

TRADITION OVER TREND: EFFECTIVE WAYS TO PROMOTE NATIONAL VALUES AMONG MODERN YOUTH

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Abstract: This article analyzes pressing issues related to shaping and promoting national values in the consciousness of modern youth. Amid the globalization process, where the cultural identity of the younger generation is gradually weakening, the need to preserve and creatively promote national traditions has become more urgent. The study explores the concept of national values, their role in society, and the mechanisms by which they influence young minds. It also examines the role of education, media, art, and fashion in popularizing national identity.

Additionally, the efforts of local designers, bloggers, and creatives to represent national identity in a modern way are illustrated through positive examples. These include the growing popularity of clothing made from traditional fabrics among youth, as well as the promotion of national music and literary works on platforms such as TikTok, Instagram, and YouTube. Drawing on international experiences from countries like Japan and South Korea, the study analyzes effective ways of promoting national values through aesthetic and mass communication tools.

From a personal point of view, promoting national identity helps form not only self-awareness but also independent thinking and cultural pride. This, in turn, enables the younger generation to find their place in a globalized world without losing their own identity.

Keywords: national identity, youth, values, cultural identity, modernity, fashion, media, design, promotion, creative approach.

In today's era of globalization and rapid information exchange, the worldview, value systems, and life principles of the younger generation are evolving rapidly. In this context, preserving national identity and instilling it in young people's consciousness has become a highly relevant task. National values represent a nation's historical memory, cultural heritage, and identity-defining elements. Promoting them requires not only verbal preaching but also innovative approaches adapted to the demands of modern times.

Uzbek scholar A. Tojiev defines national identity as "a set of values formed through a nation's historical and cultural experience and passed down from generation to generation through social consciousness." Therefore, in order to popularize these values among youth, methods that align with their lifestyle and interests are necessary. In recent years, a number of practical steps have been taken in this direction. For example, subjects related to national culture, art, literature, and traditions have been introduced into the education system, and various national festivals and competitions have been organized for young people.

National identity cannot be instilled in young minds through one-sided efforts. Young people themselves must actively participate in this process. Turning national identity into a modern fashion, promoting it in creative formats—such as through platforms like TikTok, Instagram, and

YouTube—by showcasing traditional clothing, national cuisine, historical figures, and cultural values in a youth-friendly manner is a highly relevant approach. As psychologist N. Karimova states, “National identity is not only reflected in traditions or patterns on clothes but also in behavior, respect for language, and loyalty to values.”

In this regard, designers, bloggers, actors, and artists can play a major role. If they present national values in popular formats to the public, this will contribute to spreading national identity among the youth. For instance, today, modern clothing made from fabrics like *atlas* or *adras* has become a fashion element among young people. Such trends positively impact society by synthesizing national values with modern aesthetics.

International experiences also show that countries like South Korea, Japan, and India actively use various creative tools to popularize national values among youth. For example, national identity is widely promoted through media content such as historical TV series, films, and animations, as well as through modernized traditional clothing in the fashion industry. Similar practices can be adapted to the local context in Uzbekistan as well.

The issue of promoting national identity among today’s youth is not only culturally but also socially and spiritually significant. If every young person genuinely understands their nation and cherishes its historical heritage, this contributes not only to personal pride but also to societal stability. National values are the moral foundations, life experience, and aesthetic understanding inherited from our ancestors. Promoting them through modern technology, creative platforms, and digital communication tools helps convey them in a new light and tone to the youth.

Today's young generation is growing up in an informational and digital environment. For them, ideas must be not only meaningful but also impactful, visual, interactive, and dynamic. Therefore, promoting national values through clothing, artworks, and other forms in digital formats—via vloggers, designers, and platforms like TikTok and Instagram—can effectively achieve these goals. This not only increases respect for national traditions but also strengthens the sense of identity and uniqueness.

In my opinion, placing national identity above modern fashion means respecting our roots and essence. If we can awaken this sense of pride in the hearts of every young person, they will no longer view national values as outdated but rather as a modern and significant heritage. Hence, to preserve national identity, it is not necessary to change it but to reinterpret it in a way that fits the times.

From my personal perspective, promoting national identity is not just looking to the past but is a powerful ideological tool that connects the past with the future. If we can cultivate a strong sense of national pride and identity in the consciousness of youth, they will not be lost within global cultural flows. On the contrary, they will be able to harmonize their national identity with modernity and become an example for others.

In conclusion, promoting national values among today’s youth is a complex yet essential process. To successfully carry it out, various fields such as education, media, culture, fashion, and social networks must work in alignment. For this to happen, each young person must proudly recognize their national identity and live it through a modern interpretation.

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