THE IMPACT OF GLOBALIZATION ON CULTURAL CODES

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Annotation. *This article examines the concept of cultural code in the context of modern media. The author analyzes how media form and transmit cultural codes, influencing the perception and behavior of the audience. The focus is on the interaction of media with various cultural and social groups, as well as their role in shaping public opinion.*

Key words: *cultural code, media, globalization, cultural impact, media analysis, national media.*

Introduction. Globalization has ushered in an era of unprecedented interconnectivity, where cultural boundaries are increasingly blurred. This paper seeks to understand how cultural codes – systems of symbols and meanings that govern communication and behavior in specific cultural contexts – are affected by this process. The concept of cultural codes is vital for grasping the nuances of cultural identities and their transformations under global pressures.

Cultural codes are systems of signs and conventions that are used by members of a culture to impart meaning, communicate ideas, and regulate behavior. These codes encompass a wide array of cultural elements, including language, norms, values, rituals, and symbols, all of which contribute to the identity and cohesion of a cultural group. Here is a more detailed exploration of the definition and importance of cultural codes:

Cultural codes are deeply embedded frameworks that govern the interpretation of actions, expressions, and communications within a specific cultural context. They determine what is deemed acceptable or taboo, influencing everything from everyday interactions to broader societal norms. These codes are not static; they evolve as societies change and as influences from other cultures are integrated.

Components of Cultural Codes. The primary vehicle for communicating ideas and traditions. Language includes not only spoken and written words but also body language and other forms of non-verbal communication.

Socially accepted standards of behavior that guide individual actions and societal expectations.

Core principles and ideals that are held in high esteem by a cultural group, shaping their worldview and priorities.

Objects, gestures, sounds, and images that carry particular meanings recognized by the culture. These can include religious icons, national flags, or traditional attire.

Prescribed behaviors and ceremonies that are performed to convey adherence to cultural traditions and histories.

Importance of Cultural Codes. Cultural codes play a crucial role in the functioning of societies and the maintenance of social order. They are vital for several reasons:

Cultural codes help individuals identify with their community, fostering a sense of belonging and collective identity. They reinforce the distinctiveness of a culture, offering its members a shared identity that differentiates them from others.

These codes enable clear communication within a culture as members share a common understanding of meanings and expectations. They simplify the process of interpreting social cues and behaviors, making interactions more predictable and understandable.

By establishing norms and expectations, cultural codes facilitate social cohesion. They provide a framework that regulates behavior, helping maintain social order and mitigating conflicts by setting out clear guidelines and expectations.

Cultural codes are instrumental in preserving the heritage and traditions of a culture. They also allow for adaptation as they can evolve in response to changes within the culture or in reaction to external influences, thus supporting the dynamic nature of culture in adapting to new challenges and environments.

Understanding cultural codes is essential for anyone engaging in cross-cultural communication, as it enhances mutual respect and effective interaction between diverse groups.

Cultural imperialism theory suggests that smaller countries are losing their cultural identity due to the dominance of media-rich nations, which impose their own cultural values and media upon them. This dominance leads to a form of cultural homogenization where less dominant cultures consume and adopt the characteristics of more dominant ones. Instead of focusing on what media does to people, this theory asks what people do with media. It suggests that consumers use media to fulfill specific needs and desires, such as entertainment, relaxation, or social interaction. This approach has been used to study various media, including television, radio, and the internet.

The media plays a pivotal role in shaping and influencing cultural norms and values. Several theoretical models have been developed to understand the dynamics of how media impacts culture.

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INTERNET LEKSIKASINING TARKIBIY XUSUSIYATLARI

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Annotatsiya. Quyidagi maqolada Internet olamiga oid so'zlarning tarkibiy hususiyatlari ko'rib chiqilgan. Sifat va ot yasovchi qoshimchalar misollar bilan tahlil qilinib, Internetga oid leksikani struktur va semantik jihatdan ko'rib o'tilgan. Internet