

## PROBLEMS OF NATIONAL IDENTITY RETAINING IN THE CONDITIONS OF GLOBAL WORLD

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**The purpose** of this paper is to highlight an actual problem of national identity retaining in modern age of globalization and to define the influence of globalization processes on national states.

**Approach.** In this paper there were analyzed different views on the process of globalization and its influence on national identity. During the research there were used general and specific scientific methods, such as: induction and deduction, historical, abstract and logical, analysis and synthesis, systematic approach.

**Findings.** A challenging complex of positive and negative aspects of European integration in social and national spheres of different countries is outlined in this paper. It was found that interpenetration of different national cultures is an essential element of global world society. And this requires extension of international priorities and simultaneously this exacerbates a problem of national ethnic identity retaining.

**Research implications.** In this paper there are defined the main directions of globalization influence, such as: socioeconomic, sociopolitical and sociocultural. There are also studied the main results and consequences of globalization processes in Ukraine as a country with a European integration intensification.

**Practical implications.** Globalization processes require social sphere reformation, which is not always smooth for society and sometimes even faces different postpones from some political forces. Recently gradual simplification of visa regime and immigration policy of many countries caused almost unhampered transition of population and labor accompanied with growing share of non-indigenous population in Europe.

**Value.** It was found that labor and intellectual outflows from developing and economically unstable countries are one of the very important but underestimated



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consequences of globalization. This effect decreases national component of population in these countries.

**Keywords:** globalization, national identity, European integration

**Research type:** research paper.