

## **The Evolution of Culture and its Influence on Modern Society**

**A. Prekeeva**

*Candidate of philological science, docent*

**Sh. Abdibaev**

*Master, Nukus branch of Uzbekistan state institute of arts and culture  
abdibaevshingis2@gmail.com*

**Abstract.** *This article analyzes the stages of the evolution of culture, the main factors and its impact on modern society. Culture, as a historical process, is constantly changing and developing in connection with technology and social connections. In today's globalization, culture is not only limited to national traditions, but also formed through new concepts, such as digital technologies, artificial intelligence. The main purpose of the article is to cover modern cultural development processes and identify future trends.*

**Key words:** *evolution of culture, artificial intelligence, technology, values, biological, mental, logical.*

Throughout human history, culture has been formed as an integral part of human life. Culture is a person's way of thinking, values, customs, art and way of life. Its evolution is inextricably linked with the development of society and manifests itself in the modern world not only as a means of heritage, but also as a means of global influence. The evolution of culture began with the process of adaptation of primitive man to nature, understanding of existence.

In the early stages, culture was based on the methods, beliefs and rituals of human survival, and in the process of development a complex cultural system developed with the development of science, technology, art and philosophy.

Therefore, the evolution of culture is a complex process associated with the social, economic and technological changes of society. Although the formation and development of culture has been studied within anthropology, philosophy, sociology, and history, its impact on modern society is one of the most difficult issues to debate. The evolutionary process of culture "has been analyzed by many scientists in various ways.

In classical sociological approaches, researchers such as E. Tylor, L. White, and C. Levy-Strauss viewed culture as a product of the historical process and associated its development with social institutions. Today, the theory of cognitive culture is relevant, which studies how cultural norms and values affect the human mind.

"This approach develops not only under the influence of external factors, but also in a situation directly related to the process of consciousness and cognition, since each society has its own cultural model and scheme that determines how people understand and react to individual situations. People lived differently. Under the influence of material conditions, the social system, both their consciousness and lifestyle, began to change themselves, which became a clear phenomenon in

culture<sup>1</sup>. With the change in material living conditions, human needs, values and cultural examples have also changed. Today, people who used to work for the benefit of an ordinary home are engaged in creative and intellectual activities using modern technologies.

For example, if in the past the manufacture of weapons or at home was part of culture, today the virtual world, digital art, artificial intelligence products have become a new culture. In today's globalized world, culture encourages people not only to national values, but also to communicate with the peoples of the world, mutual understanding and innovative thinking. Technology, the Internet and global cultural exchange have created a new stage in human thinking. For example, collectivism plays a role in Central Asian culture, and individualism plays a role in Western culture. These contradictions are manifested in human thinking, worldview and social relations. "The natural way of thinking is undergoing a huge change in culture."<sup>2</sup> According to E.T. Hall, culture should form a worldview in changing a person's thinking, because in every society culture determines how it reflects the world. If we believe that a person's natural thinking is just a biological process, then each person should think the same way. But culture has changed the way people think in different societies. Therefore, natural thinking is formed not only by the biological, but also by the psychological development of a person, but also is significantly changed by culture.

Culture determines how a person sees the world, shapes the rules of language use, defines the boundaries of thinking through a value system, and influences how he draws logical conclusions.

Thus, thinking and culture are interconnected, and the natural development of thinking is constantly changing. Today, the development of technology raises the question of culture.

In this case, artificial intelligence begins to argue with a person in the formation of culture.

For example, such artificial intelligence devices as Chatgpt, deepseek, independently write poetry, draw pictures, which leads to the evolution of this culture. But, on the one hand, these devices have a positive effect on human activities, and in the future, the evolution of culture can be controlled by artificial intelligence, not humans.

"Primitive culture, ancient culture, ancient culture, Islamic culture and other cultural stages to a certain extent include regional-territorial features. In the history of culture, different periods and stages, each of which has its own characteristics, development processes and cultural influence."<sup>3</sup> These periods may be interdependent, but each of them has its own territorial, regional and local characteristics. If we consider some periods and their features:

**Ancient era:** In antiquity, it was mainly associated with the formation of early human cultures. During this period, unique cultures were formed in many countries, including Messopotamia, Egypt, India and China, early scripts, artistic, religious systems and political organizations appeared. The territorial features of this period are mainly described by social and religious views. For example, there was a distinction between the religious culture of Egypt and the technological development of Messopotamia.

**Renaissance period:** It began in Europe, mainly in Italy, and then covered the entire continent. During this period, there is new growth in the fields of science, art and philosophy, a return to ancient Greek and Roman cultures, and criticism of religious views. Territorial features often manifested themselves in the development of various cultural centers in Italy, France and England, and each country created its own cultural achievements.

**Islamic culture:** Islamic culture came to Arabia in the 7th century and is very rich in territorial features, as it was formed under the influence of several ethnic and cultural groups. For example, cultural ties between Arabs and Turks, as well as the influence of Muslims on European culture, have created unique forms of Islamic culture in various regions.

---

<sup>1</sup> M.Abdullayev, E.Umarov, A.Ochildiyev, A.Yo'ldoshev, A.Abdullayev "Madaniyatshunoslik asoslari" Toshkent – 2006 P-30.

<sup>2</sup> Edward T. Hall "Beyond Culture" London P-9.

<sup>3</sup> M.Abdurahmanov, N.Rahmonov. "Madaniyatshunoslik" Toshkent- 2015. P-81

Each era has its own characteristics, since cultures develop in mutual influence and in each region differ in their characteristics. These changes are visible through "social, political, religious and cultural change." For example: "The family system is very important in our society." A family, as a rule, has many children - parents, parents and children live together, because families are often socio-economically interconnected, and the system of support and support for the elderly is highly developed.

As for the European family, based on the principles of independence and personal freedom, young people can live independently after the age of 18. Parents intervene less in their children's lives and empower them to make personal decisions. These differences are due to cultural, historical and economic factors.

Therefore, the evolution of culture is an integral part of human history, and its impact on modern society is enormous. Culture change and development is inextricably linked with various historical processes, technological development and globalization. Today, traditional cultures are being introduced into new forms of influence of modern technologies and cultural trends. The development of culture shapes social, philosophical and aesthetic society and determines its worldview. Therefore, understanding the evolution of culture, its effective discussion of modern society and predicting how it will form in the future is important not only for science, but also for improving society. Culture seeks to preserve its character in a changing environment, and this process must be studied scientifically and culturally.

### **References**

1. M.Abdullayev,E.Umarov, A.Ochildiyev, A.Yo'ldoshev, A.Abdullayev "Madaniyatshunoslik asoslari" Toshkent – 2006. P-30.
2. Edward T. Hall "Beyond Culture" London .P-9.
3. M.Abdurahmanov, N.Rahmonov. "Madaniyatshunoslik" Toshkent- 2015. P-81.