

A STUDY ON THE IMPACT OF GLOBALIZATION ON CULTURAL IDENTITY

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ABSTRACT

Cultural diversity refers to the variety of distinct cultures, in contrast to monoculture, which implies a global uniformity or blending of cultures, similar to cultural progression. The phrase "cultural diversity" may also signify that various cultures honor one another's distinctions. It is frequently utilized to refer to the diversity of human communities or cultures within a particular area or across the globe. It pertains to the incorporation of various cultural viewpoints within an organization or community.

Keywords: Monoculture, Workplace, Cultural diversity, Ethnicity, UNESCO.

INTRODUCTION

Cultural diversity holds significance as our nation, jobs, and educational institutions are progressively made up of different cultural, racial, and ethnic communities. We can gain knowledge from each other, but initially, we need to establish a level of comprehension regarding one another. Exploring other cultures allows us to grasp various viewpoints in the world we inhabit. It aids in eliminating negative stereotypes and individual biases regarding various groups.

Moreover, cultural diversity enables us to acknowledge and value "ways of being" that may differ from our own. This way, by engaging with others, we can establish connections of trust, respect, and understanding among different cultures. Additionally, this variety enhances our nation, making it a more engaging place to reside. Individuals from various cultures bring language abilities, fresh perspectives, new insights, and diverse experiences.

HISTORY

Since its establishment in 1945, various nations have advocated for the idea of cultural diversity through the United Nations Educational, Scientific and Cultural Organization at the global level.

The United Nations General Assembly established the World Day for Cultural Diversity for Dialogue and Development in November 2001 after UNESCO's Universal Declaration on Cultural Diversity. Its aim is to encourage cultural variety, conversation, and growth. It occurs annually on May 21. Prior to the 2001 Universal Declaration, UNESCO defined "culture" in relation to artistic works of excellence.

Through the Universal Declaration, it embraced a broader perspective rooted in anthropology. Cultural diversity is characterized as "the collection of unique spiritual, material, intellectual, and emotional traits of a society or social group," encompassing lifestyles, value systems, traditions, and beliefs. The twelve articles of the Universal Declaration were released alongside a strategy for promoting cultural diversity. The action plan explicitly linked cultural diversity to human rights such as freedom of expression, freedom of movement, and the safeguarding of indigenous knowledge.

The statement recognizes cultural diversity as a generator of creativity and innovation, serving as a catalyst for economic growth and individual development. UNESCO contributed to a 2002 UN report on Human Rights and Cultural Diversity, referencing a segment of the declaration to stress that

cultural diversity should not violate the rights of minorities and that it necessitates the safeguarding of personal liberties.

In September 2002, Porto Alegre, Brazil, hosted a global cultural meeting, uniting mayors and cultural directors from various cities worldwide, alongside civil society observers. The municipalities of Porto Alegre and Barcelona have suggested creating a reference document for the formulation of regional cultural policies, influenced by "Agenda 21," established in 1992 for environmental purposes. The Culture 21 was created to incorporate local cultural diversity.

In October 2005, UNESCO adopted the Convention on the Protection and Promotion of the Diversity of Cultural Expressions to safeguard cultural diversity against the cultural homogenization caused by globalization, free trade, and international trade. The convention describes cultural diversity as the various ways that the cultures of groups and societies express themselves. These expressions are transmitted within and between groups and communities. The 2005 convention expands upon the 2001 declaration by recognizing linguistic diversity as a key element of cultural diversity and emphasizing that cultural diversity relies on the unrestricted exchange of ideas.

SUPPORTS OF CULTURAL DIVERSITY

- Enhance your comprehension of different cultures by engaging with individuals from outside your own cultural background.
- Refrain from enforcing values on others that could clash or be at odds with different cultures.
- While communicating with individuals who might struggle with English, understand that their lack of proficiency does not indicate their intellectual capability.
- Acknowledge and comprehend that ideas in the helping profession, including family, gender roles, spirituality, and emotional health, differ widely across cultures and impact behavior.
- In the workplace, educational environment, and/or clinical setting, promotes the use of resources that reflect the diverse cultural groups present in the local community and society as a whole.
- Step in appropriately when you see others displaying actions that indicate cultural insensitivity, bias, or prejudice.
- Take initiative to listen, embrace, and welcome individuals and perspectives that differ from your own.

GLOBALIZATION VS. LOCAL CULTURES

- a) The globalization of the production and distribution of goods and services is a welcome development for many people in that it offers them access to products that they would not otherwise have. However, some are concerned that the changes brought about by globalization threaten the viability of locally made products and the people who produce them. For example, the new availability of foreign foods in a market—often at cheaper prices—can displace local farmers who have traditionally earned a living by working their small plots of family-owned land and selling their goods locally.
- b) Globalization, of course, does more than simply increase the availability of foreign-made consumer products and disrupt traditional producers. It is also increasing international trade in cultural products and services, such as movies, music, and publications. The expansion of trade in cultural products is increasing the exposure of all societies to foreign cultures. And the

exposure to foreign cultural goods frequently brings about changes in local cultures, values, and traditions. Although there is no consensus on the consequences of globalization on national cultures, many people believe that a people's exposure to foreign culture can undermine their own cultural identity.

WORKPLACE ISSUES INVOLVING CULTURAL DIVERSITY

Every company that's emerged as a positive example of cultural diversity has faced issues in relation to facilitating people from different groups to work cohesively. HR personnel and the company's leadership should be responsive to these issues.

The following are some diversity workplace issues:

(i). Conflict – This occurs when discrimination, prejudice, lack of respect, and racism are allowed to fester in a workplace. Intolerant attitudes can turn into open conflict if companies don't take the correct steps to show that any type of discrimination won't be tolerated.

(ii). Harassment – Employees who harass others should be dealt with according to company procedures. Like all the other issues arising from diversity in the workplace, harassment can have a devastating effect on employees and the company as a whole.

Uber is an example of a company that has suffered damage as a result of harassment claims.

(iii). Disregarding needs – Some companies ignore the needs of disabled employees by failing to provide them with the necessary equipment to access all facilities and to undertake their jobs. Employers need to lead the way in creating a comfortable workplace for all of its employees, irrespective of whether they have a disability.

THREATENED CULTURAL IDENTITY AND DIVERSITY

Despite the globalization of the economy, the emergence of international political institutions, global dissemination of culture (mass media, education, modernization, urbanization, the spread of literacy) from the late 20th Century strengthen national identities. Modern nationalism is less focused on the defense of the country and more to defend the established culture and strengthen cultural identity when assessing the danger. The identities represent the defense of unpredictability, disorder, changes of globalization.

In the last three decades there is strong resistance to globalization and cosmopolitanism as a form of defense of cultural identity, uniqueness. "God, nations, families and communities will ensure eternal figures that cannot be broken down and around which will grow to a counter-culture of real virtuality". Castells considers that individuals carry with them the eternal truth, the value of which cannot be virtualized or destroyed. As the globalization process strengthens problems of cultural integrity and identity are more prevalent. Dominant monoculture stands against local, national and traditional cultures with the progress of the process of disintegration of traditional value patterns.

Globalisation is responsible for the erosion of indigenous communities across the developing world, yet the policies of major donors towards them are in disarray. Only when there is opposition to major infrastructure projects is notice taken, although this is a minor element in a broad process of mining natural resources and cultural assimilation.

- i. Diversity in indigenous communities tends to correlate with biological diversity and to support it therefore offers more than just cultural value.

- ii. Globalisation is a major cause of the rapid erosion of cultural diversity, which should be as much a source of concern as the loss of biological diversity.
- iii. Development agencies give low priority to maintenance of traditional cultural values, and these are usually decoupled from conservation of biological resources.
- iv. Ethnic diversity is strongly correlated with biological diversity at present, although this link is being eroded wherever indigenous peoples inhabit environments with high resource-values.
- v. Valuable indigenous knowledge is being lost with this erosion.
- vi. The United Nations and the World Bank have recently been developing their policies on strengthening indigenous rights.
- vii. A global rights-based framework for ethnic minorities that recognises issues of both control of natural resources and cultural transmission remains to be developed.
- viii. Donors should support national governments to maintain the habitat of indigenous peoples and reinforce cultural values through promotion of educational materials in minority languages.
- ix. Controls on multinationals and exploitative tourism can assist the effective adaptation of such communities to the external world.

NEGATIVE IMPACT OF GLOBALIZATION ON CULTURE

Globalization is not easily defined. For some, it is a positive process leading to shared social values worldwide. For others, the term has a negative meaning, and critics see it as marginalizing less dominant cultures, particularly those in the developing world. Some critics refer to it as the "McDonaldization" of culture, due to global advertising campaigns that undermine cultural diversity.

(a). Consumerism

Large multinational companies promote their products globally, and there are few countries where the logos for Coca-Cola and Nike haven't appeared. The negative effect of global marketing is that local companies are edged out of the market and the multinational companies impose American or European consumer trends on other cultures. Similarly, the fast food industry promotes values of production efficiency. As a result, traditional cuisine appears less cost-effective and profitable than fast food, causing traditional food outlets to lose business.

(b). Western Ideals

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Another criticism is that Western nations, particularly the United States, impose cultural values on others through media and popular culture. Critics of globalization call this "cultural imperialism," because the West promotes its culture as having more worth, or being more correct, than other regions' cultural values. The domination of news media and Internet services by Western companies, helps maintain this influence over local views, according to critics.

(c). Language

Language is a key expression of cultural diversity. Critics of globalization claim it marginalizes some languages and may even cause some languages to die out. Others say this is a myth. Because the world's dominant economies speak English, it is often seen as the main culprit in making other languages less important. Certainly, English is widely used as a second or third language, and this

helps the globalization of business trade; however, if business communities see more benefits in speaking Spanish or Chinese, they learn those instead.

(d). Poverty

Some United Nations members, including the Vatican City, claim that globalization increases poverty amongst young people, the old, women, indigenous peoples and migrants, which has a cultural impact. A representative from Cuba said one result of globalization was that 20 percent of the world population consumed 80 percent of global production, leaving 80 percent of the population in increased poverty. One way to reduce poverty in these groups is for wealthy nations to accept more imports from developing countries.

COMMUNITY IDENTITY AND ITS FORMATION

Community identity is based on birth and 'belonging' rather than on some form of acquired qualifications or 'accomplishment'. It is what we 'are' rather than what we have 'become'.

- ❖ It is 'ascriptive' – that is, they are determined by the accidents of birth and do not involve any choice on the part of the individuals concerned.
- ❖ People feel a deep sense of security and satisfaction in belonging to communities in which their membership is entirely accidental.
- ❖ Perhaps it is because of this accidental, unconditional and yet almost inescapable belonging that we can often be so emotionally attached to our community identity.
- ❖ Expanding and overlapping circles of community ties (family, kinship, caste, ethnicity, language, region or religion) give meaning to our world and give us a sense of identity, of who we are.
- ❖ People often react emotionally or even violently whenever there is a perceived threat to their community identity.
- ❖ A second feature of ascriptive identities and community feeling is that they are universal.

CONCLUSION

Thus, in spite of serious problems, globalization has given the development of modern art a positive trend, has allowed the local artistic scene enter into the international context, encouraged the funding of various initiatives in the field of contemporary art, and also contributed to the development of the market and the mass interest in the field of creativity and critical reflection. Globalization of culture contributes to the exchange of cultural values of different countries, the convergence of traditions. For cultural globalization characterized convergence of business and consumer culture between the different countries of the world and the growth of international communication. On the one hand, this leads to the promotion of individual national cultures around the world. On the other hand, the popular international cultural phenomena may displace national or turn them into international. Many regard this as a loss of national cultural values and fight for the revival of the national culture.

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