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The article is devoted to the question of cultural globalization and the different approaches to the understanding of the process. Despite globalization is a quite young process, its phenomenon is becoming more tangible and significant factor in the transformation of the whole world. Today it is impossible to ignore the process of globalization in issues of human development. This process affects all areas of public life, including the economy, politics, culture, environment, moreover it makes forecast to the future prospects of the development of the entire world community. This work includes the most difficult and controversial aspect of globalization - cultural. In this article, we make an attempt to summarize the approaches to the concept of globalization and describe the impact of global processes on the society of the Crimean peninsula. To achieve this goal we need to:

- study literature that is devoted to the issues of globalization
- identify the main trends of cultural globalization by comparing different views of scientists and try to understand each of the approaches of cultural globalization.
- describe the major impact of globalization processes on the social life of the Crimean peninsula
- identify the socio-cultural and mental transformations in our peninsula.

Thus, we will contribute to the development of scientific thought about such a complex modern process as globalization, its side which refers to culture and give it a good example, the real facts as a confirmation and their analysis.

Key words: globalization, cultural globalization, Westernization, multiculturalism, glocalization.

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