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APPLICATION OF EDUCATIONAL TECHNOLOGIES IN THE FORMATION OF MULTICULTURAL VALUES

Shamshetova Anjim Karamaddinovna
Uzbek State University of World Languages

Abstract
As globalization and migration processes increasingly narrow the boundaries between peoples, tensions often arise among different nationalities and cultures. At the same time, just as with other aspects of coexistence—such as living and working together—intercultural dynamics become an inevitable and complex reality.

Keywords: multicultural values, multiculturalism, educational technologies

Multiculturalism ensures the equal rights of ethnic and cultural groups within a society. This, in turn, contributes to social stability and peace by ensuring that legislation and public policy consider the interests of diverse ethnic communities. Multiculturalism fosters cultural diversity, which enriches the public and cultural spheres and drives innovation. It provides different peoples and ethnic groups with the opportunity to present their traditions and cultural heritage to society. Migrants and individuals from diverse national backgrounds contribute to economic growth through their skills, knowledge, and entrepreneurial capacities. Furthermore, multiculturalism opens new avenues for business and technological innovation in the economy. In general, we observe a positive impact on cross-national economic development.

However, there are also arguments that multiculturalism may give rise to social discord and the risk of group isolation. In some social and political contexts, we observe growing polarization among ethnic groups, lack of individual recognition, and pervasive societal tensions. Disproportionate implementation of multicultural policies can potentially result in social fragmentation or marginalization of certain groups.

Multiculturalism is an important dimension of tolerance, emphasizing the coexistence of cultures in ways that allow for mutual exchange, enrichment, and development along a common, humanistic trajectory of mass culture.

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Currently, **educational technologies** play a crucial role in fostering multicultural values among learners by helping them understand, accept, and appreciate cultural differences. One effective approach is the inclusion of courses such as *Cultural Studies*, *World Cultural History*, and *History of World Religions* in academic curricula. These disciplines enable students to explore the cultural characteristics, traditions, customs, languages, and histories of various countries, promoting an appreciation of cultural uniqueness.

As noted by N.A. Goncharova, culture forms a shared human environment through values, beliefs, and societal norms, representing an internalized model of human behavior.

Another effective educational method that contributes to the development of multicultural values is **interactive learning**. Through group projects and collaborative tasks, students can work with peers from other countries, engage in intercultural dialogue, solve problems, and make collective decisions. This form of engagement fosters communication skills across national boundaries, conflict prevention, and the ability to function in multicultural teams [3, p. 181].

The use of **game-based learning technologies** or **gamification** in practical sessions is also worth noting. Quizzes, quests, and other game formats facilitate rapid knowledge acquisition and improve retention [1, p. 11]. These activities cultivate tolerance, respect for differing opinions, and an appreciation for cultural values. The integration of game elements into the educational process increases student engagement, fosters openness to different perspectives, and enhances the overall learning experience.

Thus, educational technologies play a vital role in developing multicultural values by:

roviding access to a broad body of knowledge about different cultures, traditions, and customs; Promoting empathy and intercultural understanding; Building multicultural competencies and communication skills in diverse learning environments; Adapting educational content to meet the cultural needs and interests of individual learners.

Today's world is undergoing rapid transformation due to globalization and digital change. Cultural diversity has become a defining feature of contemporary society, and multicultural values are essential to achieving social stability and harmonious coexistence among people of various nationalities, religions, and traditions. In this context, **education assumes a unique mission**—not only to impart knowledge but also to cultivate understanding, respect, and openness toward cultural diversity among the younger generation.

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A key factor supporting this mission is **information technology**, which has enabled the creation of a new form of learning: the **digital educational environment**.

The digital educational environment, enabled by information technologies, facilitates communication and collaboration among students from different countries and allows them to explore each other's cultures. Online courses, webinars, and virtual classrooms bring together learners from various ethnic and cultural backgrounds, promoting tolerance and mutual respect.

Modern educational platforms offer materials in multiple languages and incorporate culturally sensitive content, broadening learners' worldviews and fostering a respectful attitude toward diversity. Tools such as artificial intelligence, machine translation, and adaptive learning systems help overcome linguistic and cultural barriers, making education more accessible and inclusive. Through information technology, students can engage in international projects, virtual exchanges, and intercultural forums, all of which promote global thinking and civic responsibility.

The digital educational environment, when integrated with modern information technologies, possesses vast potential for fostering multicultural values. It supports the development of a new generation of global citizens—individuals who are open-minded, respectful of differences, and capable of constructive dialogue. In a world of rapid change, it is crucial not only to leverage the potential of digital education but also to direct it toward cultural interaction, sustainable development, and peace.

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