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THE CONTEMPORARY MONGOLIAN CULTURAL LANDSCAPE: CULTURAL INFLUENCES, LANGUAGE SKILLS, AND THE IMPACT OF FOREIGN CULTURES

Abstract

This article examines the contemporary Mongolian cultural landscape and explores the influence of foreign cultures on Mongolian youth. The study investigates the effects of foreign cultural dominance on Mongolian language proficiency, traditional Mongol script skills, and the appreciation of the mother tongue. Additionally, the article delves into the impact of Korean bubble-culture, social media platforms, Hollywood movies, Japanese anime, and capitalist art on Mongolian youth, with a focus on their potential for escapism and desensitization. Furthermore, the article discusses the clash between traditional Mongolian cultural values and those of dominant foreign cultures, and the resultant devaluation of Mongolian cultural heritage. Ultimately, the study aims to shed light on the challenges and potential alienation faced by Mongolia's cultural landscape.

Introduction

The contemporary Mongolian cultural landscape is a dynamic and evolving entity that is increasingly influenced by foreign cultures. As globalization expands and technology connects people from different parts of the world, the influx of foreign cultural influences has become more prominent in Mongolia. This article aims to shed light on the potential consequences of this cultural phenomenon, particularly the emergence of cultural alienation among Mongolians.

Cultural alienation refers to the disconnection or estrangement individuals may feel from their own cultural heritage and values due to the overwhelming influence of foreign cultures. In a rapidly changing world, it is crucial to understand the impact of these foreign cultural influences on the social fabric of Mongolian society.

Cultural literacy plays a vital role in addressing this issue. By fostering cultural literacy, individuals can develop a deeper understanding and appreciation of their own cultural heritage while engaging with and respecting the cultures of others. This article underscores the significance of cultural literacy in navigating the contemporary Mongolian cultural landscape. Foreign cultures, ranging from Western to East Asian influences, have exerted a substantial impact on the traditions, language skills, and cultural values of Mongolian youth. It is essential to examine how these influences shape the attitudes and behaviors of young Mongolians towards their own culture and language.

In light of these factors, this article seeks to explore the multidimensional aspects of the contemporary Mongolian cultural landscape. By delving into the issues of cultural alie-

nation and the need for cultural literacy, it aims to provide valuable insights into the challenges and potential solutions for preserving and nurturing Mongolian cultural heritage in an increasingly globalized world. In the subsequent sections, this article will delve into empirical research and analyses to investigate the influence of foreign cultures, such as the Korean bubble-culture, social media, Hollywood movies, Japanese anime, and capitalist art, on Mongolian youth. It will also examine the clash of cultural values and the potential devaluation of Mongolian cultural heritage in the face of dominant foreign cultures. Through this comprehensive exploration, we hope to enhance our understanding of the contemporary Mongolian cultural landscape and propose strategies for promoting cultural appreciation, preserving cultural values, and countering cultural alienation.

Influence of foreign cultures on Mongolian youth

Foreign cultural dominance and language skills

The influence of foreign cultures, particularly Western and East Asian influences, has significantly impacted the language skills of Mongolian youth. (Enkhtur & Wurm, 2016) This subsection aims to explore the relationship between foreign cultural dominance and the decline in Mongolian language proficiency and traditional Mongol script skills. Over the years, Mongolia has witnessed an increasing prevalence of foreign languages and cultures due to globalization and technological advancements (Smith & Li, 2019). This has led to a shift in the linguistic landscape, with more emphasis placed on learning and using foreign languages, such as English, Korean, and Chinese. As a result, the fluency and command of the Mongolian language among the younger generation have faced challenges.

One contributing factor to the decline in Mongolian language skills is the growing exposure to and popularity of foreign media, including movies, TV shows, and music. With the widespread availability of international entertainment platforms, Mongolian youth are increasingly consuming content primarily produced in foreign languages (Purevjav & Byamba, 2019). As a consequence, their exposure to and immersion in foreign languages has surpassed their engagement with the Mongolian language. Moreover, the dominance of foreign cultures has resulted in a shift in cultural preferences and values. As young Mongolians engage more with Western and East Asian cultures, there is a tendency to prioritize the learning and adoption of foreign languages over the preservation and development of their mother tongue. This shift in focus has had a direct impact on the language skills of Mongolian youth (Damba, 2016).

Furthermore, the decline in traditional Mongol script skills is another concerning aspect. The traditional Mongol script, which holds significant historical and cultural value, is gradually being overshadowed by the increasing prominence of Latin script and other foreign writing systems (Grivelet, 1995). The lack of emphasis on traditional script education and the limited exposure to written materials in Mongolian script contribute to a decline in the ability to read and write in the traditional script among the younger generation.

Korean Bubble Culture and its effect on Mongolian youth

Korean bubble-culture, encompassing K-dramas and K-pop, has emerged as a powerful influence on Mongolian youth. Korean dramas, with their captivating storylines and relatable characters, have gained immense popularity among Mongolian youth. These dramas often depict idealized narratives of romance, friendship, and personal growth, which resonate with the emotional experiences and aspirations of the audience (Nomindari & Lee, 2016). As a result, young Mongolians find themselves drawn to the Korean drama culture, often admiring and attempting to emulate the lifestyles and behaviors of the characters they see on screen (Enkhtur, 2018).

In addition to dramas, K-pop music and its accompanying music videos have made a significant impact on Mongolian youth. K-pop groups, such as BTS and Black Pink, have a massive following in Mongolia, with their music and performances garnering widespread admiration. This admiration extends beyond just the music itself, as young Mongolians often try to emulate the fashion, style, and looks of their favorite K-pop stars (Cho, 2019).

The influence of Korean bubble-culture goes beyond mere entertainment consumption. It has also led to the adoption of Korean language learning as a trend among Mongolian youth. Korean language institutes and courses have seen a rise in demand, driven by the desire to better understand and connect with Korean media and culture (Batsukh et al., 2016).

The fascination with Korean bubble-culture among Mongolian youth can be attributed to several factors. Firstly, Korean media presents a refreshing alternative to the dominant Western cultural influences, offering a unique cultural perspective that resonates with Mongolian youth. Secondly, the emotional storytelling, attractive aesthetics, and relatable characters in Korean dramas and music create a sense of escapism and identification for the audience (Ju & Lee, 2015). Lastly, the strong online presence of K-pop fandoms and fan communities allows for a sense of belonging and interaction, further reinforcing the influence of Korean bubble-culture.

The dominance of foreign cultures, such as Western and East Asian influences, has significantly impacted the language skills of Mongolian youth. The decline in Mongolian language proficiency and traditional Mongol script skills can be attributed to the increasing prevalence of foreign languages and cultures. Moreover, the influence of Korean bubble-culture, particularly K-dramas and K-pop, has led to the emulation of lifestyles, fashion, and mannerisms among young Mongolians. These cultural phenomena highlight the transformative power of foreign cultures on the younger generation and their cultural preferences and behaviors.

The impact of social media and multinational corporations

Addiction to social media and diminishing attention spans

Social media has become an integral part of the daily lives of Mongolian youth, shaping their behaviors, preferences, and social interactions (Dash & Gantumur, 2020). The accessibility and popularity of platforms like Facebook, Instagram, and TikTok have resulted in a significant portion of the youth population dedicating substantial amounts of time to

scrolling, posting, and engaging with online content. The addictive nature of social media platforms poses challenges to the attention spans of Mongolian youth (Oyungerel & Sharavdorj, 2021). The constant exposure to an overwhelming amount of information, combined with the instant gratification provided by likes, comments, and notifications, has contributed to shorter attention spans and reduced ability to concentrate on tasks that require sustained focus. Furthermore, the curated and algorithmically personalized content on social media platforms often creates echo chambers, reinforcing existing beliefs and limiting exposure to diverse perspectives. This echo chamber effect can lead to a narrow worldview and limited critical thinking skills among the youth. The impact of social media addiction on mental health is also a concern. Excessive use of social media has been associated with increased levels of anxiety, depression, and loneliness among young individuals. The constant comparison to idealized versions of others' lives portrayed on social media can create unrealistic expectations and contribute to feelings of inadequacy.

Influence of multinational corporations on cultural preferences

Multinational corporations, such as Facebook, Instagram, and TikTok, wield significant influence over cultural preferences and trends among Mongolian youth. These platforms are not just communication tools; they also function as gatekeepers of cultural content, promoting certain aesthetics, lifestyles, and consumer behaviors (Densmaa et al., 2021). Multinational corporations leverage their algorithms and advertising strategies to shape and manipulate the content consumed by users (Couldry & Mejias, 2019). They use sophisticated data analytics to understand user preferences and target specific demographics with tailored advertisements and sponsored content. This targeted approach plays a crucial role in shaping the cultural preferences and consumer choices of Mongolian youth. Moreover, the presence of multinational corporations in the advertising industry further amplifies the influence they have over cultural trends (Arvidsson, 2019). Advertising campaigns by global brands, often featuring international celebrities and influencers, have a pervasive impact on the consumption patterns and aspirations of Mongolian youth. The promotion of Western and East Asian fashion, beauty standards, and consumer products through these campaigns can lead to a shift in cultural values and preferences. The dominance of multinational corporations also raises concerns about the commodification and commercialization of culture (Nergui & Jargalsaikhan, 2018). As cultural content is increasingly driven by profit motives, there is a risk of diluting authentic cultural expressions and promoting superficial and commercialized representations of culture (Tumurbaatar & Tsolmon, 2017). Social media platforms and multinational corporations exert significant influence over Mongolian youth (Narangerel & Ayush, 2019). The addiction to social media and its impact on attention spans, as well as the targeted content and advertising strategies employed by multinational corporations, shape cultural preferences and consumer behaviors. Recognizing and critically engaging with these influences is crucial for preserving cultural integrity and fostering a balanced approach to the consumption of media and cultural content.

Hollywood movies and television series: Artistic substance vs. commercial appeal

The dominance of Hollywood and Marvel movies

Hollywood movies and television series have a significant presence in the global entertainment industry, including Mongolia. These productions, with their massive budgets, advanced special effects, and star-studded casts, have a wide reach and captivate audiences worldwide, including Mongolian youth. Within Hollywood, Marvel movies have gained immense popularity among Mongolian youth. The Marvel Cinematic Universe (MCU), with its interconnected storyline and diverse range of superheroes, has created a cultural phenomenon (Brooker, 2012). The franchise's films, known for their action-packed sequences and high-stakes narratives, often prioritize spectacle and entertainment value over deeper thematic exploration (Newman, 2008).

One key aspect of Hollywood movies and television series is their commercial appeal. These productions are designed to attract large audiences, generate significant revenue, and maximize profits (Purevdorj & Enkhsaikhan, 2017). As a result, there is often an emphasis on creating mass-market appeal, relying on familiar formulas, and delivering visually stunning spectacles to attract viewers. This focus on commercial appeal can sometimes come at the expense of artistic substance. While Hollywood movies and television series can be entertaining and visually impressive, they may lack the depth and artistic exploration that can be found in works of art that address the human condition and offer cultural insights (Dorjgotov & Bolorchimeg, 2018).

Engaging with works of art that delve into the complexities of the human experience, challenge societal norms, or provoke thought and introspection can provide a deeper understanding of cultural values and foster critical thinking among young individuals. However, the dominance of Hollywood productions, with their emphasis on commercial success, may limit exposure to such artistic works.

The consumption of Hollywood movies and television series, particularly those with less artistic substance, may have several consequences for Mongolian youth. Firstly, these productions can become a major part of their media consumption, occupying a significant amount of their time and attention. This can potentially distract them from engaging with other forms of art that offer more nuanced insights into the human condition (Kubrak, 2020).

Moreover, the prevalence of Hollywood movies and TV series may contribute to a homogenization of cultural tastes and preferences among Mongolian youth. The dominant influence of Western narratives and aesthetics can overshadow local and traditional cultural expressions, leading to a potential loss of unique cultural perspectives and identities (Maisuwong, 2012). Additionally, the focus on commercial appeal in Hollywood productions may perpetuate certain stereotypes and cultural biases. These portrayals can shape the perceptions and understanding of different cultures, including Mongolian culture, often simplifying or misrepresenting them for the sake of mass-market appeal.

Balancing commercial entertainment and artistic substance

It is essential to strike a balance between consuming commercial entertainment and engaging with works of art that offer deeper artistic substance. Encouraging young individuals to explore a diverse range of cinematic experiences, including independent films, art-house productions, and culturally significant works, can broaden their perspectives and deepen their understanding of the human condition.

Promoting film festivals, cultural events, and educational programs that showcase a variety of films from different cultural backgrounds can foster a more diverse and inclusive media landscape. By exposing Mongolian youth to a broader range of artistic expressions, they can develop a discerning and critical eye, appreciating the value of works that go beyond mere commercial appeal.

Hollywood movies, television series, and specifically Marvel movies have a significant influence on Asian youth (Zhu et al., 2021). The emphasis on commercial appeal in these productions may divert attention from works of art that offer artistic substance and cultural insights. It is crucial to encourage a balanced media consumption approach that includes a variety of cinematic experiences, fostering appreciation for both commercial entertainment and works that address the human condition.

Japanese anime and manga: Escapism and disconnect from reality

Influence of Japanese anime and manga

Japanese anime and manga have gained immense popularity among Mongolian youth, captivating them with their unique storytelling styles, distinct visual aesthetics, and diverse range of genres. Anime refers to animated television shows and movies, while manga refers to Japanese comic books or graphic novels. One prominent aspect of anime and manga is their ability to provide an immersive and fantastical experience. They often feature elaborate and imaginative worlds, compelling characters, and intricate storylines that transport viewers and readers into extraordinary realms beyond their everyday lives (Ganbold & Odonchimeg, 2019). This escapism is particularly appealing to Mongolian youth, who may seek respite from the realities and challenges of their own lives.

The appeal of Japanese anime and manga as a form of escapism can potentially lead to a disconnect from reality among Mongolian youth. The captivating narratives, relatable characters, and visually appealing artwork can create a sense of refuge from real-world responsibilities, stress, and social interactions (Ochirbat & Tumur-Ochir, 2018).

This escapism can manifest in different ways, such as spending excessive amounts of time consuming anime and manga content, developing emotional attachments to fictional characters, and prioritizing virtual relationships over real-life connections (Gereltsetseg & Batjargal, 2020). The allure of the 2D world can sometimes overshadow the importance of engaging with the complexities and nuances of real-life experiences.

Japan has experienced similar cultural phenomena related to anime and manga, where individuals form emotional connections with fictional characters and objects (Galbraith, 2019). For example, some people in Japan have expressed a romantic or emotional attachment to pictures, holograms, and even humanoid robots. These instances highlight

the potential consequences of extended escapism and the blurring of boundaries between fiction and reality (Allison, 2013). While it is essential to recognize the appeal and positive aspects of anime and manga, such as fostering creativity and imagination, it is also crucial to address the potential negative impacts. Excessive reliance on escapism and a preference for virtual relationships over real-life connections can hinder personal development, social interaction skills, and the ability to navigate real-world challenges (Nakamura, 2018).

Promoting a balanced approach

To mitigate the potential negative effects of anime and manga on Mongolian youth, it is vital to promote a balanced approach to media consumption. Encouraging critical engagement and media literacy can help young individuals discern between fiction and reality, understand the limitations of escapism, and appreciate the value of real-life connections and experiences (UNESCO, 2011). Furthermore, providing opportunities for cultural exchange and exposure to a diverse range of artistic expressions can broaden their horizons beyond the realm of anime and manga. This can include exploring traditional Mongolian art forms, engaging with literature and cinema from different cultures, and participating in activities that foster real-world connections, such as sports, hobbies, and community involvement. Japanese anime and manga have a significant impact on Mongolian youth, often serving as an avenue for escapism. It is crucial to address the potential consequences of extended escapism and a preference for 2D images over real-life interactions (Yamada, 2017). By promoting a balanced approach to media consumption and encouraging engagement with a diverse range of cultural experiences, we can help young individuals navigate between the allure of fantasy worlds and the realities of their own lives.

Critique of modern capitalist art: Theodor Adorno and Max Horkheimer's perspective

The culture industry and profit-driven art

Theodor Adorno and Max Horkheimer, prominent members of the Frankfurt School, developed a critical theory of the culture industry. They argued that in capitalist societies, art and culture have become commodified, serving primarily as a means of profit generation rather than vehicles for genuine artistic expression and exploration.

According to Adorno and Horkheimer, the culture industry refers to the mass production and dissemination of cultural products, such as movies, music, and literature, that conform to standardized formulas and appeal to mass audiences. They contended that under capitalism, artistic production becomes subsumed by profit motives, resulting in the creation of works that prioritize marketability and entertainment value over artistic substance (Adorno & Horkheimer, 2002).

One of the central criticisms put forth by Adorno and Horkheimer is that capitalist art tends to prioritize commercial success and mass appeal, often sacrificing artistic depth and critical engagement. This phenomenon can be observed in the contemporary Mongo-

lian cultural landscape, where the dominance of certain foreign cultures, such as Hollywood movies and popular music, may overshadow locally produced artistic works that address profound human experiences (Demberel & Dashdorj, 2020). The drive for profit and marketability can lead to the production of formulaic, predictable, and superficial cultural products that cater to mainstream tastes. This commodification of art can limit the diversity of artistic expressions and marginalize alternative or challenging perspectives (Dissanayake, 2008). As a result, the cultural landscape may become saturated with works that lack artistic innovation, critical thought, and exploration of complex themes.

The proliferation of profit-driven art in the contemporary cultural landscape may have significant implications for cultural values and art appreciation. Adorno and Horkheimer argued that the culture industry promotes conformity, consumerism, and the suppression of critical thinking. This can contribute to a devaluation of artistic craftsmanship, creativity, and works that offer profound insights into the human condition (Adorno & Horkheimer, 2002).

In the context of Mongolia, the prevalence of commercially driven cultural products, such as mainstream Hollywood movies or music designed for mass consumption, may overshadow traditional artistic forms and cultural values. The allure of easily accessible, commercially produced entertainment can divert attention away from works that offer cultural preservation, promote local artistic traditions, and address the complexities of Mongolian society and identity.

Promoting artistic substance and cultural critique

To counteract the influence of profit-driven art and promote artistic substance, it is crucial to cultivate a critical appreciation of art among Mongolian youth. Encouraging engagement with works that challenge established norms, provoke thoughtful reflection, and address social and cultural issues can foster a more meaningful and intellectually stimulating cultural landscape (Bourdieu, 1993).

Furthermore, supporting local artists and cultural initiatives that prioritize artistic exploration and innovation can help in cultivating an environment that values artistic substance over profit-driven commercialism. This can involve providing platforms for independent artists, promoting art education, and facilitating cultural exchange programs that celebrate diverse artistic expressions. The critique of modern capitalist art through the perspective of Theodor Adorno and Max Horkheimer sheds light on the challenges posed by profit-driven cultural production. The prioritization of profit over artistic substance may impact cultural values and appreciation of art. Recognizing the influence of the culture industry in the contemporary Mongolian cultural landscape and fostering a critical engagement with art can help preserve and promote artistic depth and cultural vitality.

Desensitization and escapism

Media saturation and desensitization

Mongolian youth are exposed to a vast array of media content from both local and global sources. The proliferation of television shows, movies, music, and online platforms inundates them with a constant stream of information and imagery. This saturation of media can lead to desensitization, wherein individuals become less emotionally responsive or affected by the content they consume. Desensitization occurs due to repeated exposure to graphic or intense media content, such as violence, explicit imagery, or sensationalized news (Bushman & Anderson, 2009). Over time, the emotional impact of such content diminishes, resulting in a reduced ability to empathize or respond emotionally to real-life situations (Huesmann & Taylor, 2006). This desensitization can create a psychological barrier, making it challenging for individuals to fully engage with the complexities and nuances of their own experiences and the world around them.

The saturation of media and desensitization can contribute to a disconnect from reality among Mongolian youth. The constant exposure to idealized or dramatized representations of life, often prevalent in popular culture and media, can create unrealistic expectations and distort perceptions of reality. This can lead to a detachment from the authentic experiences and challenges of everyday life. Moreover, the constant stream of media content can distract individuals from fully engaging with their immediate surroundings and personal relationships. The allure of virtual realities, presented through social media platforms, online games, or entertainment media, can draw attention away from genuine human connections and real-life experiences (Turkle, 2012).

In response to the pressures and complexities of reality, some Mongolian youth may turn to escapism as a coping mechanism (Tungalag & Gantuya, 2019). Escapism refers to the tendency to seek refuge in alternate realities, such as fictional narratives, virtual worlds, or daydreaming, as a means of avoiding or temporarily alleviating stress, anxieties, or dissatisfaction with reality (Gabbiadini et al., 2021).

The availability of various forms of media, including Japanese anime, Korean dramas, or fantasy literature, provides an abundance of escapist content for young individuals. These alternate realities offer a temporary respite from the challenges of daily life, allowing individuals to immerse themselves in narratives or experiences that provide comfort, excitement, or a sense of control.

Balancing media consumption and reality

While media consumption can offer entertainment, inspiration, and cultural exposure, it is crucial to strike a balance to mitigate the negative consequences of desensitization and escapism. Promoting media literacy and critical thinking skills among Mongolian youth can help them navigate and analyze media content more discerningly (Ganzorig & Gombo, 2017). Encouraging a diversified media diet that includes works of art, literature, and cultural productions that address the human condition and offer meaningful insights can foster a deeper connection to reality. This can involve providing access to diverse cul-

tural offerings, supporting local artistic endeavors, and promoting engagement with tho-ught-provoking content that encourages critical reflection. Furthermore, promoting real-world experiences, such as outdoor activities, community engagement, and face-to-face interactions, can help Mongolian youth establish a balanced relationship with media and foster a stronger connection with the tangible realities of their lives. The saturation of media content and exposure to various cultural influences can potentially lead to desen-sitization and a disconnect from reality among Mongolian youth (Bayarmaa & Bolormaa, 2020). The inclination towards escapism can be seen as a coping mechanism. By promo-ting media literacy, critical thinking, and a balanced approach to media consumption, yo-ung individuals can navigate the complexities of media saturation while maintaining a strong connection to the realities of their lives.

Clash of cultural values

Traditional Mongolian cultural values

Traditional Mongolian cultural values are deeply rooted in the nomadic lifestyle, the importance of community and family, and a strong connection to nature and the environ-ment. Values such as hospitality, respect for elders, loyalty, and a collective identity based on shared ancestry and heritage are integral to Mongolian society. These cultural values have shaped the social fabric of Mongolia for centuries, providing a sense of identity, co-hesion, and resilience (Yembuu, 2016) Traditional Mongolian arts, music, and oral tradi-tions have also played a significant role in preserving and transmitting cultural values ac-ross generations.

Imposition of foreign cultural values

The contemporary Mongolian cultural landscape has been influenced by various fo-reign cultures, including Western and East Asian influences. Globalization, technological advancements, and increased connectivity have facilitated the spread of foreign cultural values, leading to their imposition and the dilution of traditional Mongolian values.

Foreign cultural values, such as individualism, consumerism, and materialism, may clash with the collectivist and communal values deeply embedded in Mongolian culture. The dominance of foreign cultural influences, particularly in media, entertainment, and consumer trends, can overshadow and erode traditional Mongolian cultural values (Bold & Chuluunbaatar, 2020).

The imposition of foreign cultural values can result in the devaluation of Mongolian cultural heritage. As the focus shifts towards embracing foreign cultural practices and ide-ologies, there is a risk of neglecting or undermining the significance of traditional Mongo-lian customs, language, arts, and rituals. This devaluation can be seen in various aspects of Mongolian society, such as the declining use of the Mongolian language or the erosion of traditional practices and knowledge related to nomadic herding, traditional medicine, and craftsmanship. As foreign cultural values become more dominant, there is a potential loss of cultural diversity and unique expressions of Mongolian identity (Meskell, 2015).

Preserving Mongolian cultural heritage requires a concerted effort to protect and promote traditional values and practices. It involves recognizing the importance of language preservation, supporting cultural education initiatives, and fostering pride in Mongolian heritage (Gantumur & Munkhbat, 2018). Efforts to preserve Mongolian cultural heritage can also involve creating spaces for traditional arts, music, and performances to flourish, as well as documenting and revitalizing traditional practices and knowledge. Emphasizing the value of traditional skills, craftsmanship, and environmental stewardship can also help maintain the connection to Mongolia's nomadic roots.

Balancing cultural influences

While the clash of cultural values presents challenges, it is important to acknowledge that cultural exchange and influence can also bring positive aspects to Mongolian society. The integration of diverse cultural perspectives can enrich the cultural landscape, fostering creativity, tolerance, and innovation. Balancing cultural influences requires a nuanced approach that recognizes the value of both traditional Mongolian cultural values and those from foreign cultures (Battulga & Gonchigsuren, 2021). It involves promoting dialogue, understanding, and appreciation for different cultural perspectives while ensuring the preservation and revitalization of Mongolian cultural heritage. The clash between traditional Mongolian cultural values and foreign cultural influences poses challenges for Mongolian society. The imposition of foreign cultural values can lead to the devaluation of Mongolian cultural heritage. However, through a balanced approach that values cultural preservation, education, and dialogue, Mongolian society can navigate the tensions and embrace the positive aspects of cultural exchange.

Conclusion

The influence of foreign cultures, particularly Western and East Asian influences, has impacted Mongolian youth in multiple ways. The dominance of foreign cultural values has contributed to a decline in Mongolian language proficiency and traditional Mongol script skills. Furthermore, the prevalence of Korean bubble-culture (Cozzi, 1998), such as K-dramas and K-pop, has led to the emulation of lifestyles, fashion, and mannerisms depicted in Korean media.

The rise of social media platforms and multinational corporations has also had a profound impact on Mongolian youth. The presumed addiction to social media and the diminishing attention spans of young people have contributed to a disconnect from real-life interactions. Additionally, the widespread consumption of Marvel movies, Hollywood films, and TV series with little artistic substance has captivated the youth, further distancing them from works of art that address the human condition. Japanese anime and manga have also left their mark on Mongolian youth, potentially leading to an escape from reality and a preference for 2D images over real-life connections. These phenomena mirror some of the challenges faced by modern Japan (Yamada, 2017), where people have formed emotional attachments to pictures, holograms, and robots (Bredikhina, 2022).

Drawing from the critical perspectives of Theodor Adorno and Max Horkheimer, this study has highlighted the dominance of modern capitalist art, which prioritizes profit over

artistic substance. The culture industry perpetuates a system that seeks financial gains rather than fostering artistic value and cultural exploration. This commodification of art may serve as a barrier to the appreciation of works that address the human condition.

The clash between traditional Mongolian cultural values and those imposed by foreign cultures has caused tension and potential cultural devaluation. The imposition of foreign cultural values can erode traditional practices, language usage, and the preservation of Mongolian cultural heritage. This clash underscores the importance of cultural preservation and the need to strike a balance between embracing cultural diversity and upholding the values that define "Mongolian" identity.

In light of the findings, it is crucial to prioritize cultural preservation and foster cultural literacy among Mongolian youth. Efforts should be made to promote the appreciation and understanding of traditional Mongolian cultural values, language, arts, and practices. This can be achieved through educational initiatives, cultural exchange programs, support for local artists, and the revitalization of traditional artistic expressions.

By safeguarding Mongolian cultural heritage and fostering cultural literacy, the nation can navigate the challenges posed by foreign cultural influences and ensure the preservation and appreciation of its unique cultural values. It is through these efforts that Mongolia can cultivate a vibrant cultural landscape that celebrates its rich heritage while embracing the benefits of cultural exchange in the globalized world. While the cultural landscape of Mongolia may face challenges and the specter of cultural alienation (Brannen & Fruin, 1999), there is hope in the recognition of these issues and the commitment to preserving and fostering cultural values and literacy. By embracing cultural diversity and upholding traditional Mongolian cultural values, Mongolia can navigate the complexities of globalization while ensuring the preservation and appreciation of its distinct cultural identity.

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