



## "INNOVATIVE ACHIEVEMENTS IN SCIENCE 2024"

### TRADITION AS A RESOURCE OF SOCIO-CULTURAL IDENTITY OF AN INDIVIDUAL IN MODERN SOCIETY

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**Annotation:** *This research highlights the role of traditions as a pivotal resource for shaping the socio-cultural identity of individuals in modern society. It delves into the ways traditions provide continuity, foster belonging, and enable adaptation in a rapidly changing world. Examples from Uzbek culture, such as Navro'z, oshi nahor, and milliy kiyimlar, are explored to illustrate the resilience and adaptability of traditions in maintaining cultural heritage amidst globalization and modernization.*

**Keywords:** *Tradition, socio-cultural identity, modernization, globalization, Navro'z, Uzbek culture, cultural continuity, adaptation, collective identity.*

**Kalit so'zlar:** *An'ana, ijtimoiy-madaniy identifikatsiya, modernizatsiya, globallashuv, Navro'z, o'zbek madaniyati, madaniy davomiylik, moslashuvchanlik, jamoaviy identifikatsiya.*

Traditions form an essential component of socio-cultural identity, providing individuals and communities with a sense of belonging, continuity, and connection to their heritage. As societies modernize and globalization intensifies, traditions face both challenges and opportunities. They serve as cultural anchors, preserving collective memory while adapting to contemporary contexts.

In Uzbekistan, traditions such as Navro'z, dasturxon rituals, and milliy kuy-qo'shiqlar (national melodies) exemplify the enduring relevance of cultural practices. These practices bridge the past and the present, fostering identity and unity in an increasingly interconnected world.

Traditions act as repositories of collective memory, connecting individuals to their ancestors and cultural heritage. Rituals like Qurbon hayiti are not only religious events but also communal acts of charity and solidarity, emphasizing shared values of compassion and unity. Traditional symbols such as the Uzbek do'ppi (skullcap) or fabrics like atlas and adras serve as markers of cultural pride. These items, often modernized to appeal to younger generations, reflect the adaptability of cultural symbols in preserving identity. Oral



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traditions, including proverbs (maqollar) and epic stories such as Alpomish, transmit values like perseverance, honesty, and hospitality. These narratives provide individuals with ethical guidelines while fostering a sense of belonging to a shared cultural framework. The dominance of global consumer culture poses significant challenges to local traditions. For example, traditional Uzbek attire is increasingly replaced by Western-style clothing. However, efforts to integrate traditional elements into contemporary designs have helped preserve cultural identity. Younger generations often view traditional practices as outdated. For instance, the elaborate nature of mehmondorchilik (hospitality) is sometimes perceived as burdensome in urban settings. Reinterpreting traditions in ways that align with modern lifestyles is crucial to bridging this divide. Cultural events like Navro'z are at risk of losing their authenticity when tailored for tourism. While commercialization can provide economic benefits, it often dilutes the cultural and symbolic essence of traditions.

Globalization brings both opportunities and challenges for traditions. On one hand, it promotes the sharing of cultural practices across borders, such as the global popularity of Indian yoga or Korean kimchi. On the other hand, it risks cultural homogenization, where unique traditions may lose their distinctiveness in favor of more universal, market-driven practices. Traditional Uzbek attire such as atlas (silk fabric) and do'ppi (embroidered caps) have faced declining everyday use. However, initiatives to integrate these elements into modern fashion have revived their appeal, especially among younger generations. The rise of digital platforms has transformed how traditions are preserved and shared. Social media platforms like Instagram, YouTube, and TikTok allow individuals to document and promote cultural practices, from cooking traditional dishes to performing dances. For example, young Uzbeks have popularized milliy kuy-qo'shiqlar (national melodies) and Navro'z celebrations globally through viral videos, attracting international interest and preserving traditions in digital archives. Migration has led to the spread of traditions across borders, allowing diaspora communities to maintain their cultural roots while adapting to new environments. Uzbek communities in the United States or Russia celebrate Navro'z and organize cultural festivals, creating spaces to pass on traditions to younger generations abroad. These efforts help preserve identity in multicultural settings.

Designers and artists in Uzbekistan have successfully incorporated traditional patterns and materials into modern clothing and art. This fusion ensures the economic and cultural sustainability of traditional crafts. Platforms like Instagram and TikTok allow young people to showcase traditional dances, songs, and culinary practices to global audiences, fostering awareness and pride in their heritage. Uzbek diaspora communities play a critical role in preserving traditions. Celebrations of Navro'z and Qurbon hayiti in countries like the United States and Russia strengthen cultural ties while introducing Uzbek heritage to a broader audience. Shared traditions such as oshi nahor (early morning communal meals) foster mutual support and reinforce the interconnectedness of individuals within a community.



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These practices provide both social and emotional benefits. Traditions serve as stabilizing forces during periods of rapid change, offering individuals a sense of purpose and belonging. For instance, the symbolic acts in Uzbek wedding ceremonies emphasize unity and continuity, counteracting the transient nature of modern life.

Tradition remains a vital resource for socio-cultural identity, offering continuity, stability, and adaptability in an ever-changing world. The Uzbek experience, with its rich heritage of Navro'z, milliy kuy-ko'shiqlar, and other practices, demonstrates the dynamic interplay between tradition and modernity.

To ensure the sustainability of traditions, it is essential to balance preservation with innovation. Efforts to modernize traditional crafts, leverage digital platforms, and engage diaspora communities are promising strategies for maintaining the relevance and vitality of cultural heritage. In doing so, traditions can continue to enrich both individual and collective identities for generations to come.

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