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The Relevance Of Globalization And The Literary Process

**Nizamova Feruza
Alimullaevna,**

**K.Ф.Н., Associate Professor of the Department of Uzbek and
Foreign Languages at the International
Islamic Academy of Uzbekistan, Tashkent.
Phone: +998909047098**

ABSTRACT

The article says that globalization, being one of the dominant trends of modern civilization, has an extremely strong impact not only on socio-economic and political, but also on the cultural aspects of society, in particular, literature. The author pays special attention to the consideration of the main aspects of the ambiguous impact of globalization and information technology on the literary process.

Keywords:

Literary Process, Globalization, Information Technologies, Mass Culture, Virtuality.

Undoubtedly, the process of globalisation has a direct impact not only on art, literature and culture, but also on the institutions of the humanities themselves, on the subjects and methodology of their research, calling into question their existence in the past and leading objectively to the interdisciplinisation of knowledge, to the fact that today it is no longer possible to write about literature without knowing sociology, philosophy of culture, history, anthropology or even economics. In many of the humanities, particularly in literary studies, the term 'globalisation' itself, as well as the study of its multifaceted impact on the cultural or literary process, has been relatively slow to gain recognition. This is strange in itself, since the institution of writing and, later, literature has been very active in promoting the processes of modernisation and globalisation.

In this respect, it is important to note that such an event as the invention of book printing in 1456, which was a kind of

analogue of the digital revolution in the twentieth century (as many researchers have repeatedly written about), linked the processes of globalisation to the sphere of literature and later literature at an early stage [1:76–88].

This problem is also relevant due to the fact that we, existing in the era of globalisation, unwittingly become participants of profound changes in cultural stereotypes. Globalisation has given the modern world unprecedented dynamism, becoming a kind of survival test for nations and nation-states (including young ones). Being one of the dominant trends in the development of modern civilisation, it has an extremely strong impact not only on socio-economic and political, but also on the cultural aspects of society's development [2:192]. H. Luhmann points out that the global at the micro level is present (thanks to the development of means of communication and transport) in the form of knowledge about the infinite possibility of other

contacts. The assumption of such background knowledge would allow us to speak of globalisation as a social fact, which means that increased attention to the means of communication - in the broad sense of the word - is not only quite justified, but also necessary [3].

The interactions of literatures, strongly and qualitatively increased and deepened, in the second half of the 20th century became the catalysts of the process of the birth of universal literature. This process was not finished in the 20th century and passed the baton of literary globalisation to the 21st century. The new century was already equipped with the rapidly developing means of electronics at its beginning. This accelerates the process of aesthetic integration and artistic globalisation and makes it possible to accomplish and complete in the XXI century the acquisition by literature of a fundamentally new quality - universality, globality [4]. It should be noted that many genres of mass literature today have almost reached the pole of complete unification, even if they exist in quite traditional printed form and are signed with the author's surname. This applies to such forms of mass literature as thrillers, detectives, etc., which have truly become international. Although the very mechanism of international distribution of genres and styles is far from new and was, as we know, the basis for the replication of many literary forms before, but its scale in the sphere of mass culture today is truly global.

Globalisation and information technology have had a mixed impact on the literary process. The socio-political and economic conjuncture has created favourable conditions for the emergence of numerous literary 'works'. While on the one hand globalisation processes have encouraged writers to address the problems of preserving national consciousness in the modern world, overcoming the crisis of humanistic values and defining the role of man in modern society, on the other hand they have created preconditions for the

transformation of works of fiction into a kind of disposable commodity. As a result, literature is divided: modern literature is represented both by works that have social-historical and artistic-literary significance, and by samples that are traces of numerous love and detective novels, horror novels, and other literary forms. Works of the second type published in huge editions have a threatening character, cutting off the modern literary scholar and reader from the artistic comprehension of significant moments of social existence, including national development.

Globalisation and information technologies have led to a dramatic expansion of virtual space. As a result, a new paradigm of communicative interaction has emerged, which is also reflected in modern literature - virtual (electronic) literature has emerged. The emergence of virtual literature expands the subject of literary studies. It should be noted that virtual literature sharply differs from 'classical literature'. Virtual literature has a mass character - the absence of the need to publish works, simplified way of bringing the work to the mass reader led to the growth of the number of authors.

At the same time, virtuality creates favourable opportunities for the expansion of literary dispute, as well as for reaching the circle of readers who use mainly electronic media. The problem of 'feedback' between 'paper' and digital genre also deserves special attention. However, the problems of the influence of the virtual literary process on 'paper' literature, especially in terms of genre development, remain unexplored to a full extent.

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