



“TURKIY XALQLAR ADABIYOTI TADQIQIDA INNOVATSION YONDASHUVLAR” mavzusidagi xalqaro ilmiy-amaliy konferensiya



ARTISTIC INTERPRETATION OF GLOBALIZATION PROBLEMS IN CONTEMPORARY TURKISH NOVELLAS

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Annotation. *This article examines how contemporary Turkish novellas reflect globalization-related issues such as identity crisis, urban alienation, and cultural loss. Literary techniques like symbolism and spatial contrast are used to express these themes critically.*

Keywords: *Globalization, Turkish literature, identity, cultural conflict, modernity, urban alienation, consumerism, hybridity.*

Аннотация. *В статье анализируется, как современные турецкие новеллы отражают проблемы глобализации: кризис идентичности, урбанизация и культурная утрата. Авторы используют символику и пространственные образы для художественного осмысления этих тем.*

Ключевые слова: *Глобализация, турецкая литература, идентичность, культурный конфликт, модернизация, отчуждение, потребительство, гибридность.*

Annotatsiya. *Maqolada zamonaviy turk novellalarida globallashuv bilan bog'liq muammolar – identitet inqirozi, urbanizatsiya va madaniy yo'qotishlar badiiy tahlil qilinadi. Mualliflar bu mavzularni ramzlar va fazoviy qarama-qarshiliklar orqali ifodalaydi.*

Kalit so'zlar: *Globalashuv, turk adabiyoti, identitet, madaniy ziddiyat, zamonaviylik, begonalashuv, iste'molchilik, gibridlik.*

Introduction. In the 21st century, globalization has become a dominant force shaping cultural identities and socio-economic structures across the globe, including Turkey. Globalization, while facilitating cultural exchange and economic development, also introduces challenges such as cultural homogenization, identity crises, and social dislocation. Turkish literature—especially novellas—has increasingly become a space for exploring these tensions. Contemporary Turkish novellas offer nuanced and critical portrayals of how individuals and communities cope with the cultural, social, and economic pressures of globalization. This study investigates how Turkish novella writers artistically interpret globalization-related issues, focusing on recurring themes, narrative

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Methods. This research is based on qualitative textual analysis of selected contemporary Turkish novellas published from the 1990s onward. The selection includes widely discussed works by authors such as Elif Shafak, Orhan Pamuk, and Ayfer Tunç. Secondary sources such as peer-reviewed articles, academic books, and scholarly encyclopedias were consulted to frame the literary analysis and provide socio-cultural context. Key criteria for selection were the novella's engagement with themes such as identity, modernity, consumerism, and cultural conflict under globalization. The methodology includes close reading of texts, identification of recurring artistic devices, and cross-referencing with existing scholarly interpretations.

Results. 1. Major Themes of Globalization in Turkish Novellas:
Cultural Identity Crisis: Characters in these novellas often experience inner conflict between traditional Turkish values and Western/global influences. The resulting identity crisis becomes a key theme, reflecting the national anxiety of cultural erosion in a rapidly globalizing world [1].
Urban Alienation and Modernization: Novellas frequently portray cities like Istanbul as spaces of alienation, where rural migrants or traditional families feel dislocated in a Westernized urban culture. The city becomes a metaphor for global modernity, and characters are depicted as lost in its chaotic and impersonal structures [2].
Consumerism and Class Tension: The rise of global capitalism introduces new desires, social hierarchies, and class divisions. Turkish novellas often critique the growing obsession with foreign brands, luxury goods, and material wealth as symbols of modern success, often at the expense of communal values [3].
Loss of Tradition and Language: Globalization's influence is also shown through the decline of traditional arts, religious practices, and local dialects. Some novellas highlight how the Turkish language itself becomes hybridized with English or loses expressive richness due to modern media and education [4].

2. Artistic and Narrative Strategies:
Spatial Contrast and Symbolism: The contrast between Istanbul and Anatolian towns is a recurring motif. Urban vs. rural settings symbolize the clash between modernity and tradition, and between global and local values [5].
Fragmented Narrative and Shifting Perspectives: Authors employ fragmented narration and multiple viewpoints to reflect the disoriented experiences of characters facing the complexities of global culture [2].

Use of Foreign Language and Media Symbols: Novellas incorporate English phrases, foreign media, and consumer products (like Coca-Cola, Western films) as symbols of global culture infiltrating daily life [6].
Temporal Displacement and



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Nostalgia: Flashbacks and nostalgic references to pre-globalized Turkey serve as literary tools to critique the perceived loss of authenticity in contemporary society [3].

Discussion. The findings suggest that Turkish novellas do not present globalization in a binary manner (good or bad), but rather as a multifaceted phenomenon that causes both transformation and tension. Writers often maintain an ambivalent stance: some characters adapt to global influences while others resist or suffer because of them.

According to Ertuğrul’s model of Turkish modernity, Turkish literature expresses three responses to modernization/globalization: preservation of tradition, critical hybridity, and complete Westernization [7]. Many novellas fall into the “critical hybridity” category—seeking balance between preserving local identity and engaging with global culture.

The use of fragmented narrative and symbolic urban landscapes reflects the socio-psychological impact of globalization on Turkish citizens. Literature becomes not only a mirror of societal change but also a subtle form of resistance and negotiation [8]. One limitation is that novellas, due to their short form, may only provide snapshots of these global tensions. However, their brevity also allows for powerful, focused storytelling that highlights specific aspects of globalization.

Conclusion. Contemporary Turkish novellas serve as important cultural documents reflecting the multifaceted challenges of globalization. Through themes of identity crisis, alienation, consumerism, and cultural loss, they artistically interpret the social changes transforming Turkish society. Their literary techniques – fragmentation, symbolism, spatial contrast, and linguistic hybridity – offer deep insights into how individuals navigate the global-local tension. Further research could explore specific regional novellas or compare Turkish responses to globalization with those of other Muslim-majority nations experiencing similar cultural shifts.

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