

Intercultural communication and modern challenges of global education

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Abstract . Today, development is recognized as more intricate than in the past. Scholars and practitioners observe a shift in the development landscape since the turn of the millennium, emphasizing culture's increasing role in social life. In postmodern theory, culture asserts a predominant position among other societal spheres. A balanced view positions culture as a vital component of everyday experience, marking a transition from a scarcity-driven society where economic necessity confines human behavior to a world where individual choice is expanded by the growing influence of the human factor over external conditions. This perspective does not narrowly define culture solely as high art or achievement of cultural standards seen in official discourse, but rather embraces its broad spectrum of manifestations across public life, representing the future direction of cultural policy.

1 Introduction

The increasing significance of culture in development highlights the need to shape innovative components and structures for implementing cultural policy. Conceptually, cultural policy embodies principles and objectives guiding a state's activities in culture. Two pivotal factors, globalization and localization, are poised to shape future development trajectories and strategies. They reflect interconnected trends in modern society: the universalization and particularization of public life, mutually reinforcing each other.

Cultural globalization, while underexplored compared to other global issues, is integral to understanding comprehensive global transformations. As culture gains prominence in social development alongside post-industrialization trends, it serves as a fundamental basis for inter-country, inter-people, and inter-civilization interactions in the new world system. A well-crafted and consistently executed cultural policy can significantly optimize Russia's sociocultural system, impacting its broader societal dynamics and global positioning.

Russia's cultural policy is crucial as the country navigates its place in a shifting global landscape. It aims to enhance Russia's global image and influence, historically shaped not only by its political and economic prowess but also by its rich cultural heritage. Addressing transformational challenges requires more than just sustainable economic growth; it demands recognition and management of underlying civilizational and sociocultural factors. This entails

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integrating cultural policy into comprehensive development strategies to foster societal consolidation, human adaptation, and social harmony.

To effectively influence sociocultural dynamics, cultural policy must align with contemporary trends and tasks appropriate to the scale and nature of social changes. This involves refining cultural policy goals, broadening its scope, and integrating it synergistically with policies across various domains.

2 Materials and methods

The theory of postmodernism has amassed significant insights into the role of culture within the context of globalization, emphasizing the uncertainties and transitions characteristic of contemporary social and cultural development. Scholars like J. Baudrillard, F. Guattari, J. Deleuze, J. Derrida, C. Jenks, F. Jamison, J. Lacan, J.-F. Lyotard, and I. Hassan have contributed to understanding the multivariate and pluralistic nature of this era.

In Russian scholarly literature, various perspectives on global processes and phenomena enrich the discourse on cultural issues. Scholars such as I. V. Bestuzhev-Lada, K. X. Delokarov, E. G. Kochetov, A. I. Neklessa, A. I. Utkina, V. G. Fedotova, M. A. Cheshkova, V. N. Shevchenko, and Yu. V. Shishkova explore how globalization impacts cultural aspects of contemporary social life, addressing the associated challenges.

Internationally, there has been a recent reevaluation of cultural policy in light of the 21st-century challenges. UNESCO has been instrumental in advancing these discussions through initiatives like the World Commission on Culture and Development. Reports and materials from international conferences, notably the Stockholm Conference, underscore the pivotal role of culture in addressing global-scale issues and outline the objectives of modern cultural policy.

3 Results and Discussion

The processes of cultural globalization and localization, despite their complexity and societal impact, are expected to intensify in the foreseeable future, necessitating nuanced management strategies. Addressing global-local cultural issues requires grappling with contradictions arising from new sociocultural trends, developing cultural policies to mitigate their adverse effects, and implementing forward-looking development strategies that incorporate cultural factors.

The development of modern cultures is closely intertwined with globalization, a phenomenon primarily driven by the most developed parts of humanity, predominantly the Western world. This Western influence extends across politics, economics, public administration, and culture, promoting universal standards and norms globally. Western "mass culture" particularly impacts the global landscape by eroding local norms, cultural values, and moral frameworks, contributing to a more unified global image.

Politically, Westernization challenges cultural and civilizational identities, potentially undermining national sovereignty and reinforcing Western dominance globally, notably led by the United States. Despite the pervasive influence of Western culture through language, cinema, and the internet, this has not led to complete cultural homogenization or the erasure of national identities. Instead, the rise of global migration has amplified the influence of immigrant diasporas on Western identity, fostering hybrid cultural identities and increasing sociocultural divisions between Western centers and peripheries, including within Western societies themselves.

Critically, negative outcomes in cultural development often stem from national governments' failure to construct effective national development strategies that integrate cultural and civilizational dimensions. Nonetheless, in both scholarly and political spheres,

there is recognition of globalization's positive aspects, fostering new forms of partnerships, exchanges, and cooperation among individuals, cultures, and civilizations.

Acknowledging the dual impact of global processes on cultural spheres, many scientific perspectives and national strategies advocate for a balanced approach termed "controlled globalization" or the "golden mean." This approach advocates for integrating Western achievements into national contexts while maintaining commitment to national histories, cultures, and traditions as foundational for successful development. Conversely, attempts to enforce modernization solely through cultural factors risk disrupting intercultural dialogue and internal political stability, which are essential for sustainable state development. Thus, finding a nuanced balance between global influences and local cultural resilience remains crucial in navigating the complexities of contemporary cultural development within a globalized world.

A synergetic approach is increasingly relevant in understanding globalization as a complex system of dynamic, irreversible processes that introduce fundamental innovations and reshape global sociostrategic dynamics. This approach offers insights into latent characteristics of globalization that mediate changes in cultural cores and shift people's value orientations. Furthermore, it facilitates the exploration of correlations between global integration processes in economic and sociocultural spheres and entropy versus negentropy trends within Circassian ethnocultural environments.

The increasing research interest in the theoretical understanding of globalization within sociological science highlights its debatability, multi-paradigmality, and multi-level nature. This interest exposes the inconsistency and ambivalence inherent in globalization processes. In socio-humanitarian and sociological discourses, several key theoretical and methodological approaches facilitate the analysis of globalization's socio-cultural formats relevant to contemporary ethnic groups. These include modernism, anti-modernism, postmodernism, and neo-modernism, each providing frameworks to assess the dynamic relationship between social traditions and innovations.

The search for a global political consensus is increasingly complex due to the rising influence of power dynamics in international relations, particularly marked by aggressive Western cultural expansion into global cultural, linguistic, and information spheres. A notable area of contention lies at the intersection of Western and Islamic civilizations. For instance, the forceful intervention of the United States and its Western allies in Iraq triggered intense interreligious and interethnic conflicts, pushing Iraqi society into a state of civil war. Many perceive these actions as a form of aggressive imposition of Western values and norms, undermining international law and garnering criticism from influential global actors. The rhetoric of combating "international terrorism" by the US is often viewed in a similar light, exacerbating tensions.

Amidst these growing intercivilizational tensions, civilizations such as Islamic, Chinese, Indian, and Latin American are bolstering their economic and demographic foundations to assertively preserve their identities and resist Western expansionist aspirations in Africa, Latin America, Asia, and beyond.

The potential influence of Eurasian civilization on global affairs may rise if its core components, especially Russia, successfully recover from the structural crises following the dissolution of the Soviet Union. A sustained national and spiritual resurgence in Russia could positively impact historically linked peoples within the former USSR and Eastern Europe. This resurgence might position Eurasian civilization as an alternative to the Western community, restoring global civilizational balance disrupted since the USSR's collapse.

Looking at the current global stage, it appears unlikely that American and European civilizations will achieve planetary dominance due to increasing resistance from local communities aiming to safeguard their unique civilizational values against external influences. This trend is reflected in efforts by G8 leaders to engage more actively with developing states

and international organizations, indicating a recognition of the evolving global power dynamics.

Furthermore, major European nations increasingly advocate for dialogue between civilizations over coercive developmental approaches. The evolving political landscape globally supports the notion that humanity is dialectically moving towards civilizational unity while preserving diversity. This evolutionary path is deemed optimal as it avoids extremes like universal standardization or a clash of civilizations that could lead to catastrophic global outcomes. Thus, navigating towards a balanced global order that respects diversity while promoting cooperation remains a critical goal for international stability and progress.

The interplay between economic and socio-cultural globalization exhibits a non-linear relationship. Economic globalization influences socio-cultural processes through the homogenization of global socio-cultural space, the establishment of vertically integrated global trade and production networks, facilitation of global migration and communication flows, and the propagation of a global mass cultural industry and utilitarian-hedonistic ideology. These factors contribute to the socio-cultural convergence of humanity while concurrently posing challenges to traditional cultural integrities.

Sociocultural globalization, as a planetary process, universalizes human value orientations, spiritual needs, and socio-behavioral practices globally. It is propelled by the acceleration of scientific and technological progress, the information revolution, intensified global communications and migrations, and the pervasive influence of mass culture worldwide. This globalization manifests through the convergence of socio-cultural practices, intensifying the interaction between global and local dynamics. Consequently, it engenders both entropic processes—such as erosion of ethnocultural cores and weakening of traditional sociointegrative potentials—and negentropic processes—such as heightened inter-diaspora interactions and modernization of instrumental values within ethnic cultures across modern ethnic groups.

5 Conclusion

In the context of globalization shaping the global sociocultural landscape, there is an increasing entropic impact of innovations on the ethnocultural environment of the Circassians. Globalization processes within the sociocultural environment of the ethnic group are perceived in contradictory ways. Firstly, many older Circassians view globalization as an inherently destructive force. Secondly, globalization is seen as a socio-cultural phenomenon capable of eroding traditional elements of Circassian ethnoculture, which are crucial markers of ethnic identity. Thirdly, there is a growing number of proponents within the Circassian community advocating for greater integration into economic and sociocultural globalization, advocating for the incorporation of all facets of Circassian life into the global economic and cultural structures of a globalizing society.

The adaptation of Circassians in Southern Russia to the sociocultural space of a globalizing world necessitates the development of an ethnic development strategy. This strategy should be grounded in a synthesis of socio-normative components of Circassian culture, the institutions of civil (Russian) identity, and global values, traditions, cultural influences, and innovations stemming from the contemporary globalized world. This approach aims to navigate the complexities of sociocultural globalization while preserving and revitalizing essential aspects of Circassian identity and cultural heritage.

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