

*Раз, два, тры.
Ад зары і да зары
Будзем біцца,
Весяліцца [1, с. 160].*

Магчыма, гэты рытмічны, жыццесцвярджальны твор і быў напісаны з мэтай уздымаць настрой воінаў, якім давядзецца не шкадуючы жыцця бараніць родную зямлю ад чужынцаў.

Другая песня «Ой, не кукуй, зяюленька...» падтрымлівае маці, сын якой ваюе за родны край, разганяе яе сум. У суцяшэнне аўтар гаворыць, што сын прынясе ёй падарунак – долю-волю.

У абодвух творах фігуруюць вобразы і матывы змагарнай лірыкі: біцца за родны край, за волю; адваяваць, ратаваць, бараніць родны край; ваяваць за долю і волю; вобразы поля бітвы, сілы маладзенькай і інш.

Такім чынам, пры асэнсаванні Першай сусветнай вайны ў лірыцы Алеся Гаруна выяўляецца падабенства з вобразамі і матывамі фальклорных твораў. Вайна асуджаецца як негатыўная з’ява, якая прыносіць гора і краіне, і народу. І хоць паэта хваляюць трагічныя лёсы людзей, патрапіўшых у крывавую калатнечу, гора сям’і, якая правяла на вайну бацьку, сына, слёзы маці, на яго думку, свяшчэнны абавязак кожнага бараніць ад захопнікаў родны край, здабываць у бітвах для яго волю і долю.

БІБЛІАГРАФІЧНЫЯ СПАСЫЛКІ

1. *Гарун Аlesь*. Выбраныя творы ; уклад., прадм., камент. У. Казберука. Мінск : Беларус. кнігазбор, 2003. 448 с.
2. *Гарун Аlesь*. Сэрцам пачуты звон : Паэзія, проза, драматургія, публіцыстыка / уклад., прадм. і камент. У. Казберука. Мінск : Маст. літ., 1991. 359 с.
3. *Лёсік Я.* Аlesь Гарун. Матчын Дар (Рэцэнзія) // Язэп Лёсік. Творы : Апавяданні. Казкі. Артыкулы / уклад., прадм. і камент. А. Жынкін. Мінск : Маст. літ., 1994. С. 302–305.

УДК 008+130.2

THE INTERRELATION AND MUTUAL INFLUENCE OF CULTURES IN MODERN WORLD PROCESSES

F. J. Rahimova

*Baku Eurasian University, Academician H. Aliyev st., 135A,
AZ1110, Baku, Azerbaijan, rehimova1974@mail.ru*

The relation between cultures is one of the important directions of the development of the world culture. The influence of cultures plays an important role in the development and enrichment of every national science and culture. The interrelation and influence of cultures are multifaceted. The article analyzes these problems in details.

Keywords: culture; civilization; dialogue; interrelation; mutual influence.

ВЗАИМОСВЯЗЬ И ВЗАИМОВЛИЯНИЕ КУЛЬТУР В СОВРЕМЕННЫХ МИРОВЫХ ПРОЦЕССАХ

Ф. Д. Рагимова

*Бакинский евразийский университет, ул. академика Г. Алиева, 135А,
AZ1110, Баку, Азербайджан, rehimova1974@mail.ru*

Взаимоотношения культур составляет одно из важных направлений развития мировой культуры. В развитии и обогащении каждой научно-национальной культуры большую роль играет влияние культур других народов. Взаимосвязь и взаимовлияние культур носят многогранный характер, что и анализируется в данной статье.

Ключевые слова: культура; цивилизация; взаимосвязь; взаимодействие; диалог.

Mutual relations of cultures constitute one of the most important directions in the history of the development of world culture, as well as international relations. National or regional cultures that make up the totality of world culture are based on the cultural achievements of previous generations. In the process of historical development, certain traditional elements of culture are continuously enriched with new manifestations and achievements of culture. The interaction and influence of cultures is diverse and multifaceted. The influence of another culture is easily accepted if it corresponds to local cultural traditions and socio-historical conditions: in other cases, foreign cultural factors cannot seriously influence national and local cultures. In the process of historical development, there is a continuous exchange of information between different cultures. As a result, culture begins to incorporate international elements as well as unique national traditions, beliefs, lifestyle, worldview. But at the same time, no matter how closely each culture interacts with other cultures, it has a national character in form. Actually, it is necessary to take into account that some elements characteristic of the culture of this or that nation cannot leave the national framework because they are not attractive to other nations.

The more important elements of local culture have crossed the borders of national culture the more become an integral part of world culture and make great contributions to its enrichment. In this regard, there is an inextricable interaction between national and international aspects of culture. Only cultural examples that reflect humanistic ideas and universal values can be of world importance.

The influence of world culture on the development of national cultures is quite complex and multifaceted. As mentioned, nations and their cultures do not accept all elements of world culture. It depends a lot on people's traditions, beliefs, psychology, lifestyle, and even the cultural policies of governments. As a rule, foreign cultural elements that do not conflict with local traditions are accepted, changed and transformed in accordance with those traditions.

As it is known, in the process of historical development, there is a continuous exchange of information between different cultures, which can be spontaneous and purposeful. In different times and conditions, the intensity, content, form and direction of exchange may be different for each culture, which determines a whole period in the development of culture and the characteristics of its information potential.

It should be taken into account that it is not cultures that interact with each other, but people belonging to different cultural societies. Such people themselves, as a rule, establish mutual relations not because they belong to different cultures, but to unite their efforts on concrete problems that interest them and their solution. Cultures, like people, may differ, but their value status is the same. Man and culture are inextricably linked. How a person is, his culture is like that. His lifestyle, interests and goals directly depend on the cultural environment in which he grew up.

Throughout the history of mankind, various civilizations and cultures crossed the borders of ethnic states and came into contact with each other. Each type of culture has its own historical origins, achievements, advantages and disadvantages. History also proves that in addition to exchanges and contacts between different cultures, there were contradictions and confrontations that led to conflicts. Cultural exchanges and the spread of cultures lead to the fact that during the collision of different cultural systems, in addition to preserving the unique, characteristic features of each culture, their mutual assimilation. Thus, the modern world order is formed as a system in which each culture has characteristics taken from other cultures. This is also confirmed by the development of modern regional and national cultures. Since European culture was able to accept and understand other cultural elements, it has been able to maintain its vitality and reliability until today, and has been constantly enriched and updated.

Attention to other cultures, mutual cultural exchange, respect and tolerance are the main elements of the modern world order. As it is known, Buddhism formed in India spread more widely in China, where it had a great influence on the development of philosophical thought, religion, art, and literature. Later, new philosophical schools and religious movements emerged, which in its turn spread to Korea and Japan and greatly influenced their national culture [1].

The analysis of the history of international relations shows that modern regional foundations of civilizations were laid by the mutual relations of small ethnoses. One cannot disagree with the opinion of the American scientist L. A. Samovar that humanity began its history with contact exchanges between small ethnic groups, and this process later led to the formation of regional civilizations [2, p. 44–45]. The history of modern international relations also proves that the development of cultural cooperation is one of the most effective means of achieving mutual understanding between states. Currently, in the period of rapid development of economic globalization, the level of interaction of cultures is also increasing. In today's conditions, where intercultural exchange has reached an unprecedented scale, it becomes more and more difficult for any cultural system striving for independence to maintain its individuality and isolation.

In the conditions of the expansion of intercultural exchange, on the one hand, the influence of global processes on cultural systems increases, and on the other hand, these exchanges become the driving force and content of the globalization process. Modern types of communication create great opportunities for cross-cultural communication by removing the barriers that hinder relationships between people. The development of trade, global tourism, investments, inter-national cultural relations, population migration, in turn, further expands the scale of intercultural communication. The rapid development of mass media, their crossing of national borders, creates real

opportunities for people to get more information and get acquainted with the cultural characteristics of other nations and societies, and benefit from their achievements.

The modern world is a reality of a global nature for all mankind where threats and dangers are increasing. Culture and intercultural dialogue play an important role in eliminating global threats such as proliferation of weapons of mass destruction, transnational crime, ethnic and regional conflicts, separatism, demographic, environmental, energy and food problems. All countries now understand the possibility of solving these problems only together, through mutual understanding and mutual cooperation.

The world is multifaceted. Every nation, country has its own history, its own system of cultural and moral values. At the same time, they differ according to different levels of economic development and social lifestyle. This difference, diversity, being the main manifestation of the world's multiplicity, is also the main driving force of progress. As the ancient Chinese proverb says, if unity (harmony) leads to innovation, homogeneity (unification) prevents forward movement. Of course, this does not exclude the existence of some common criteria in the value system of all mankind. However, these general criteria are understood and accepted differently in different regions.

In order to achieve mutual respect and mutual understanding between different cultures, ways of life, political systems, and religions, equal dialogue and free exchange and adoption of progressive values of cultures should be ensured. As mentioned above, each culture must absorb other cultural elements to enrich itself. Looking at the world with a wider eye, it is necessary to try to understand the spiritual world of people with different mentality and lifestyle. In order to preserve the diversity of human civilization and ensure the peaceful coexistence of different peoples and confessions there is a need to strengthen mutual trust and confidence among them.

REFERENCES

1. Дайюнь Юэ. О многообразии развития культур. URL : www.peopledaily.com.cn. (date of access : 01.07.2025).
2. Самовар Л. А. Межкультурная коммуникация. М. : Слово, 1988. 264 с.

УДК 81+130.2+168.522

CULTURAL IMPACT OF THE CONCEPT OF BEAUTY

Z. S. Salamova

*Baku Slavic University, S. Rustamov st., 25,
AZ1014, Baku, Azerbaijan, umumi@bsu-uni.edu.az*

With a focus on its cultural ramifications, this article examines the function and importance of the concept of beauty in Azerbaijani culture. It emphasizes that in this setting, beauty is not limited to outward characteristics but rather is closely related to moral rectitude,