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PROMOTION OF CULTURAL DIVERSITY IN HIGHER EDUCATION

Cultural diversity is a basic aspect of the contemporary world. In the condition of globalization and the expansion of opportunities of interaction, persons from various nation and cultures interact with each other more than ever before. This has led to an explosion of cultural exchange, when people learn and influence each other's traditions and lifestyle.

At its core, cultural diversity means the coexistence of various cultures, traditions, languages and lifestyles in single society [1]. In the contemporary world, cultural diversity is becoming more and more important due to the domination of globalization, i. e., people are getting acquainted with new conceptions and lifestyles. This acquaintance can be useful because it allows people to learn from each other and expand their horizons.

Higher education plays a crucial role in promoting cultural diversity. As our society becomes more diverse, it is important that our universities and colleges reflect this diversity.

One of the most important ways in which higher education can contribute to cultural diversity is the active recruitment and admission of students from various backgrounds. This can be achieved through the development of awareness-raising programs and partnerships with local schools and community organizations. By accepting students from various cultures, higher education institutions can create a more diverse student groups [2].

Another way is to create a more inclusive campus environment. This may include creating safe spaces for students from underrepresented groups, providing resources and support to students with disabilities, and implementing policies that promote equality and inclusivity.

By creating a more welcoming and supportive environment for all students, higher education institutions can help to overcome barriers and promote intercultural understanding.

Also, higher education institutions can promote cultural diversity by hiring a variety of teachers and staff. This may include actively recruiting and hiring people from various cultures, as well as providing support and resources to underrepresented tutors and staff.

The next way is to integrate various views and experiences into the curriculum. For example, the inclusion of diverse literature, history and cultural studies in the curriculum, as well as providing students with the opportunity to study abroad and participate in intercultural exchange programs. By providing students with a more diverse academic experience, higher education institutions can help to prepare them for success in a globalized world.

In addition, higher education institutions can actively participate in cooperation with local organizations and communities to promote intercultural understanding and social justice. This may include building partnerships with local schools and community organizations, as well as partnership with local businesses and organizations to provide internships and other career development opportunities for students. Finally, higher education institutions can create a culture of inclusion and diversity within the institution itself. This may include encouraging of diversity and inclusivity initiatives, as well as creation a culture of respect and empathy for all students and teachers.

Prompting of cultural diversity can provide next advantages for higher education [3].

First of all, the promotion of cultural diversity in higher education contributes to the development of intercultural understanding and empathy. This is especially important in a globalized world where students will have to work with people from various cultures in their future careers.

Secondly, promoting cultural diversity in higher education helps to prepare students for success in a globalized world. As the world becomes more

interconnected, it is important for students to have a deep understanding of various cultures and the ability to work effectively with people from various backgrounds.

Thirdly, the promotion of cultural diversity can contribute to social justice and equity. Higher education institutions can help equalize the rules of the game and ensure equal opportunities for everybody. This is especially important for students from marginalized communities who may face obstacles in accessing to higher education.

Fourth, encouraging of cultural diversity can help to create a more inclusive campus environment. A more welcoming and supportive environment for all students contributes to the academic success and retention rates of all students.

Fifth, the promotion of cultural diversity promotes innovation and creativity. By introducing students to diverse perspectives and experiences, higher education institutions can foster creativity and innovation. This is because diversity can lead to new ideas and approaches that would not otherwise be considered.

Finally, promoting cultural diversity in higher education can contribute to economic growth and prosperity. By preparing students for success in a globalized world and promoting intercultural understanding, higher education institutions can help to create a workforce capable of competing in the global economy. This, in turn, can contribute to economic growth and prosperity for everybody.

The promotion of cultural diversity in higher education brings not only opportunities but also problems.

One of the main problems of promoting of cultural diversity in higher education is the problem of implicit bias. This refers to unconscious biases that people may have, which may influence their attitudes and behavior towards people from various cultures. These biases can manifest themselves in various ways, for example, in the fact that students of some groups will be ignored or

discriminated against. Higher education institutions should take active steps to identify and eliminate hidden biases in order to create a truly inclusive and diverse environment.

Financial barriers can also become an obstacle. Many students face financial problems that may prevent them from getting a higher education. Educational institutions and the State should provide financial support and resources to ensure that students of any background have access to higher education [1].

In conclusion, the promotion of cultural diversity in higher education creates both challenges and opportunities for educational institutions. While implicit bias, lack of representation among teaching and management positions, and financial barriers can create problems, universities can use cultural diversity to improve learning achievements, attract and retain a diverse student body, create a diverse and talented workforce, and fulfill their broader social objectives. Regular and consistent steps to promote cultural diversity will help educational institutions to build an inclusive and fair society.

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