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AXBOROT TEXNOLOGIYALARI VA INTERNETNING MADANIY
EKSPANSIYADAGI O'RNI

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Annotatsiya: Axborot texnologiyalari va internet madaniy ekspansiyaning eng kuchli vositalaridan biri bo'lib, global madaniyatning tarqalishiga va milliy madaniyatlarning o'zgarishiga sezilarli ta'sir ko'rsatmoqda. Ushbu maqolada internet va raqamli texnologiyalarning madaniy ekspansiyadagi roli, ularning milliy madaniyatga ta'siri va ushbu jarayonda yuzaga kelayotgan muammolar tahlil qilinadi.

Kalit so'zlar: Axborot texnologiyalari, internet, madaniy ekspansiya, globalizatsiya, raqamli madaniyat, media platformalar, milliy o'zlik.

Kirish

Raqamli asrda internet va axborot texnologiyalari madaniy almashinuvning asosiy vositasiga aylandi. Onlayn platformalar, ijtimoiy tarmoqlar, video kontent xizmatlari va raqamli media global madaniyatni shakllantirishda muhim o'rin egallaydi. Ushbu jarayon mahalliy va milliy madaniyatlarning o'zgarishiga sabab bo'lib, ularning yo'qolish xavfini kuchaytirishi yoki aksincha, ularni yangi shakllarda rivojlantirishga xizmat qilishi mumkin.

Asosiy qism

1. Global media platformalarining ta'siri

Netflix, YouTube, TikTok, Facebook va Instagram kabi platformalar dunyo bo'ylab madaniy mahsulotlarni tarqatadi. Ushbu platformalar orqali turli millat va madaniyat vakillari bir-birlari bilan tanishadi, ammo bu jarayon ba'zan mahalliy madaniyatlarning xorijiy madaniyatlar soyasida qolishiga olib kelishi mumkin. Ayniqsa, G'arb madaniyati global miqyosda dominant mavqega ega bo'lib, boshqa millatlar madaniy merosini siqib chiqarishi kuzatiladi.

2. Til va madaniy identifikatsiyaning o'zgarishi

Internetdagi ko'plab kontentlar ingliz tilida yaratilgan bo'lib, bu tilning xalqaro darajada yetakchiligini mustahkamlamoqda. Natijada, boshqa tillarning o'rni pasayib, ularning rivojlanishiga to'sqinlik qilinishi mumkin. Ayniqsa, yosh avlod ko'proq xorijiy tillarda kontent iste'mol qilgani sababli, milliy til va madaniyat o'zgarishga uchraydi.

3. Mahalliy madaniyatni saqlash va raqamli himoya

Internet milliy madaniyatni targ'ib qilish uchun ham kuchli vosita bo'lishi mumkin. Milliy kontent yaratish, raqamli media orqali mahalliy an'analarni ommalashtirish, onlayn ta'lim platformalarida milliy tarix va san'atni o'rgatish orqali milliy madaniyatni saqlash mumkin. Shu maqsadda, milliy brendlar va ijodkorlarni qo'llab-quvvatlash muhim ahamiyatga ega.

4. Ijtimoiy tarmoqlarning ta'siri

Ijtimoiy tarmoqlar madaniy ekspansiyaning eng qudratli vositalaridan biri hisoblanadi. Influencerlar, blogerlar va kontent yaratuvchilar milliy madaniyatni targ'ib



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qilish yoki aksincha, xorijiy madaniyatni ommalashtirish orqali madaniy ekspansiya jarayoniga bevosita ta'sir ko'rsatadi. Shu sababli, milliy madaniyatni ilgari suruvchi ijodkorlarni qo'llab-quvvatlash va ularning auditoriyasini kengaytirish lozim.

5. Raqamli platformalar orqali madaniy ekspansiyaga qarshi choralar

Madaniy ekspansiyaga qarshi turish uchun mahalliy kontent ishlab chiqarishni rag'batlantirish, milliy kino va san'atni rivojlantirish, davlat tomonidan mahalliy media kompaniyalarini qo'llab-quvvatlash kabi strategiyalar ishlab chiqilishi kerak. Bundan tashqari, milliy kontentni xalqaro bozorga olib chiqish va internet foydalanuvchilarini milliy madaniyatga jalb qilish zarur.

Xulosa

Axborot texnologiyalari va internet madaniy ekspansiyani tezlashtiruvchi va mahalliy madaniyatga ta'sir ko'rsatuvchi muhim vositalardan biri hisoblanadi. Biroq, to'g'ri strategiyalar yordamida internetdan foydalanish orqali milliy madaniyatni himoya qilish va rivojlantirish mumkin. Shuning uchun davlatlar, ijodkorlar va jamiyat internet va axborot texnologiyalaridan foydalanish jarayonida milliy o'zlikni saqlashga e'tibor qaratishlari lozim.

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