

The Impact of Globalisation on Cultural Identity

Globalization has always had a great impact on cultural identity. Today, in an age when discrete cultures themselves are under threat, the question of cultural identity becomes newly problematic and takes on new urgency. The reason for this importance lies in the preservation of the traditional cultures and values that are carefully being sewn into the entanglements of globalization. But why globalization effects cultural identity and what consequences it has?

First of all, globalization has an impact on cultural identity because it fosters the decline of costs. Free flow of information, rapid progress in technology of transportation and communication and cheaper traveling have made the world "Global Village". Declining costs have changed individual and societies tastes for greater integration. However not only smaller prizes but also the global diffusion of radio, television, Internet and digital technologies have made instantaneous communication possible, rendered many border checks and controls over information ineffective, and exposed an enormous constituency to effect cultural values.

What helps these processes is the global dominance of English. This factor has a big importance in the issue of cultural identity and globalization. The current era is one in which corporations are the central producers and distributors of cultural products. The vast majority of these products originate within the USA and other western countries. It is clearly the availability of cheap and rapid communication and knowledge of one common language that permits the phenomena of integration of international capital market. Knowledge of English gives people the chance to communicate with other human beings around the world.

It gives the opportunity to broaden one's horizons and to get to know other cultures. This language expansion produces plethora of interactions between nations in the form of similar policymaking and influences cultural identity.

Globalization has negative and positive impacts on cultural identity. The main side effect of globalization impact on cultural identity is the spread of multinational corporations.

This encourages consumer culture and standardizes products and values. Culture has almost become a one-way operating manner of business. Cultural goods and services produced by rich and powerful countries have invaded all of worlds markets, and left with difficulties undeveloped countries which are not able to stand up the competition. The natural result is that these countries are unable to enter areas of influence occupied by multinational companies of developed ones and local products are replaced by mass products.

However globalization influences cultural identity also in a good way. Far from destroying, it has the most significant force in creating and proliferating cultural identity.

Identity is seen here as the strong power of local culture that offers resistance to the

centrifugal force of capitalist globalization. Cultural flows occur differently and may originate in many places. Diversity has itself become a global value, promoted through the international organizations and movements. Local tradition tends to interpretate global norms or practices according to their believes and values.

Another good impact of globalization on cultural identity is that human rights are universal and guaranteed by law. For example Universal Declaration of Human Rights is a common standard of achievement for all peoples and all nations. It is the aggregation of lots of individual choices. Thanks to the global spread of law and declarations with human rights societies can decide about their values and choices. The idea of free market and democracy provides a wide variety of perspectives, encourages students to think and learn more deeply in order to live better lives.

Last but not least, globalization effects cultural identity in a good way because of spread of technology and Internet. These two factors promote local culture. For example meditation has been a sacred practice for centuries in Indian culture. It calms the body and helps one connect to their inner being while shying away from their conditioned self. Thanks to globalization this is a common practice, it is even considered a chic way to keep your body in shape. Another common practice brought about by globalization would be Chinese symbol tattoos.

To sum up, globalization influences cultural identity. Science and technology make the world globalized and globalization reflects somewhat of the theory of convergence, but in deeper sense, it promotes cultural identity. With the development of science and technology, people are closer than before. They become much more concerned about their cultural identity. They are constantly searching for their cultural roots and defending them.

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