

THE ROLE OF YOUTH IN PRESERVING CULTURAL HERITAGE: CHALLENGES AND PERSPECTIVES

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Abstract

The article examines the key role of youth in preserving cultural heritage in the context of globalization and digitalization. It analyzes the challenges faced by the younger generation, including the gap between traditions and modernity, the influence of mass culture, and insufficient awareness of the value of cultural heritage. The article explores the prospects for involving youth in the processes of preserving and popularizing cultural heritage through the use of modern technologies and innovative approaches.

Keywords: Cultural heritage, youth, globalization, digitalization, preservation, popularization, innovation.

Introduction

Cultural heritage is a crucial element of society's identity, connecting generations and ensuring the continuity of traditions. In an era of rapid technological change and globalization, preserving cultural heritage becomes a particularly pressing task. Youth, as the most dynamic and receptive to innovation segment of society, plays a key role in this process. However, a number of challenges arise in engaging youth in the preservation of cultural heritage, related to changing value orientations, the influence of mass culture, and insufficient awareness of the value of cultural heritage.

Challenges in Preserving Cultural Heritage for Youth Gap between traditions and modernity: The younger generation, raised in the digital age, often experiences difficulty in understanding and perceiving traditional forms of culture. Different perceptions of values and lifestyle can lead to alienation from cultural heritage. Influence of mass culture: Global mass culture exerts a strong influence on youth, shaping consumer preferences and drawing attention away from the study and

preservation of local cultural traditions. The commercialization of culture can lead to simplification and distortion of the original meaning of cultural heritage.

Insufficient awareness: Many young people lack sufficient information about their own cultural heritage, its history, significance, and role in shaping national identity. A lack of interest in cultural heritage may be due to insufficient promotion and popularization of cultural values in educational institutions and the media.

Limited access to resources: Youth initiatives for the preservation of cultural heritage often face the problem of limited funding, a shortage of qualified personnel, and a lack of support from state and public organizations.

Prospects for Involving Youth in Preserving Cultural Heritage. Use of modern technologies: Modern technologies, such as the internet, social networks, mobile applications, and virtual reality, provide ample opportunities for popularizing cultural heritage among youth. Creating interactive educational platforms, virtual tours of historical sites, and mobile guides can increase interest in cultural heritage and make it more accessible.

Innovative approaches to preservation: Youth can bring new ideas and approaches to preserving cultural heritage, including the use of modern materials and technologies for the restoration of monuments, the creation of creative projects and events aimed at popularizing cultural heritage and engaging local communities.

Support for youth initiatives: It is necessary to create conditions to support youth initiatives aimed at preserving and popularizing cultural heritage, providing young people with financial, organizational, and informational support. It is important to involve youth in decision-making regarding the preservation of cultural heritage so that they feel responsible for preserving cultural values.

Development of education and enlightenment: An important area is the development of education and enlightenment in the field of cultural heritage, starting from an early age. It is necessary to include the study of cultural heritage in educational programs, organize thematic exhibitions, festivals, and competitions aimed at raising interest in cultural heritage and fostering a respectful attitude towards cultural values.



Conclusion

Youth plays a key role in the preservation of cultural heritage, acting both as the heir and the creator of future culture. Taking into account the challenges and prospects discussed in this article, it is necessary to intensify efforts to involve youth in the processes of preserving and popularizing cultural heritage, using modern technologies and innovative approaches. Supporting youth initiatives, developing education and enlightenment, as well as creating favorable conditions for youth participation in decision-making regarding the preservation of cultural heritage, are necessary conditions for ensuring the continuity of cultural traditions and the formation of national identity.

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