Discuss the impact of globalization on culture

Abstract

Globalization affects cultural traditions in various ways in different societies. Globalization can have a positive influence on cultural customs by encouraging the conservation and modification of traditional principles a midst world influences , wide access to global information and knowledge opportunities for enriching cultural exchange and new economic opportunities through cultural tourism. However globalization can adversely affect local culture traditions through its challenges to the preservation of traditional values and customs the loss of local languages and traditions ,the commercialization of culture and the domination of foreign cultures are some of them .Despite the challenges from globalization many local communities show strong resilience and adaptation.They seek to preserve and revive their traditions and values through cultural education , cultural festival and legal protection of cultural heritage the involvement of the young generation is very important in maintaining local cultural traditions amid the phenomenon of globalization.

Introduction

Globalization has become one of the most popular buzzword in our time frequency used by people Globalization is the increasing interaction of national economy with that of the first world , which ultimately aims at creating a state of friction less capitalism the process of globalization entails that their is interconnection of sovereign nations through trade and capital flow; harmonization of economy rules that govern relationship among the sovereign nations ,creating structures to support and facilitate interdependent and creating a global market place . The harmonization due to advancement in communication and countries are increasingly being forced to participate (Awake,2002).

Culture has been defined differently by people . the different definitions attached to culture is based on the difference in the orientation of the people . Culture includes the total repertoire of human action which are socially transmitted from generation to generation . Culture is viewed as configuration of institutions and models of life . Furthermore culture is stated as the complex while which includes knowledge ,beliefs, morals, customs law and any other capabilities and habits acquired by man as member of the society (Jekayinfa,2002). Among the features that characterizes culture is that it has its own personality and identity . The fact that we are human does not mean that we are same . However it is noted that every moment we are being transformed , always growing like the cells in our bodies . Culture changes exactly the same way as the human being change implying that culture is dynamic . Transformation of culture is gradual and not sudden (Odiora,2002)

There are optimist and pessimists who have contradicting views on the impact of globalization on culture . Optimists look at global village linked all together by internet and benefiting from over increasing material well being .On the other hand are pessimist see a frightful corporate tyranny destroying the environment and culture and sweeping away all that is healthy and meaningful for human existence (fridah,2002).

Impact of globalization on culture

The importance that globalization have in recent times has shaped the competitive identity of the countries and has redirected their focus on strengthening the cultural values. Globalization has a positive influence on cultural custom by encouraging the conservation and modification of traditional principles a midst world influences. Investigations contacted on communities such as kajang in Indonesia describes how indigenous cultures uphold their distinctiveness through indigenous rituals and gastronomic practices (Nursalam,2016). The examination of the joint organization structure in Turkey (cakmakli,2017) and the impact of economic globalization in lake sleeping Ireland (Van der Bly,2007)shows that globalization can trigger the revival of local identities and the reclamation of indigenous traditions. This implies that globalization does not necessarily homogenize culture but can instead result in diversity and adjustment of local customs within a global framework globalization removes cultural barriers and makes the world a global village. It encourages countries to adapt focus that are beneficial in the long run and Foster the extent of ideas traditions and values between difference societies. This cultural interaction allows people to understand and appreciate diverse ways of life. Economic inter dependents makes it more benefit full countries to work together peacefully rather than engagement conflict. Increase global interaction helps people to learn about and understand each others cultures. As we navigate the complexities of a globalized society embracing their positive impacts on globalization can pave the way for more harmonious and prosperous future for all Nations involved .

Behind the positive influence there is also the negative influence of globalization on culture. Globalization has adversely affected local cultural traditions through its challenges in the preservation of traditional values in customs (Molina,Cuevas,2022). The interaction between global and local influences as led to uncertain consequences for biological and cultural diversities (Nursalam,2016). There risk was by globalization to traditional food which play an important role in cultural identity having implications for sustainable dietary practices and biodiversity (Solen,2008). In the Inga community in Colombia there has been an important Shift in the old dietary habits transitioning from the traditional corn-based diet to rice center diet thus impacting children's nutrition safety (Amaya-caslelllanos,2022). In addition this spread of knowledge on a global scale including traditional medicine from China as given demand for medicinal resources posing a treat to cultural heritage and local ecosystem (Trichopoulou,2012).

The literature on how globalization affects culture is vast and various scholars have exploded the topic from different perspectives. Globalization has brought about dissemination of social relations resulting in the erosion of local cultural identities (Giddens,1990). He argues that as people become more interconnected , they begin to identify more with global culture than with local culture . Similarly globalization as led to the emergence of a global cultural economy where cultural products are produced and consumed globally (Appandurai,1996). He suggests that this has resulted in homogenization of culture, where people consume the same cultural products regardless of their location. This is led to loss of cultural diversity and a weakening of local cultural identities.

Globalization has significantly impacted cultural identity by homogenizing diverse cultural expressions into a single global culture, particularly in a popular culture dominated by Western forms. This has marginalized local culture, eroded traditional cultural expressions and commodified culture

Cultural homogenization driven by forces such as globalization and centralized dissemination of knowledge exerts an important influence on local traditional through the erosion of place specific bio cultural diversity as exemplified in the investigation of the seto and voro communities (Soukand,2022). This phenomenon poses challenge to indigenous cultures and custom presenting confusion over the choice between embracing global standards or maintaining cultural isolation (Nayak,2007). The fusion of urban and rural culture is a consequence of contemporary homogenization manifests are substantial impact on social cultural actuality leading to the blurring of the delination between conventional and contemporary principles(petkovic,2007). The escalation of globalization also underscores the importance of deletingly preserving local cultural norms and counteracting the marginalized and transcedent values and ethical distortions in society (Susadi,2018).

Cultural hybridization shows the incorporation of diverse cultural components giving rise to new interconnected yet distinct configurations a phenomenal widely spread in the contemporary global era (Zhao,2022). This merge occur when different cultures engage with each other resulting in emergence of hybrid identities and cultural manifestation that combine elements from multiple sources. The phenomena of cultural hybrid is shaped by a variety of focus including migration,globalization and the interaction between conventional and digital nature leading to the development of distinctive cultural landscape that challenge established concepts of identity and heritage (Ahmad Khan,2020). Renowed scholars such as homi k. Bhabha underline the fluid and dynamic nature of hybrid identities and learning how individuals navigate between the origins and new influences culminating in a state of perpetual fluctuation and adjustment in the cultural environment .

 Globalization has brought about the mixing of local and global cultures which contributes to the emergence of new cultural manifestations, giving rise to hybrid identities that reflect the harmonious coexistence of global demands and local self-awareness (Katumo et al., 2023). This blend can be observed in various cultural products such as punklung, Jamaican reggae, MacDonald rice porridge, TikTok, and Vaseline hand body lotion, which maintains its popularity through the incorporation of local-global and global-local components, thus maintaining transnational appeal while respecting local heritage (Bafanova et al., 2022). The study focusing on global youth culture and visual arts produced by adolescents in different countries underscores the balance between local and global impact, illustrating how local factors serve as a counterweight to the global scope, integrating diverse artistic genres and lifestyles from different regions (Hamlet, 2022). The dynamic interaction between local and global cultures not only results in

fresh cultural expressions but also increases the diversity and complexity of the global cultural panorama.

Globalization has accelerated cultural commodification and the spread of technology such as the internet and social media which have also contributed to the erosion of cultural identity. This has marginalized local cultures .Furthermore, globalization has commodified culture leading to the laws of cultural significance. Technology has also contributed to cultural erosion by enabling global access to cultural expressions and the creation of a global culture. Despite bringing economic growth, globalization has resulted in the erosion of cultural identity.

Moreover globalization has aided several other factors in the erosion of culture. One of the main factors is the dominance of Western culture in the global market. Western countries have been able to dominate the global market because of the economic and military power. This has lead to spread of Western cultural forms, which has in turn led to the erosion of cultural identity. Expansion of Western cultural forms has been facilitated by the globalization of the market , which has led to the creation of a single global culture. This has many difficult for local cultures to compete and they have been marginalized as a result.

Some communities have used other approaches to maintain their customs in the context of globalization like utilizing digital media and technology to rejuvenate culinary practices and improve local food systems (Susan, 2023), leveraging community-based cultural tourism to showcase tangible and intangible aspects of their culture while involving traditional companies, tourism-oriented groups, and private entities in overseeing tourism efforts . In addition, certain communities resist the adverse effects of globalization through local movements aimed at organizing global forces to improve communal welfare and improve their position in international trade discussions (Trolio et al., 2016) . In addition, the role of society in fostering and advancing local culture, knowledge, and customs is paramount amid the diminishing influence brought by globalization (Damodaran, 2023). This collaborative effort assists local communities in preserving their traditions and heritage in the contemporary global era.

Globalization plays a vital role in preserving cultural traditions by enabling the young generation to engage in intergenerational exchange that promote the transfer of knowledge and safeguard their culture (D’Andrea & D’UlizIa, 2023). Digital platforms, like the Melayu Rentak Broadcasting Program, are instrumental in fostering appreciation for traditional values and protecting indigenous wisdom among youth (Ratu Mutialela Caropeboka et al., 2022). Research from India highlights adolescents' growing awareness of cultural shifts brought about by globalization, which inspires them to merge conventional and modern practices, a phenomenon referred to as "identity remix" (Rao et al., 2013). Such efforts, including integrating local cultural elements into contemporary visual contexts, emphasize the need to conserve regional heritage and promote ethical principles for future generations (Zhelondievskaia & Barysheva, 2021; Gavrilova et al., 2023).

Globalization has contributed greatly in the preservation of culture through mass media and information tehnology. Platforms like Malay broadcasting programs in South Sumatra have successfully integrated and safeguarded local culture, nurturing a sense of appreciation among youth (Ratu Mutialela Caropeboka et al., 2022). However, technological advancements also significantly influence sociocultural dynamics by gradually altering traditional norms and practices (Tasruddin et al., 2022). The digital era has empowered cultural communities, such as Komunitas Buja Bali, to protect indigenous knowledge and showcase creativity through online media and modern tools (Prasetyo Jati, 2022). To overcome challenges in conserving arts and culture, a framework focusing on professional and integrated use of information technology has been proposed, emphasizing its importance for the cultural sector’s sustainability (Nindito et al., 2022).

To Sum up globalization has had a significant impact on cultural identity, which has resulted in the decline of conventional cultural expression and the emergence of a uniform global culture. This has been facilitated by the predominance of Western culture in the global market cultural language organization and the spread of technology .Nonetheless there are ways to maintain cultural diversity such as promoting culture education and awareness supporting local cultural industries and valuing cultural differences. By doing so, we can ensure that cultural diversity is flourish in the face of globalization.

Globalization has accelerated the spread of global culture through mass media, communication technologies, and human mobility. This has led to cultures from different parts of the world becoming more accessible and adopted by local people. For example, music, movies, food, and fashion from Western countries have become part of everyday life in many other countries

Globalization brings a number of positive impacts to local cultures, including wider access to global information and knowledge, opportunities for enriching cultural exchange, and new economic opportunities through cultural tourism. These cultural exchanges can enhance intercultural understanding and strengthen international relations. In addition globalization has brought about cultural homogenization, where local cultures tend to become more uniform with global cultures. This often results in the erosion of local cultural identity and the decline of cultural diversity. Popular culture driven by countries with strong economic and media power often dominates, replacing local traditions and values.

Despite the positive impacts, globalization also has a significant negative impact on local culture. The loss of local languages and traditions, the commercialization of culture, and the domination of foreign cultures are some of them. This process often erodes local cultural identity and heritage, resulting in younger generations losing connection to their cultural roots.

Despite challenges from globalization, many local communities show strong resilience and adaptation. They seek to preserve and revive their traditions and values through cultural education, cultural festivals, and legal protection of cultural heritage. These strategies are important to maintain the sustainability of local culture amid strong globalization currents.

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