# THE PROBLEM OF NATIONAL IDENTITY IN THE CONTEXT OF INCREASING GLOBALIZATION

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**Annotation.** This article examines the issue of national identity in the context of increasing globalization. Significant social, political, and economic changes have occurred in the world in recent decades, leading to an expansion of connections and interdependence between countries, people, and cultures. These changes affect almost all aspects of social life and are subject to ambiguous and sometimes conflicting assessments in philosophical and sociological terms.

The purpose of this study is to examine the impact of globalization on the preservation and transformation of national identity. Global problems are clearly manifested in socio-economic, political, ideological and cultural contradictions. The methodological basis of this research includes the study of foreign experience, analysis of statistical data, comparative analysis and sociological approaches, which contributes to the formation of a holistic view of the problem.

The scientific significance of the work is manifested in an interdisciplinary approach to the analysis of national identity in the context of globalization, combining sociological, cultural and political aspects. The practical value lies in the fact that the proposed recommendations can be used to develop strategies aimed at supporting national identity, taking into account the socio-cultural characteristics of a particular country. The main results of the study show that national identity remains an important element of personal self-determination, despite the growing influence of globalization.

**Keywords:** globalization, national identity, history, nation, language, culture, politics.

**Аңдатпа.** Бұл мақалада жаһандану жағдайында ұлттық бірегейлік мәселесін зерттеу қарастырылады. Соңғы онжылдықтарда әлемде айтарлықтай әлеуметтік, саяси және экономикалық өзгерістер болды. Бұл әртүрлі елдердің, халықтар мен мәдениеттердің өзара байланыстары мен өзара тәуелділіктерінің кеңеюіне әкелді. Осындай өзгерістер әлеуметтік өмірдің барлық аспектілеріне әсер етіп, философиялық және социологиялық тұрғыдан екіұшты, кейде қарама-қайшы бағалауларға ұшырайды.

Бұл зерттеудің мақсаты жаһанданудың ұлттық бірегейлікті сақтау мен трансформациясына тигізген әсерін зерттеу болып табылады. Жаһандық проблемалар әлеуметтік-экономикалық, саяси, идеологиялық және мәдени қайшылықтарда айқын көрінеді. Осы зерттеудің әдіснамалық базасы шетелдік тәжірибені зерттеуді, статистикалық деректерді талдауды, салыстырмалы талдауды және мәселеге тұтас көзқарасты қалыптастыруға ықпал ететін әлеуметтанулық тәсілдерді қамтиды.

Жұмыстың ғылыми маңыздылығы әлеуметтанулық, мәдени және саяси аспектілерді біріктіретін жаһандану жағдайында ұлттық бірегейлікті талдауға пәнаралық көзқараста көрінеді. Ұсынылған ұсыныстар белгілі бір елдің әлеуметтік-мәдени ерекшеліктерін ескере отырып, ұлттық бірегейлікті қолдауға бағытталған стратегияларды әзірлеу үшін пайдаланылуы мүмкін. Зерттеудің негізгі нәтижелері жаһанданудың өсіп келе жатқан әсеріне қарамастан, ұлттық бірегейлік жеке тұлғаның өзін-өзі анықтауының маңызды элементі болып қала беретінін көрсетеді.

**Түйін сөздер**: жаһандану, ұлттық бірегейлік, тарих, ұлт, тіл, мәдениет, саясат.

**Аннотация.** В данной статье рассматривается исследование проблемы национальной идентичности в условиях усиливающейся глобализации. За последние десятилетия в мире произошли значительные социальные, политические и экономические изменения, которые привели к расширению взаимосвязей и взаимозависимостей

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различных стран, народов и культур. Эти изменения затрагивают практически все аспекты общественной жизни и подвергаются неоднозначным, а порой и противоречивым оценкам с философской и социологической точек зрения.

Целью данного исследования является изучение влияния глобализации на сохранение и трансформации национальной идентичности. Глобальные проблемы отчетливо проявляются в социально-экономических, политических, идеологических и культурных противоречиях. Методологическая база данного исследования включает изучение зарубежного опыта, анализ статистических данных, сравнительный анализ и социологические подходы, что способствует формированию целостного взгляда на проблему.

Научная значимость работы проявляется в междисциплинарном подходе к анализу национальной идентичности в условиях глобализации, объединяющем социологические, культурологические и политические аспекты. Практическая ценность заключается в том, что предложенные рекомендации могут быть использованы для разработки стратегий, направленных на поддержку национальной идентичности, с учётом социально-культурных особенностей конкретной страны. Основные результаты исследования показывают, что национальная идентичность остаётся важным элементом личностного самоопределения, несмотря на растущее влияние глобализации.

**Ключевые слова:** глобализация, национальная идентичность, история, нация, язык, культура, политика.

## Introduction

In the context of increasing globalization, digitalization and the growth of transnational connections, the importance of preserving and adapting national identity has become more significant. Globalization offers new opportunities for cultural exchange and understanding between people, but it also poses challenges to the sustainability of local cultural values, languages, traditions, and national identity. It is important to consider the fact that despite globalization trends, identity and national identity are not stable but submitted to changes. Many traditions are constructions created in specific historical conditions (Hobsbawm & Ranger, 1983). This indicates the initial flexibility and variability of identity, even without the impact of global factors. Against the backdrop of the increasing interdependence between nations and cultures, traditional modes of self-identification are facing pressure from universalistic values emerging in the global discourse. This calls for a theoretical understanding of the implications of globalization on the sustainability and evolution of national identities.

One of the main challenges is cultural standardization, which is connected with the dominance of certain languages, styles of consumption, behaviors, and worldviews. In this context, national identity is losing its previous normative certainty and is becoming increasingly subject to internal and external influences. At the same time, there is also a counter-trend - the growth of ethnic and cultural self-awareness, a desire to strengthen local identities as a form of resistance to homogenization and cultural assimilation.

Globalization initiates a complex and multifaceted process of transformation of national identity. The impact of globalization is not only transformational but also leads to the revival of local cultural expressions. It is a complex and multifaceted process that involves the dissemination of universal values as well as responses from local traditions and identities. This process involves a balance between preserving cultural identity and adapting to global realities. The analysis of these processes requires an interdisciplinary approach, including political science, sociology, cultural studies, and philosophical perspectives. These approaches allow for a comprehensive understanding of the mechanisms behind identity formation in the global world.

The aim of this research is to investigate the impact of globalization on the transformation of national identity and identify the key factors that led to its change, with particular attention to distinguishing between changes driven by global trends and those emerging from local trends. To achieve this goal, the following tasks have been set:

1) to examine the structure of national identity within the socio-cultural sciences and to define the theoretical perspectives on the concept in its entirety;
2) to manage a comparative analysis of national identity during the pre-globalization process and after its intensification;
3) to distinguish the main changes in the understanding and manifestation of national identity under the influence of globalization;
4) to analyze empirical data reflecting the change of national identity in a context of globalization (for example, in Kazakhstan);
5) to propose recommendations about possible strategies for adapting or rethinking national identity in the context of globalization, taking into account hybridity, migration, digitalization and cultural mobility.

The practical value of the research lies in the development of recommendations that can be used by government agencies, non-governmental organizations and other stakeholders to improve national identity policy. The scientific significance of this work lies in its interdisciplinary approach to analyzing national identity in the context of globalization. It combines sociological, cultural, and political aspects to provide a comprehensive understanding of this complex phenomenon.

**Methodology**

This article uses a combination of different methods, which helped to provide a comprehensive and objective review of the results of the study from the analysis of the impact of globalization on the preservation and transformation of national identity. The methodological foundation of this research is an interdisciplinary approach that combines the theoretical principles of sociology, cultural studies, and political science. The work uses system analysis, mapping analysis, qualitative analysis of expert opinions, and comparative analysis to ensure scientific objectivity. The analysis is based on the understanding of national identity as a dynamic social construct that is shaped by historical, cultural, political, and globalization factors.

The use of comparative analysis has allowed us to identify the main transformations of national identity under the influence of globalization and to compare the differences between traditional and modern models of identity. This, in combination with other methods, has provided a comprehensive and multi-dimensional approach to the problem under investigation.

**Results (classification)**

Identity in the era of globalization is characterized by flexibility, mobility, and multiplicity. It should be noted that the "choice" of one identity model is not entirely free, as it takes place within a specific social context that presents a range of options and also shapes social practices. National identity is a complex concept and it encompasses social, socio-philosophical, psychological, cultural, and ethnic dimensions. Its study requires an interdisciplinary approach that considers the various aspects that contribute to its formation and evolution.

The cultural and civilizational paradigm is not only determined by the processes of globalization, but rather, the social and cultural systems are strengthened under the pressure and influence of globalization. If mechanisms for preserving and maintaining cultural institutions are activated, then the desire to preserve cultural and civilizational diversity will be more strongly manifested. This leads to a challenge in balancing the concept of identity as self-identification with multiculturalism as a celebration of diversity. Globalization, therefore, is characterized by a complex interplay between the cultural aspect and civilizational development, and its impact on societal progress (Fedotova, 2003).

The American psychologist Erickson (1959) delved into the concept of identity as a distinct sociocultural phenomenon, employing a multifaceted approach that integrated philosophical and sociological perspectives. Erickson's (1959) work significantly advanced cultural and anthropological research. Each social group and individual possesses a unique identity. However, they also have multiple identities, including territorial, national, cultural, and religious identities. These identities intertwine and complement each other.

The question of defining the concept of identification and identity becomes inevitable during the study of globalization processes. It's necessary to consider that any attempts to define the category of "national identity" are connected with the fundamental political constants "nation", "state", "people", "citizenship", "ethnos" (Turaev, 2004). In understanding ethnicity and identity, these concepts are multifaceted and have common factors and features that develop in different socio-political contexts. The formation of an ethnic group is influenced by various factors such as migration, interactions with other cultures, and socio-economic changes (Azilkhanov et al., 2024). Recently, interest in the study of national identity has increased significantly. This interest is due to the multitude of theoretical and practical issues that arise in connection with the processes of globalization, the increase in the number of migrants and the need to ensure national security.

The collision of discourses from traditional, modern, and postmodern societies is a feature of modern identity processes. But in the end this process creates a cleavage in identity. It is necessary to find a discourse that could give society integrity and a sense of rootedness. Global problems as the growing complexity of the social, economic, political and cultural spheres of society generates a variety of points of view, lifestyles and strategies. Thus, the choice of identity can be seen as a

means of eliminating the contradiction between the desire to preserve one's integrity and growing diversity.

The worldwide changes result in the emergence of collective identity, which is initiated by the influential groups that shape the nation. As the scientists Safonov and Orlov (2009) mentioned that the concept of national identity is rooted in the diverse methods and mechanisms of identification, which are intertwined with the complex processes of globalization. The issue of overcoming identity crisis is exacerbated by the effects of globalization, which lead to the individualization and fragmentation of society, while simultaneously eroding the traditional foundations of national identity. This, in turn, significantly affects the self-identification of individuals and social groups as a whole.

In the context of global transformations, when we talk about identity politics, it is important to involve not only individual social groups but also society as a whole. Society needs to re-construct its identity in light of radical changes and the direction of evolutionary development, as well as the order in which traditions are understood. At the same time, a logical question arises: is it the politics of identity or the politics of difference? In contemporary times, diversity has become a crucial aspect of identity. The decision between constructed and asserted identities necessitates careful deliberation, rather than a definitive assertion based on theoretical or normative principles. Ultimately, the politics of identity entails acknowledging and validating a multitude of identities.

It should be noted that the latest developments in information and communication have transformed culture into a crucial social institution and a key instrument for shaping national identity. Simultaneously, cultural values, symbols, and priorities should be considered as significant factors in addressing political and social issues, including the forced activation of market mechanisms. Nowadays, identity forms the goal of socio-economic and geopolitical interaction between countries (Fukuyama, 2018).

The determining factors of a nation's mentality are language, religion, historical memory, and national interests. Character and mentality are not separate aspects of identity, but rather they interpenetrate and mutually define each other. Today, national identity is a popular and widely used political category that helps to establish a connection between academic discourse on political theory and the actions of political actors around the world. The comprehension of identity and the process of self-identification is heavily influenced by the nature of the historical awareness of a particular culture and its people. It is well-known that Christianity has shaped the historical consciousness of Europe and established its traditions. Identity is the essence of one's position in history. Therefore, it is important to recognize that identity is directed towards the present and future.

*Studying foreign experience*

Globalization accelerates the processes of acculturation in contemporary society, which entails the interaction of cultures, resulting in their transformation, assimilation of new elements, and the formation of a fundamentally new cultural synthesis through the fusion of various cultural traditions. These processes are closely intertwined with cultural transmission and the spontaneous adoption of them. The destruction of old forms of life and values, as well as the introduction of new ones, is a part of the process of renewal. The concept of identity is complex and multifaceted, shaped by various factors, including social, cultural, and personal experiences. In today's world, characterized by a constant flow of novelty and temporary phenomena, individuals may experience a sense of disorientation and struggle to maintain their sense of self. In an era of globalization, where social roles are often contradictory, individuals may find it difficult to find a sense of belonging and true identity.

**Table 1. Comparative scheme of the policies on the example of Canada and Kazakhstan**

| Parameter | Canada | Kazakhstan |
|---|---|---|
| **National Identity Policy** | Multiculturalism with proclamation of cultural diversities as the foundation of the nation | A policy aimed at strengthening unity in diversity and preserving traditions, while also fostering modernization |

| Language policy | Bilingualism (English and French) and protection of minority languages | Kazakh language's status, the maintenance of bilingualism, and the transition to the Latin alphabet |
|---|---|---|
| Migration policy | One of the most effective migration frameworks globally | The return of ethnic Kazakhs to their historical homeland |

Note: The table was compiled by the authors

In a comprehensive sociological investigation conducted by the Pew Research Center in 2023-2024, it was discovered that the majority of respondents from various countries perceive fluency in the national language as a crucial element of genuine national identity (Smerkovich and Gubbala, 2025). Conversely, birthplace and religious affiliation were found to be less significant factors. In Canada, for instance, around 84% of respondents consider proficiency in the official language (English or French) to be a crucial factor in determining a person's "authentic" national identity. On the contrary, only 34% of respondents believe that being born in Canada is a necessary condition for national identity, which means that this ethnic criterion is not highly regarded. This data suggests that the Canadian national identity is evolving, moving towards a civic and cultural framework. 483,591 peoples moved to Canada in 2024 for permanent residence. This number aligns with Canada's planned targets for immigration, refugees, and citizenship for the period 2024-2026. It represents the highest number since 1972, a significant milestone in Canadian history (Statistics Canada, 2025).

The data in table 1 indicates that the national policy of Kazakhstan was initially aimed at embodying the idea of unity and integrity of the people of the country. We can say that the expansion of the role of the Kazakh language is important for residents, but Russian maintains its status as the language of international communication. The transition to the Latin alphabet is seen as a step towards modernization, integration into the global information space, and the renewal of the cultural and linguistic system. Thus, identity is not entirely arbitrary, but is shaped by the impact of social institutions, group norms, cultural practices, and everyday communication.

Moreover in the era of rapid information exchange and the development of the Internet, traditional communication methods are challenging global sources of information. This has an impact on ethnic identity, as it introduces external influences and alternative narratives that may challenge or alter national identities. Rodyk (2013) argues that these new communication channels can both contribute to cultural diffusion and lead to factors that blur or reinterpret national identities. However, he also suggests that mass media and other communication mechanisms can help reinforce ethnic identity when communities feel threatened or when there are internal conflicts within a particular group.

Nowadays, the introduction of new information technologies into society is accompanied by changes in social and cultural conditions. These changes make it possible and necessary for the development and implementation of these technologies. However, new information technologies can also threaten the socio-cultural foundations on which they were created. Computer technologies, which virtualize the world and create a split between real and virtual reality, can lead to an identity crisis and the disintegration of the subject of knowledge, activity, and experience. This can be seen in various spheres of communication, such as economics, culture, and cognition.

According to some researchers, it is important to consider the humanistic aspects of globalization, such as the strengthening of ties between nations and civilizations. Globalization is seen as a powerful factor in the intensification of intercultural contacts and equal communication based on the preservation of traditional values. After globalization, the Internet has increased cultural standardization. Unfortunately, what we have observed since the development of social networks is the increase in «online hate», violent words, images, conspiracy theories and lack of respect for others. This can weaken national identity, blurring the unique features of local communities and language.

For creative interaction with other cultures it is essential to have internal and external incentives. According to Panarin (1998), the drama of any culture lies in the drastic weakening of the status of "others". Until today many cultures flourished due to their ability to learn and borrow from others, while maintaining their own autonomy. This ability largely depends on the mentality of people and their religious beliefs.

National issues have been revived in modern scientific and public discourse, largely due to global integration processes. At the same time, a wide range of views is expressed, from the complete disappearance of nations under the influence of global culture and economy, to the acquisition of new qualities and entry to new levels. According to Fallers (2011), an American scholar and the author of the book "The Social Anthropology of the Nation-State", the most pressing issues for nations and nation-states often lie not in the realm of economics, politics, or defense, but rather in the realm of intangible symbols. Successful nations possess a set of core symbolic elements that serve as a kind of "truth criterion" for their citizens. These symbols foster loyalty, concretize self-esteem and respect, and provide an ethical foundation for public participation in the functioning of social, political, and economic institutions. Therefore, each nation and nation-state must determine for themselves the symbols they wish to use to express their ideas about themselves at both the individual and collective levels. In other words, nations and states must answer the questions: "Who are we?" and "What exactly is hidden behind this "we"?" in order to establish their national identity (Huntington, 2005).

It should be noted that world cultural practice has shown that the values of one culture are not always useful for other cultures and their progressive development. Instead, it emphasizes the importance of relying on one's own cultural traditions and archetypes in order to better understand the cultural values of others. This approach emphasizes the idea of dialogical communication as a basis for progress in a globalized world. National identity has displaced the concepts of national identity and national character, which are more familiar to traditional approaches. Today, important features of modern life are viewed through the prism of identity (Dzhenkins, 2007).

The national identity and the foreign policy of a state is closely linked between each other. In political science, identity is understood as a sense of belonging to a specific community. Thus, national identity can be defined as a sense of belonging to a particular country and its culture. National identity provides a foundation for foreign policy, as it shapes the way a country interacts with other nations. The foreign policy of a country reflects its cultural values and attitudes, which are influenced by its national culture. This means that the behavior of a state in foreign affairs is shaped by its cultural heritage. At the same time, foreign policy can also influence the cultural attitudes and behavior of society within the country. In other words, foreign policy and national culture interact in a mutually reinforcing way, with each influencing the other. This interaction creates a unique identity for a country and shapes its role in the global community.

In this way, different definitions of identity and personal identification are associated with different research approaches to this topic, such as global, regional, and civilizational. Globalization processes in various spheres of human activity have clearly been identified as an urgent task for finding a new regional identity in a rapidly changing world. Recently, the region has become an important level for political action and dialogue, where national, supranational, and global forces interact with local aspects.

*Comparative analysis of changes in national identity before globalization and after its increasing influence*

Before the beginning of globalization, national identity was seen as a relatively stable and homogenous structure based on shared ethnocultural traits, historical memory, and territorial affiliation. The state played a significant role in shaping this identity through educational systems, national symbols, and official ideologies. National identity acted as a tool for political legitimization and social cohesion, helping to establish clear boundaries between "insiders" and "outsiders". Most societies followed a mono-ethnic or ethnocentric model, where membership was defined by origin, language, and cultural heritage.

With the spread of globalization, the concept of national identity has undergone significant changes. Cultural blending, the development of digital technology, and the increasing influence of international organizations have transformed our understanding of what it means to be a citizen of a nation. Modern identity is now more diverse, hybrid, and contextual, reflecting membership in various local, national, and international communities simultaneously. States have lost their monopoly over identity formation, ceding power to non-governmental and transnational actors. As a result, identity politics has become more intense, with the rise of nationalist, conservative, and populist movements as a form of resistance against global unification. Despite these changes, national identity remains important in today's globalized world. However, it has taken on new forms and functions, requiring a rethinking of our political theories.

**Table 2. The main transformations of national identity under the influence of globalization**

| The aspect of national identity | Before globalization / the traditional model | After / under the influence of globalization |
|---|---|---|
| **Identity** | Clear ethnic and national identity | Multiple identity (local with global) |
| **Culture** | Unique national traditions, folklore, customs | Cultural hybridization: mixing local and global |
| **Politics and sovereignty** | Priority of national sovereignty | Strengthening the role of supranational structures (EU, UN, etc.) |
| **Information and media** | The influence of national media | The dominance of global information platforms (YouTube, TikTok, etc.) |
| **Education and knowledge** | National educational standards, historical memory | Unification of standards, international ratings and programs |
| **Economy** | Nationally oriented economy | Integration into global production and consumption chains |
| **Language** | The dominance of the state language, linguistic unity | Increasing influence of global languages (especially English), bilingualism |
| **Religion and values** | The sustainability of traditional beliefs and moral norms | Secularization, the spread of universal (Western) values |

Note: The table was compiled by the authors

Based on the data in table 2, we can cite as an example the case of Canada, where multiculturalism and flexible identity arose not as a result of globalization, but as a result of internal political and cultural decisions. Thus, the local is not derived from the global and it can be an independent source of identity transformation. Based on table 2, the example of Kazakhstan can also be considered. Despite the global trends of secularization and the spread of Western values, Kazakhstan retains religious and cultural diversity, which indicates a significant influence of local factors.

Today, globalization has a significant impact on all aspects of human life, including economics, politics, culture, language, education, and spiritual and moral development as well as interethnic and interfaith relations. One of the most notable manifestations of globalization is the rise of informatization and the emergence of a global information society (Syzdykova, 2020). The creation of a global information space highlights the need to bridge a significant gap in digital connectivity between countries. This gap presents an opportunity for countries to collaborate and share knowledge, resources, and ideas in order to promote sustainable development and prosperity.

Against the background of globalization processes, national states are increasingly losing their positions in protecting the interests of the country, and thus domestic policy is becoming more dependent on international supranational structures. Nevertheless, there is still opportunities for the coexistence and cooperation of various ethnic and cultural communities. Perhaps this cooperation will perform an important integrating function in the economic, political, social and cultural spheres of the national society.

The process of changing modern humanity's existence in the world is due to significant shifts in the way we communicate and interact with each other on a global scale. The development of information and communication technologies at the end of the 20th century has made the idea of an interdependent and interconnected world a reality. A situation of increased transparency in communication, free flow of information, and lack of borders and barriers is emerging.

Globalization in its development can open up new ways of human and social development, but it can also contribute to the destruction of civilization. There are prospects for a dialogue of civilizations, peoples, states, nations, economic and financial integration, international cooperation or the use of self-destructive forces, and a policy of confrontation. The increase of inequality, poverty, and crises are phenomena that must be eliminated in a humanistic way (Nurzhanov, 2012).

Though, national identity in the context of globalization falls into the rigid grip of economization, because none of society can be competitive without becoming part of the global economic space. As historical practice shows, in a number of cases such integration leads to the erosion of the national identity of peoples, its dissolution in the process of economization.

Also, it should be noted that information technology makes the world global. The roots of people's identity in the emerging virtual community are seen in history, philosophy, religion and national foundations. But many researchers have noted a new opportunity for the formation of consciousness, which is capable of making it fragmented. Therefore, in conditions when destructive institutions are widespread, large social movements, phenomena of mass culture and mass consumption lose their power and in such way the cultural manifestations become ephemeral, finally identity becomes main and sometimes the only source of meaning for human existence (Fukuyama, 2012).

Thereby, national identity is being dissolved in the global processes of democratization, economization, migration, informatization, and cultural standardization. In fact the globalization and identity are interrelated because cultural homogenization, which is usually associated with globalization, poses a threat to local cultures and specific identities. Thus, there is a fear of losing the cultural landmarks that define people, and hence the conflicts and demands around local or regional identities. Under the influence of globalization processes, there is a gradual leveling, oblivion, loss of national characteristics, on the other hand, globalization carries those fragments of challenges in which any national society tries to preserve its identity (Kostin, 2005). Such mechanisms of globalization as economic development, democratization, information technology, cultural standardization, and universalization of values play a significant role in shaping national identity. In order to preserve one's ethnic identity, one must protect and enhance one's culture. Patriotism is unthinkable without national identity. Cultural freedom and cultural diversity are vital components of human development, because each individual needs to know their identity and at the same time not deprive themselves of the opportunity to make a choice. In turn, the Central Asian countries gained independence during a time of rapid globalization and the rise of the internet. This has made the issue of national identity particularly relevant, as the development of new identities takes place under conditions of significant external influence. This creates tension between a desire for cultural distinctiveness and the impact of globalized values. The discourse on globalization, created outside the Central Asian region, is being introduced through political, external, internal, informational, and cultural channels, as it is elsewhere (Poujol, 2004).

Such processes as national unity and multiculturalism, globalization and localization, international migration of the population make certain adjustments to the previous interpretations of identity. However, in our time, instability is generated as a result of the processes of globalization, making the world and history less transparent (Beck, 2000).

*The impact of migration on national identity*

The World Migration Report indicates that there were approximately 281 million international migrants in 2020, accounting for about 3.6% of the world's population (McAuliffe & Oucho, 2024). This scale of migration creates conditions where national communities become more diverse, leading to a rethink and transformation of national identity in some parts of the world. Notably, global migration has emerged as a crucial factor in the demographic transformation of certain areas. From 2000 to 2020, international migration contributed more to the population growth of high-income countries than the difference between births and deaths. The net inflow of migrants was 80.5 million, while the positive difference between births and deaths was 66.2 million (McAuliffe & Oucho, 2024). Thus, according to international statistics, over the next few decades the migration is expected to be the only significant factor in population growth.

In the context of globalization, migration creates a tension between the desire to maintain national identity and the need to accommodate diversity. It should be noted that globalization creates conditions and incentives for people to move, and migration, in turn, contributes to the enhancement of global processes, making the world more connected, but also more challenging in terms of political and cultural management.

In the near future, migration and economic instability will increase, and in this context, it's necessary to strive to preserve the cultural identity of nations while also preserving the cultural diversity of ethnic groups. Preserving cultural diversity is crucial for achieving social integration, as it promotes understanding and tolerance among different groups. For example, in Kazakhstan, the issue of preserving cultural identity is related to the influence of Western mass culture, which is based on individualistic values. However, Kazakhstan, like other CIS countries, will be able to adapt to changing living conditions both within the country and abroad. This will lead to changes in people's thinking and behavior, encouraging them to think globally and act positively, while still preserving

their identity. "Kazakhstan is a place where different cultures meet and intertwine, forming a unique national identity that is rooted in its people's history and traditions.. We are deeply grateful for our history, which is associated with the names of many outstanding representatives from different nations" - President Kassym-Jomart Tokayev of the Republic of Kazakhstan has repeatedly stated (Kazinform International News Agency, 2023). Showing a sense of pride in our own culture while respecting and preserving the spiritual values and traditions of other nationalities, and promoting them around the world, can become the foundation for cultural identity for all people on the planet. In today's world, the issues of identity and national interests in the context of globalization are becoming increasingly important for the preservation of our cultures. As Sadvokasova (2018) pointed out, the formation of a unified nation can be achieved through two complementary approaches: by strengthening a common culture and by promoting mutual understanding and recognition.

In the era of global restructuring, issues related to the protection of culture are becoming increasingly important. These issues are linked to people's desire for self-determination and preservation of their identity. The widespread influence of globalization on all aspects of life leads to interfaith and interethnic tensions that can cause conflicts in society and have a negative impact on politics as a whole in the country.

In light of the ever-evolving dynamics of social integration, positive developments in interethnic and interfaith relations have a direct impact on economic growth, the success of policy initiatives, and the stability and unity of society (Kalashnikova & Baitureeva, 2023).

Consequently, the conflict between universal global values and the local desire to preserve one's identity drives the trajectory of societal transformation in the contemporary interconnected world. The collision of global culture with the cultures of national communities leads to the emergence of various approaches and discourses to the interpretation of national identity, changes in the social landscape of the modern world (Huntington, 1993). In the field of culture, globalization leads to the dynamic spread of mass culture around the world. This process can lead to a disregard for traditional values and elements of history and culture, as well as for the languages of different peoples. At the same time, there is a revival of national identity as a protective reaction to the destructive influence of these globalization processes. This revival is important for preserving cultural diversity and ensuring that all voices are heard.

Today, the vast majority of the global population is interconnected through the global economy and its supporting structures, utilizing shared information networks and international legal frameworks. However, social groups with conflicting ideologies are becoming more influential, and as a result, the world is witnessing the emergence of a wide range of diverse communities. It should be noted that globalization brings fundamentally new aspects to the identity of an individual and a nation as a whole. These processes affect the politics, economy, and culture of countries in various ways. One of the challenges of living in a constantly changing world is the definition of ambiguity. This phenomenon has become a major issue, leading to a crisis of identity at both the collective and individual levels. Therefore, this crisis manifests itself in the loss of stability, confusion, disintegration of self-concept, and invalidation of universal norms and values (Khachaturian, 2010).

When mentioning the multinational composition of the country, the issue of forming and strengthening national identity becomes a particularly acute issue (Pereyaslavtseva et al., 2002). It is challenging to create a clear and strong identity in today's world, where there is a diverse range of opinions and values. Different views on what constitutes a desirable identity can lead to tension and conflict between communities, regions, and the central authority. On the other hand, it is even more challenging to do this in the context of globalization, increasing migration flows, and geopolitical and economic competition. These factors disrupt integration processes within states, making them more permeable, less specific, and changing (Ivanov, 2014).

In the era of globalization, it is becoming increasingly important to protect the identity of indigenous peoples and national minorities. These communities, with their unique cultural practices, linguistic traditions, and customs, are vulnerable to the influence of global trends. The United Nations Declaration on the Rights of Indigenous Peoples (2007), adopted by the UN General Assembly in 2007, provides a normative framework to protect these rights. The declaration emphasizes the right of indigenous peoples to preserve and promote their cultural heritage, including their linguistic practices, institutions, and forms of self-identification. It also recognizes the right to self-determination, including the ability to choose political affiliation and determine cultural development. Therefore, the declaration recognizes that national identity is not solely the domain of states or dominant ethnic groups, but a multifaceted and diverse concept that needs to be protected in the

context of international integration. Integrating this legal framework into the political systems of nations is increasingly important for promoting harmonious coexistence between different forms of identity in a globally interconnected society.

Dzholdoshbekova (2017) emphasizes in her work that globalization is not a purely destructive force for national culture. On the one hand, it promotes internationalization and unification of cultural forms through media, the internet, popular culture, and borrowing. It also influences standards of living and behavior. On the other hand, it stimulates self-awareness and the desire to preserve traditional elements and revive national symbols and cultural practices. It also increases interest in national history and language.

The sociologist Tomlinson (2004) argues that globalization does not destroy identities, but rather multiplies them, contradicting the idea that it has a unifying effect. He believes that in the context of globalization, people do not lose their individuality, but instead acquire multiple identities that they can adapt to different social situations. As a result of this reproduction of identities, a process of cultural hybridization occurs, where different cultural elements mix to create new and unique forms.

The emerging global world will be new if it takes into account the diversity of cultures, which will be based on a dialogue between the West and the East. As a result, the world will be able to respond quickly to the global changes of our time. It is believed that globalization should either be based on the common values of one civilization or culture, or go beyond the sphere of values, focusing solely on the financial, economic, technological and information foundations of global society. In this way, globalization is not seen as a catalyst for the emergence of a new civilization or culture within the political context.

**Table 3. The manifestation of globalization in different areas of society**

| Sphere | The manifestation of globalization |
|---|---|
| Political | Creation of various international organizations |
| Economic | Formation of a planetary economic space |
| Social | Mass migration of the population |
| Cultural | The convergence of cultures of different countries and the growth of international communication |

Note: The table was compiled by the authors

In general, the data show that globalization, on the one hand, promotes intercultural interaction and international cooperation, as well as access to advanced scientific and technological achievements. On the other hand, it poses risks of losing cultural identity and weakening ties to historical heritage and the native language. As sociologist Giddens (1999) has noted, globalization is not merely an economic process but also a transformation of time and space that impacts people's identity.

**Findings and discussions**

Currently, the study of identity has become a crucial factor in the development of civil society and the promotion of interethnic harmony. It can be concluded that in order to neutralize the manifestation of the crisis of modern social development today, which was caused by epistemological uncertainty, it is necessary to analyze identity. Thus, by strengthening the value system, we will be able to reduce the outflow of qualified personnel, at the same time strengthen trust in the government, as well as open new horizons for scientific research, thereby increasing the level of education in society (Ahamer, 2021).

The development of cultural diversity and its preservation in an era of increasing globalization directly depends on the balance between the general trends that unite different cultures and their unique features. In other words, it should be noted that cultural identification is a complex mechanism for forming consciousness in the process of realizing one's cultural and national identity. Globalists believe that national identity prevents the creation of a unified global world. Thus, people who do not feel part of any national culture and are not tied to ethnic traditions adapt faster and easier to the new conditions of globalization. This fact makes it easier for them to learn new skills and gain knowledge.

There is now an increasing integration in the world, which promotes interconnection and interaction between various spheres of modern society. However, in parallel with this, there is a counteraction to the globalization of the economy and the spiritual sphere. As a result, in various regions and countries, individual ethno-cultural communities express their dissatisfaction, which manifests itself in protests. Moreover, in these conditions, the fear of losing their culture and identity, which is characteristic of almost all peoples, is manifested at the State level. They defend national and state interests and, first of all, their national identity. This indicates that, on the one hand, people began to communicate more with each other and with representatives of other cultures, and on the other hand, they became more aware of themselves and their culture.

Notably, the problem of identity is complex and multifaceted. In the context of globalization, it becomes especially important to understand what constitutes the essence of human life, that is, the question of global identity arises. This is due to the fact that in a world where borders between countries and peoples are increasingly blurred, the role of national and state identity is changing. The strengthening of national identity can be seen as a response to the standardization of public life. In the modern world, there is a tendency to impose a single model that seeks to eliminate all the diversity of humanity. In this way, cultural diversity and national identity are endangered. People strive to preserve their identity. In response to globalization, anti-globalist sentiments are increasing in society. As a result, people do not want to be part of a faceless world and strive to preserve their uniqueness.

However, it is more accurate and appropriate to view globalization as a phenomenon that influences the interactions between individuals and nations. In this perspective, globalization marks a contemporary phase in the evolution of cooperation between countries. The process of globalization is taking on its own unique path and is becoming an increasingly significant factor influencing the internal development of States. It can be concluded that this is the beginning of a new era in relations between peoples, cultures and civilizations.

This situation emphasizes the importance of the following proposals for strengthening identity:
- cultivating a middle class as the foundation for identity and unity;
- protecting the moral and spiritual values of the people;
- promoting interfaith harmony;
- using all the possibilities of "soft power";
- ensuring equal opportunities for all citizens in terms of social development;
- ensuring the transparency of public policy and providing expert analysis at a high    level;
- guaranteeing balanced development throughout the country.

These measures would contribute to strengthening identity and minimizing the negative impact of globalization.

Political and socio-cultural mechanisms are used to deal with identity crises. Among the political ones, integration programs for migrants, language courses for migrants, the activities of specialized centers, as well as the creation of institutional platforms can be highlighted. In turn, socio-cultural mechanisms originate from the development of intercultural education, the creation of cultural centers, as well as the implementation of projects aimed at helping newly arrived residents of a particular country.

Canada was one of the first countries to adopt a policy of multiculturalism on a state level. The main idea is that through special programs and services it was possible to support ethnic and cultural associations and help minorities overcome obstacles (Kalashnikova, 2014). For example, Canada relies on the Multiculturalism Act (1988) and federal anti-discrimination laws. The Canadian migrant integration system has been considered successful due to the coordinated efforts of key institutions, such as Immigration, Refugees, and Citizenship Canada (IRCC), as well as a network of Settlement Agencies (such as COSTI and YMCA) and municipal partnerships (Local Immigration Partnerships, or LIPs). In addition, government language programs, such as LINC (for English courses) and CLIC (for French courses), support the integration of permanent residents and refugees into Canadian society. These efforts, combined with the official policy of multiculturalism, contribute to the successful integration of migrants and support cultural diversity, which in turn leads to social stability and a stronger sense of civic identity.

For example concerning Kazakhstan, it should be mentioned the work of the Assembly of the People of Kazakhstan since 1995. This Assembly plays a crucial role in maintaining national unity and promoting inter-ethnic harmony in the country. Established as a platform for dialogue among

representatives of more than 100 ethnic groups, the Assembly not only provides advice but also acts as an integrative force. This helps to strengthen the common civil identity and create a culture of mutual respect. The APK's public project, "Елдесу және татуласу" ("Yeldesu zhane tatulasu"), is being actively implemented. Within this project, a set of measures are being carried out to develop the institute of ethnomediation, improve the professional level of mediators, and prevent interethnic conflicts. According to the results of the first half of 2025, ethnomediation centers held 423 events involving 21 599 people (Ethnomediation of the APK, 2025). Ethnomediation centers are actively engaged in preventing ethnosocial conflicts and conducting awareness-raising initiatives in workplaces, educational institutions, and rural areas.

Today, one of the most significant factors in the development of modern society is globalization. The processes of globalization that we are witnessing today are strengthening the interconnection between different countries and peoples. They contribute to the integration and unification of humanity in almost all spheres of its activity. All this is due to the creation of a global economic space, the spread of popular culture, and the free movement of goods and finance. In addition, these processes are associated with the active use of modern information tools and technologies. Therefore, understanding the problems that arise in the process of globalization is an important and especially difficult task for modern science.

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## ЖАҺАНДАНУДЫҢ КҮШЕЮІ ЖАҒДАЙЫНДА ҰЛТТЫҚ БІРЕГЕЙЛІК МӘСЕЛЕСІ

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## ПРОБЛЕМА НАЦИОНАЛЬНОЙ ИДЕНТИЧНОСТИ В УСЛОВИЯХ РАСТУЩЕЙ ГЛОБАЛИЗАЦИИ

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