

THE PROCESS OF GLOBALIZATION AND THE PROBLEM OF THE NATIONAL CHARACTER IN THE "EAST – WEST" CONTEXT (on the example of modern Turkish and Azerbaijani stories)

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The factor of national identity, which is the complete opposite of globalization, manifests itself in various spheres of human activity such as politics, public life, literature, and various fields of art. Today, national identity is being fought both at the individual and social levels. Globalist theory and globalist thinking in the twentieth century led to fundamental changes in the life of society. In particular, with the globalization of cultures, a synthesis of world cultural values is observed, the process of the emergence of new ones is underway. The development of this diversity in unity is the only possible historical, philosophical and political paradigm of globalization. The problem of national identity is becoming more and more relevant in the struggle between the West and the East. The article deals with the influence of traditions and the theory of global thought on the essence of the national literatures of Azerbaijan and Turkey. The methods of analysis are associated with a conceptual approach to the general directions of literary trends in the modern artistic word. In particular, these are historical-literary, cultural-historical, comparative and typological research methods. This influence manifested itself through literary movements (modernism, postmodernism, existentialism, feminism), various styles and images oriented towards the West. The negative aspects of globalization tear the artistic image away from ethnic roots, national identity, national and moral values, a person remains alone with his problems, searches for and finds himself in the global world. In Azerbaijani literature, this process is often called "existentialism", and in Turkish literature "varoluşçuluk akımı", it is also called "literature of alienation". In the literature, globalist writers are united by the following features: to keep up with this trend; to join this trend in accordance with the requirements and influences of innovative trends, as opposed to traditionalism; to be a supporter of the ideology of "common cultural values" of globalism with "world man", "world home", "secular thought", "secular thought", "secular art style". The world in which a person lives is changing, chaos is formed in the human brain, and the hero in the spiritual world goes in search of truth. In many cases, when this is not achieved, he considers himself small, useless, powerless, helpless in the global world, prone to asceticism, alienation, the feeling of nearness of death becomes normal for him, and he is faced with psychological trauma. This not only alienates a person from national identity, national character, national moral self-awareness, but, as already noted, creates a number of psychological and moral problems.

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