respect for national culture can ensure the personal development and social activity of young people.

The education system plays a crucial role in this process. Through in-depth teaching of national values, history, literature and cultural heritage in schools and higher education institutions, young people develop a sense of loyalty to their nation, civic responsibility and spiritual maturity. Such an approach creates the basis for their active participation in the global arena without losing their cultural identity.

Thus, national values are not only the successors of historical and cultural memory, but also a stable basis for the personal and social identification of the younger generation. Their preservation and development in accordance with modern conditions should be one of the priority tasks of state policy, civil society and the education system.

The interaction between globalization and national values is a source of both complexity and opportunity for modern youth. On the one hand, global information flows, digital platforms, and transnational cultural exchange are creating a wide range of social, educational, and professional opportunities for young people. On the other hand, this process can cause young people to distance themselves from their national roots, cultural identity, and historical memory. In order to maintain this balance, states should strive to harmonize youth policies based on the dynamics of globalization and national values. One of the main directions of state policy in this regard is to implement approaches that include the realization of national identity through the education system, the study and preservation of cultural heritage, as well as the development of modern global competencies.

Also, promoting national values in the global space through mechanisms such as cultural diplomacy, youth exchange programs, international grants, and various youth forums serves as an important tool in harmonizing the dual identity of young people - national and global. By preserving national values and adapting them to the modern socio-cultural context, young people can be formed as individuals who are loyal to their culture, but at the same time globally competitive.

As a result, finding a balance between global and local (i.e., national) values is a strategically important issue not only for the identity of young people, but also for the sustainable development of society as a whole.

International organizations such as the United Nations and UNESCO are studying the impact of globalization on the personal and social identity of young people. For example, the European Union pays special attention to ensuring the integration of young people into the global society in its policies. In Japan, policies aimed at preserving national values have changed the attitude

of young people towards national culture in a positive direction. At the same time, China's education policy is aimed at harmonizing its national values with global culture, calling on young people to preserve their national culture in the process of globalization.

In the modern era, as globalization processes penetrate deeply into all aspects of human life, the positive and negative aspects of this factor are increasingly evident in the formation of youth identity. On the one hand, globalization creates opportunities for young people to have unlimited sources of information, integration into foreign educational systems, access to the international labor market, and familiarization with different cultures. However, on the other hand, this process puts pressure on the system of national identity, historical memory, and traditional values, which can lead to cultural alienation, ideological confusion, and identity crisis among young people.

This situation shows that in the formation of personal and social identity of young people, it is necessary not to rely only on global factors, but to develop a deeply rooted, stable identity model based on national values. The role of the education system in this process is invaluable. In particular, it is necessary to teach national culture, history, customs, national language and traditions at all levels, from preschool education to higher education, and to educate young people in a spirit of respect for historical and cultural heritage. At the same time, mechanisms should be developed to convey national values to the new generation using modern technologies.

A consistent strategy of state policy in this regard contributes to the strengthening of national identity, the conscious understanding of the social role of young people in society, and the formation of a civic position. Civil society institutions, the media, religious and spiritual-educational organizations are also important factors in strengthening national values in the minds of young people. A solid foundation of national identity ensures social stability, facilitates socio-psychological adaptation, and guarantees the directed, conscious actions of young people in a global environment.

In conclusion, ensuring a balance between globalization and national values is one of the main conditions for ensuring not only the healthy development of the process of youth identification, but also the stability and progress of society as a whole. From this point of view, a model of cooperation between state policy, education, media and civil society institutions based on an integrative approach is one of the current scientific and practical tasks.

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