

CAPACITIES OF NATIONAL CULTURAL CENTRES

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ABSTRACT

The article considers prospects of using experience of cultural centers in the context of development of regional international relations. Cultural centres, as bearers of national heritage and identity, provide unique platforms for the exchange of culture and art among different communities. Based on the analysis of the experience of successful cultural initiatives in different regions of the world, the authors of the article identify key strategies and approaches that contribute to strengthening international relations at the regional level.

Keywords: *Cultural centres, international relations, regional development, cultural exchange, identity, partnership, local communities, intercultural interaction, development strategies, transboundary cooperation.*

АННОТАЦИЯ

В статье рассматриваются перспективы использования опыта культурных центров в контексте развития региональных международных связей. Культурные центры, как носители национального наследия и самобытности, предоставляют уникальные платформы для обмена культурой и искусством между различными сообществами. На основе анализа опыта успешных культурных инициатив в разных регионах мира авторы статьи выделяют ключевые стратегии и подходы, способствующие укреплению международных связей на региональном уровне.

Ключевые слова: *Культурные центры, международные отношения, региональное развитие, культурный обмен, идентичность, партнерство, местные сообщества, межкультурное взаимодействие, стратегии развития, трансграничное сотрудничество.*

INTRODUCTION

The National Cultural Centres are continuous sources of cultural exchange and play an important role in the development of international relations through the practice of cultural diplomacy. Cultural centres are institutions whose purpose is to understand, bring together and respect different cultures. They serve as platforms for the exchange of ideas, art, languages and traditions, thus creating bridges between different societies. Cultural centres in the modern world are not only the bearers of

cultural heritage, but also key figures in shaping the image of the country outside its borders.

The development of international relations is becoming an integral part of the strategy for regional progress. In today's world, interaction between regions takes on a new level of importance. International relations facilitate the exchange of knowledge, experience and resources among different parts of the world, creating an enabling environment for innovation and sustainable development. Regional progress is closely linked to the ability to establish and maintain effective international partnerships, and in this context the role of cultural centres as catalysts for cultural exchange becomes crucial.

Cultural centres are unique venues where diverse aspects of culture and art are brought together, creating a unique space for intercultural exchange. Here is a meeting of traditions, languages, music, art and lifestyle. These centres not only provide a unique opportunity for locals to better understand the culture of other countries, but also become a place where foreigners can immerse themselves in the authentic atmosphere of the region. Cultural centres thus serve as a bridge between different cultural contexts, promoting mutual understanding and respect for diversity.

DISCUSSION AND RESULTS

Many successful projects implemented by cultural centres around the world highlight their important role in strengthening international ties. For example, projects aimed at the exchange of art exhibitions, festivals, lectures and master classes promote an active dialogue between representatives of different cultures. In addition, language programmes run by cultural centres contribute not only to language learning but also to the cultural context.

Projects such as cultural exchanges and resident programmes for artists provide opportunities for creative interaction and the formation of international art networks. Such efforts not only strengthen the bonds between individuals, but also establish a solid foundation for long-term cooperation and understanding between different regions of the world.

A key aspect of the future use of cultural centres is their ability to enhance the image of the region. The cultural and educational programmes conducted by the centres can serve as a powerful tool for shaping a positive perception of the region on a global scale. The provision of unique cultural events, exhibitions, lectures and festivals promotes attention to and respect for the cultural heritage of the region. These programmes also support intercultural understanding, providing a framework for strengthening regional relations.

To maximize impact, partnerships between cultural centres and regional authorities should be actively promoted. The cooperation of the two parties will make it possible to better integrate cultural and educational initiatives into the region's development strategies. Regional authorities can support cultural centres through the allocation of financial resources, the provision of venues for events, and active participation in the development of programmes that promote intercultural exchange and understanding. Such a partnership would contribute to the sustainability of cultural centres and strengthen their role in regional development.

Language is a key element of cultural understanding, and the use of language programmes can therefore significantly strengthen cultural ties in the region. Cultural centres, by offering foreign language courses, provide an opportunity for the inhabitants of the region to immerse themselves in the language and culture of other countries. This not only facilitates the exchange of knowledge and skills, but also creates stronger links between different communities in the region. Language programmes are becoming a bridge that reduces language barriers and allows for deeper and more reciprocal exchanges between regions.

One of the significant advantages provided by cultural centres for regional development is the ability to attract investment through cultural events and projects. The unique and creative programmes organized by cultural centres attract not only the local population but also a wide audience from other regions and countries. This interest can form the basis of partnerships with private companies, sponsors and public institutions, which in turn contribute to the economic development of the region.

Cultural centres play an important role in the development of tourism, attracting travellers with their unique activities and atmosphere. Travelers seek to immerse themselves in authentic culture and art, and cultural centres provide ideal conditions for this. The development of tourism infrastructure in the region, supported by cultural centres, helps to attract investment, create new jobs and strengthen the regional image on the world stage. This positive image attracts not only tourists, but also new business partnerships, contributing to the sustainable development of the region.

Cultural exchanges organized by cultural centres can be an effective tool in resolving international conflicts. By providing space for dialogue and understanding between cultures and countries, the centres contribute to reducing tensions and building long-term trust. Projects aimed at bringing people together through art, music and education can create a positive environment conducive to resolving

differences and strengthening links between regions, and can set an example for the world community.

The main obstacle faced by cultural centres is financial and organizational difficulties. These centres often have limited budgets, which may limit the scope and quality of activities. Active engagement with the business sector and the involvement of sponsors and partners are needed to overcome this obstacle. Efficient use of resources and optimization of organizational processes will also help to address financial and organizational challenges. Financial support from the State is also to be noted. As an example, the Friendship House in Ferghana (Fergana region) was opened. Each of the eight cultural centres in operation was allocated separate premises.

Understanding between different cultures often faces linguistic and cultural barriers. These obstacles must be actively overcome if cultural relations are to flourish through the centres. Language courses, the translation of events and the creation of a multilingual environment in cultural centres can help overcome language barriers. In addition, the training of staff and the involvement of the local community in cultural initiatives would help to bring different cultural groups closer together and ensure a deeper and more productive exchange.

Governmental and non-governmental organizations can play an important role in supporting and developing cultural centres. Public financial support, tax breaks and subsidies can reduce financial difficulties. It is also important to work actively with governmental and non-governmental partners to jointly develop and implement projects. The promotion of an enabling legal and institutional environment also plays an important role in ensuring the stability and sustainability of cultural centres. Joint efforts by the State and civil society will help to overcome obstacles and create an enabling environment for strengthening cultural ties in the region.

In conclusion, it is important to emphasize the importance of integrating the experience of cultural centres into the development strategies of the region in the sphere of international relations. International interaction through cultural and educational programmes not only strengthens international ties, but also contributes to creating a favourable climate for economic growth, cultural exchange and conflict resolution. Using the experience of cultural centres acts as a catalyst for sustainable development, bringing the region not only new ideas and practices, but also strengthening its position on the world stage. This is becoming a key factor in achieving harmony and progress in today's world, where cultural diversity and mutual understanding are becoming integral parts of the development and well-being of society.

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