

13. Dadabayev, Z. (2024). Talabalarga ingliz tilida sohaga oid matnlarni o‘qishga o‘rgatishning nazariy asoslari. «ACTA NUUZ», 1(1.9), 73-75.

THE SOCIO-CULTURAL AND COMMUNICATIVE SIGNIFICANCE OF DIGITAL TECHNOLOGIES IN THE CONTEXT OF GLOBALIZATION

Bakhramova Lobar Isabekovna
Djizzakh State Pedagogical University
baxramova_lobar@mail.ru

Abstract: The rapid development of digital technologies has significantly influenced social interaction, cultural exchange, and communication processes across the world. In the context of globalization, digital technologies serve as essential tools that facilitate the flow of information and connect individuals, communities, and institutions beyond geographical boundaries. This article examines the socio-cultural and communicative significance of digital technologies and their impact on modern society. The study focuses on how digital platforms, social media, and online communication networks transform interpersonal communication, shape cultural identities, and promote global cultural interaction. The research also highlights the role of digital technologies in knowledge exchange, education, and cultural preservation. At the same time, the article discusses several challenges associated with digital globalization, including cultural homogenization and digital inequality. The findings demonstrate that digital technologies have become a fundamental component of contemporary communication systems and play a crucial role in shaping socio-cultural dynamics in the globalized world.

Keywords: digital technologies, globalization, communication, socio-cultural interaction, digital communication, intercultural communication, network society, digital culture, knowledge exchange, global connectivity

Introduction. Globalization has fundamentally transformed social, cultural, and communicative processes in the modern world. The increasing interconnectedness of societies has been strongly influenced by the rapid development of digital technologies. The emergence of the internet, mobile devices, and digital platforms has reshaped the ways individuals communicate, access information, and participate in social life.

Digital technologies have become an integral part of everyday communication. They enable instant interaction between individuals regardless of geographical distance and create new opportunities for social participation. As Manuel Castells notes, the development of digital networks has led to the formation of a “network society,” where information flows through global communication networks and shapes social structures.

In the context of globalization, digital technologies play a critical role in facilitating communication between different cultures and societies. They support intercultural dialogue, enhance access to information, and contribute to the development of global knowledge systems.

Digital Technologies and Global Communication. One of the most significant aspects of digital technologies is their ability to transform communication processes. Traditional communication systems were limited by geographical distance and technological constraints. However, the development of digital communication platforms has removed these barriers and enabled real-time interaction between individuals worldwide. Social media platforms, messaging applications, and digital communication tools allow people to exchange information quickly and efficiently. According to Jan van Dijk, digital communication networks create complex structures of information exchange where individuals and institutions interact continuously.

These technologies have significantly expanded opportunities for intercultural communication. Individuals from different cultural backgrounds can interact, collaborate, and share experiences through online platforms. As a result, digital communication contributes to the development of global communities and strengthens cross-cultural understanding. Furthermore, digital technologies support multilingual communication and translation tools that allow individuals to overcome language barriers. This contributes to more effective global interaction in education, business, and cultural exchange.

Socio-Cultural Transformation in the Digital Era. Digital technologies have also had a profound impact on socio-cultural processes. They influence how individuals construct their identities, express their cultural values, and participate in social communities. Online platforms provide spaces where people can present their cultural experiences and engage in global cultural dialogues. Henry Jenkins emphasizes that digital environments promote participatory culture, where users are not only consumers of information but also active creators of content. Through blogs, videos, podcasts, and social networks, individuals can contribute to the production and dissemination of cultural content. In addition, Sherry Turkle argues that digital communication technologies

influence human relationships and the ways individuals experience social interaction. While digital communication strengthens global connectivity, it also changes traditional patterns of interpersonal relationships.

Digital Technologies and Knowledge Exchange. Another important dimension of digital technologies is their role in knowledge production and dissemination. Digital communication networks facilitate the rapid exchange of information between researchers, educators, and professionals around the world. Online learning platforms, digital libraries, and academic databases provide access to vast amounts of information that were previously difficult to obtain. This accessibility supports lifelong learning and enhances educational opportunities for individuals in different parts of the world. According to Tapscott, digital technologies create new forms of collaboration and collective intelligence that support innovation and knowledge creation in modern society. Researchers, students, and professionals can easily collaborate across borders through digital communication tools.

Cultural Preservation and Digitalization. Digital technologies play an important role in preserving cultural heritage. Cultural institutions such as museums, libraries, and archives increasingly digitize their collections to ensure long-term preservation and global accessibility. Digital archives allow researchers and the general public to access historical documents, artworks, and cultural artifacts from anywhere in the world. This process helps protect cultural heritage while promoting intercultural dialogue and education. Moreover, digital storytelling and multimedia technologies allow communities to document their traditions, languages, and cultural practices. These initiatives contribute to the preservation of cultural diversity in the global digital environment.

Challenges of Digital Globalization. Despite the numerous benefits of digital technologies, the process of digital globalization also presents several challenges. One of the most significant issues is digital inequality. Not all individuals and communities have equal access to digital technologies and internet resources. This digital divide can create disparities in access to information, education, and economic opportunities. Bridging this gap is essential for ensuring inclusive participation in the global digital society. Another challenge is the spread of misinformation and the manipulation of information through digital platforms. Therefore, developing digital literacy and critical thinking skills is essential for navigating the modern digital information environment.

Conclusion. Digital technologies have become a fundamental element of contemporary global society. They play a crucial role in

shaping communication processes, socio-cultural interactions, and knowledge exchange in the context of globalization.

By enabling instant communication and facilitating intercultural dialogue, digital technologies contribute to the development of global communities and collaborative networks. At the same time, they influence cultural identities and transform traditional social structures. However, the challenges of digital inequality, cultural homogenization, and information reliability highlight the need for responsible use of digital technologies. Understanding the socio-cultural and communicative significance of digital technologies is essential for creating inclusive and sustainable global communication systems.

References

1. Castells, M. (2010). *The Rise of the Network Society*. Oxford: Wiley-Blackwell.
2. Van Dijk, J. (2012). *The Network Society*. London: Sage Publications.
3. Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. New York: NYU Press.
4. Turkle, S. (2011). *Alone Together: Why We Expect More from Technology and Less from Each Other*. New York: Basic Books.
5. Tapscott, D. (2009). *Grown Up Digital: How the Net Generation is Changing Your World*. New York: McGraw-Hill.

CHET TILINI O‘QITISHDA NUTQ ETIKETI KOMPETENSIYASINI RIVOJLANTIRISH USULLARI

Mashrabjonova Zebiniso Abdumalik qizi

Namangan State Pedagogical Institute

A second-year student of Foreign Languages Department

Annotatsiya: Mazkur maqolada chet tilini o‘qitish jarayonida talabalarda nutq etiketi kompetensiyasini shakllantirish va rivojlantirishning samarali pedagogik usullari ilmiy jihatdan tahlil qilinadi. Zamonaviy til o‘qitish metodikasida kommunikativ kompetensiya muhim o‘rin tutadi va uning tarkibiy qismlaridan biri nutq etiketi kompetensiyasi hisoblanadi. Nutq etiketi kompetensiyasi til o‘rganuvchining muayyan ijtimoiy vaziyatlarda til birliklaridan to‘g‘ri, madaniy va maqbul tarzda foydalanish qobiliyatini ifodalaydi. Bu kompetensiya nafaqat lingvistik bilimlarni, balki ijtimoiy-madaniy me‘yorlarni, muloqot madaniyatini ham o‘z ichiga oladi. Maqolada chet tilini o‘qitishda nutq etiketi kompetensiyasining mohiyati, uning kommunikativ kompetensiya tizimidagi o‘rni hamda talabalarda ushbu kompetensiyani rivojlantirishga xizmat qiluvchi metodik yondashuvlar