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## The interaction of globalization and culture in the modern world

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### Abstract

Today globalization is constant and even irreversible. Globalization influences to changing cultural patterns too. In addition, there is happening a mutual penetration of various trends in art and their exchange. Globalization describes the acceleration of the integration of nations into the global system. It contributes to the expansion of cultural ties between the peoples and human migration. But there is a disadvantage too. Preferring a unified type of art, unfortunately, is sometimes forgotten their own culture. Young people no longer take an interest to own culture. In addition, less attention is paid to the development of the art of the country in its own unique way. Art also begins to serve the interests of the economic market. In connection with this, it becomes important to study the interaction processes of globalization and culture.

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### 1. Introduction

The concept of globalization is in modern science the most popular term for the analysis of social processes. The term “globalization” in sociology refers to a broad range of events and trends: the development of world ideologies, intense struggle for the establishment of world order; spike in the number and influence of international organizations, the weakening of the sovereignty of nation states, the emergence and development of transnational corporations, the growth of international trade, intensive mass migration and the formation of multi-cultural communities, the creation of planetary mass media and the expansion of Western culture in all regions of

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the world, etc. The analysis of relevant theories of globalization trends shows that they have become a kind of synchronous social change in the early - mid XX century, and there was this transformation so that it can be characterized as a social and cultural shift (Arystanbekova, 2007).

The last decade of XX and beginning of XXI centuries, characterized by major events in international relations, which affected all the European and Eurasian region. The ends of the «cold war», the emergence of a unipolar world, the new world order of globalization and the development of standards for the United States and other Western countries have wrought profound changes in the political situation in Europe and the world in general. Globalization, as an integration event, as the main line and the trend of world development is an objective process. This groove at the global level information, financial, economic, trade and exchange, and this process of global economic, political and cultural integration and unification (Lebedeva, 2007). The main consequence of this is the international division of labor, the international movement of capital, human and industrial resources, standardization of legislation, economic and technological processes, as well as convergence and fusion of cultures of different countries. This is an objective process that is systemic, that is, covering all aspects of society. As a result of globalization, the world is becoming more connected and more dependent on all his subjects. Is the increase in the number of common groups of problems, and expanding the number and types of integrating subjects?

Background study is determined by several factors, among which, first of all, you need to call that globalization is today a determining factor in the world's economic, political and cultural development. It covers the most important processes of social and economic development in the world, helping to accelerate economic growth and modernization, cultural exchange. At the same time, globalization creates new contradictions and problems in the world economy. Today, all countries of the world are covered in varying degrees of globalization. One of the areas in which activity showed the impact of globalization is culture.

### **1. Globalization and culture: its interaction**

Currently, globalization contributes to the exchange of cultural values. In the scientific explanation was added the term “globalization of culture”.

Globalization of culture - is accelerating the integration of the nations in the world system with the development of modern means of transport and economic relations, and the formation of transnational corporations and the global market, thanks to the people of the media. The term “globalization of culture” appeared in the late 80's of XX century in connection with the problem of convergence of nations and the expansion of cultural relations of the peoples. It has positive and negative aspects. On the one hand, it allows people to communicate more with each other and learn about each other. Expansion of cultural contacts in the modern world, communication and knowledge to bridge gaps between nations. Globalization describes the acceleration of the integration of nations into the global system with the development of modern means of transport and economic links, thanks to the people of the media. It contributes to the expansion of cultural ties between the peoples and human migration. However, it is continuing the dangerous loss of cultural identity. The younger generation learns from each other's fashion, habits, preferences, habits, causing them to become like, a frequently simply faceless. Potential loss of cultural identity lies in the growing threat of assimilation - absorption of low culture of the larger, dissolution culturally minority in the culture of a great nation, heedless of the paternal culture in mass emigration to another country and getting their citizenship. Preservation of cultural identity in contemporary society was measured as the highest achievement of civilization. Previously, it did not pay attention, so absorbed by another, one nation, dissolving a culture without the rest of the conquered people. So it was at the time of European colonization of Latin America and Africa.

The expression “social policy” and “cultural policy” for most people in the civilized countries have become accustomed. Why is civilized? Because targeted based on the concept of a balanced management of the social and cultural spheres of society are the hallmarks of a civilized nation. They are familiar, at least since the mid of XX century. So began the planning, in depth approach to the conservation of cultural gene pool of humanity and each individual country in the UN. In this case, loss of cultural identity and cultural dissolution can be full and partial. Open borders for cultural influence and the growing cultural communication can lead, on the one hand, to

share successful experiences, enriching our own culture, raising it to a higher stage of development, on the other - to its cultural exhaustion due to the unification and standardization, sharing the same cultural patterns around the world. Globalization of culture should be distinguished from cultural imperialism, which is the hegemony of developed countries in various spheres of public life and the forced spread of Western values.

For example, one of the positive examples is the interaction of artists. Globalization makes it possible to talk to artists from different regions and present their work at the world stage.

Explained his understanding of this disturbing phenomenon of contemporary Pakistani artist Quddus Mirza at the opening of "Final Destination - Asia: not strict compliance". Thanks to her, both in the literal and figurative sense, we all came here to find a language and make friends with each other, so different and so much in common with Muslims and Hindus", - he stressed. In an article published in the English-language newspaper Jand, Quddus shares his impressions of the exhibition in Almaty: "Artists of India and Pakistan, as old lovers meet in the nooks around the world". But the thing that united not only by contemporary artists, but all cultural educated people - is knowledge, human values and the desire to make the world better.

The project was designed to introduce the first Kazakhstani audience with contemporary Indian and Pakistani art, and then the Indians with Kazakhstani artists. The exhibition was initiated by the fact that on the modern art of its neighbors, we often know less than the more distant European artists. Organizer - Contemporary Art Center decided to fill this gap. Despite the proximity, we are far from each other (Palmer, Globalizacya i iskusstvo)

It is believed that the globalization of art began as a result of increased interest in the art of ethnic minorities in the U.S. and Western Europe (Lucie-Smith, *Movements in Art since 1945*, 2000). It was natural that those critics and curators who promoted African American art, interested in art and protest contemporary Africa. They're starting art one of the most effective means of attracting public attention to the problems of African-Americans, and began to help Aboriginal people of Australia in their quest to express themselves in the world by joining a national style and critical social issues. But at the same time formed a striking mixture of languages allowed to criticize the westernization of the traditional way of life.

Describing the process of globalization, Anthony Gidens introduced the concept of an expert system. Modern art - it is also a kind of "expert system". In the world there is a wide variety of visual techniques, styles and manners - all included in the scope is very broad notion of artistic creativity. But what does the art of today? In 1964, historian and theorist of art from the United States Arthur Danto in his article "The World of Art" (*The World of Art*) introduced the widest possible definition of art, which is still relevant in the era of globalization. As defined by Danto, art is anything that is recognized as such by the wider community of experts engaged in activities in the area and speaks the same professional language. Danto this community gave the name "art world" (*Amerikanskaya filosofya iskusstva*, 1997).

In the 1970s, another theorist of art, the Italian Achille Bonito Oliva, critically interpreting the practical functioning of the "art world", coined the term art system. The basis of the concept proposed by Oliva is not the phenomenon of artistry, and a complex of cultural, political and economic relations in the field of contemporary art. Art system - a system of institutions that ensure the dissemination of art dedicated to the conservation of artistic heritage, support for artistic initiatives, fundraising and the distribution of funding, etc. In the Western European world, it is a kind of powerful industry that allows for the art gives him a place in social hierarchy and political significance. It has only a partial autonomy, as it depends on state subsidies, financing of large corporations and always follows the vector of development of the political situation.

Art system is not homogeneous; it is a multi-level unit with units having different degrees of freedom, such as: market, international cultural policy initiatives, multi-museum of contemporary art, many public and private organizations. To prove their worth, and should reflect the nature of the world civilization processes and match their intensity, particularly in economic development. Art-redundant system is not hierarchical structure, there is no discipline and power, this is a self-regulating network are in line with the socio-political conditions.

It is believed that the art of change of globalization began in 1989 after the show "Wizards of land" (*Magiciens de la terre*) at the Centre Pompidou, curate by Jean-Hubert Martin (Jean-Hubert Martin), director of the Paris Museum of Art Africa and Oceania. While African art, and before it was known in Europe, but after the

“Magicians of the earth” talk about Africa as one more potential international art scene, and now the show without her representatives were considered not very politically correct.

In the 1990s, artists from Africa, the Far East and Latin America are to be equal participants in such major international exhibitions of contemporary art as a document, the Venice Biennale, Manifesta. In some of them the principle of participation by regional artists adopted a policy nature. Thus, the main exhibition the Venice Biennale in 1997, organized by its director, Harold Zeman, in the majority of the artists was from China. In 1999, the document of its curator Catherine David presented as a global contemporary art, specially invited artists, mostly from Africa, the Arab world and the Far East. On the document of 2003, which was the curator who lives in New York, an expert on African contemporary art Okve Envezor (Okwui Enwezor), were presented to African artists such as Pascal Martin Tayuya probably, George Adeagbo, Bodys Izek Kingelez and a group Ui Facet (Bokhorov, Sovremenoye iskusstvo i globalizatsiya)

However, given the negative aspects of globalization, the state does not remain on the sidelines. Held cultural policy in these countries. Cultural policy is a system of interventions, funded, regulated and largely implemented by the state (as well as individuals), aimed at the preservation, development and enhancement of the cultural heritage of the nation. In the field of cultural policy often raises the following questions: how to preserve the cultural heritage of the nation and is available to all ethnic and social groups? Are all languages used are of equal status and whether in the country's cultural and linguistic discrimination? Is the official state language is the language of their ancestors, or a legacy of colonial rule? The extent to which minority languages are supported by the state, and to which they are caring families and communities? The extent to which these languages are used for the preservation of the cultural and social differences in society, the expansion and contraction of the antagonism of language groups? Cultural policy in many countries today is reoriented from the model of assimilation, in which minorities abandon their cultural traditions and values, replacing them with the traditions upheld by the majority, the multicultural-temperature model, where the individual is socialized to the dominant and ethnic cultures. In the U.S., millions of people speak English and their ethnic languages, say national and ethnic festivals, and study the history of the country and the nation. Global international migration stimulated restructuring the economy of underdeveloped countries: under the influence of mechanization and industrialization, which penetrated from developed countries, the agricultural sector is shrinking and millions of rural people to migrate to cities in search of work. They are attracted urban lifestyle. At the same time the middle class citizens, focused on Western standards of living tend to look for more qualified and prestigious job is not at home, but, say, in the U.S. or Western Europe (Kravchenko A., 2001).

### 3. Conclusion

Thus, in spite of serious problems, globalization has given the development of modern art a positive trend, has allowed the local artistic scene enter into the international context, encouraged the funding of various initiatives in the field of contemporary art, and also contributed to the development of the market and the mass interest in the field of creativity and critical reflection. Globalization of culture contributes to the exchange of cultural values of different countries, the convergence of traditions. For cultural globalization characterized convergence of business and consumer culture between the different countries of the world and the growth of international communication. On the one hand, this leads to the promotion of individual national cultures around the world. On the other hand, the popular international cultural phenomena may displace national or turn them into international. Many regard this as a loss of national cultural values and fight for the revival of the national culture.

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