

UDC 17.023.32:005.44 (043.2)

**Deryhlazov A.**

*National Aviation University, Kyiv*

## **NATIONAL IDENTITY UNDER CONDITIONS OF CULTURAL GLOBALIZATION**

According to Anthony D. Smith, an English historical sociologist, nation is a named human population which shares myths and memories, a mass public culture, a designated homeland, economic unity and equal rights and duties for all members. He claimed that a national identity consists of these characteristics. In the age of globalization there are not so many nations left, identity of which is as so outstanding as Japanese. Possibly, this is the main reason why Japan and the Japanese are so important in the investigation of possibility of preservation of national identity from globalization processes' influence.

In the past the concept of nation and its identity was closely connected with borders between the countries. Geographical situation left a big mark both in the development of certain countries' national identities and in obliteration of distinctions between nations. Japan was one of those countries that had the possibility to develop in its own way. Even now comparatively to other countries it stays away from the process of cultural blending (98% of people living in Japan are Japanese). This cultural phenomenon may be observed in the history of changes in Japanese culture through decades both in the underground movements and in mass culture, particularly in music. Despite that American-English musical expansion left its traces almost all over the world (even in Japan), Japanese still are exploring and finding original ways of composition of music. That's where the nation finds its main weapon against the unstoppable and irreversible nationally-destructive process of globalization.

Japanese nation with its centuries – old history has its own vision of the world, which can be also represented as one of the characteristics of national identity. The roots of this originality lies in the mentality of people; mentality that had been forming through ages almost without foreign culture penetration impact, again, comparatively to other nations.

So, conditions of the formation of nation's consciousness are one of the most principal factors influencing the creation of a national identity. But under conditions of globalization it cannot exist (only if nation is fully isolated), and it's ruination process starts. And since everything has an end, it ends when the whole world is assimilated to something universal.

*Scientific supervisor: Kondratiuk L. S., Ph. D., assoc. Prof.*