**Impact of Globalization on Culture**

Name of the student

Department

Course

Assignment due date

**Impact of globalization on culture**

Globalization often refers to the ever-growing connection of global economies, populations, and traditions, spearheaded by trading activities within borders, technological advancement, and the flow of investments, information, and people. Globalization has created fresh markets, stimulated trade and investment, and facilitated international information and technology exchanges. The continued process of globalization has had greater impacts in different ways, with different results. It has, however, had greater impacts on what is defined as cultural globalization.

Culture is an idea that shapes a certain region's politics, speech, ethnicity, sustenance, and garments. Interactions between cultures are unlikely to be fostered in a more traditional setting. Globalization of culture is the process through which daily living experiences, as influenced by the diffusion of ideas and products, reflect an internationalization of cultural expressions (Ergashev & Farxodjonova, 2020). Cultural globalization is currently perceived as an acceleration towards similarity eventually delivering experiences globally at the same time, geared by the productivity or attraction of interactions, digital commerce, cultural trends, as well as international tours. Fluid processes of custom internationalization entails forming a universal culture that affects and exceeds regional customs and molds people's values, interests, and daily activities wherever they may be.

The globalization of cultural groupings is not just a phenomenon of the affluent. A worldwide "faculty club"—a network of people with the same beliefs, attitudes, and research goals—has been created due to the internationalization of Euro-American academic agendas and lifestyles, according to sociologist Peter L. Berger, who built on the notion of the Davos culture. Despite less classiness and enjoyed privileges compared to Davos culture members, these international faculty club members have much clout due to their connections to universities worldwide and their contributions to upholding human rights and championing feminism and environmentalism as universal issues.

Positive and negative effects of globalization are experienced on cultural practices, with the negative effects receiving less attention. On the positive side, cultural globalization has increased international relations and the sharing of ideas. On the social spectrum, globalization has facilitated the exchange of thoughts and customs, resulting to a mindset in where individuals have become more tolerant and accepting of each other (Ergashev & Farxodjonova, 2020). As employers and businesses follow industry standards established by international agencies, globalism helps establish norms in the workplace that are universally acceptable. These international standards are derived by businesses worldwide from labor, tax, and other legislation impacting workplace culture and procedures. It has improved consumption patterns as product similarity increases worldwide, such as in shopping malls, beauty and fashion cosmetics, and food. Greater choice, better products, stronger competition, economies of scale, a rise in capital flows, broadened worker mobility, and stronger global ties are some of the possible socioeconomic benefits of globalization.

The setbacks of globalization on culture are the key focus. One of the ways has been through promoting cultural homogeneity. Cultural uniformity is an aspect of globalization of cultures which relates to the eradication of cultural heterogeneity by means of the popularization as well as transmission of an extensive variety of cultural emblems, comprising physical objects and actions, ideas, and values. Globalization frequently diminishes a nation's or region's distinct cultural heritage by replacing it with a more uniform, global culture (Cruz et al., 2021). This cultural homogeneity may result in a lack of cultural variation and the disappearance of customs and values. Tourism has been the most influential way of luring people to adapt to certain standards. Even though international adventures no longer need adaptation to unfamiliar living arrangements and delicacies as standardized hotel experiences increase, countries have now been forced to provide an array of options at all times to sustain all visitors who contribute greatly to economies in the form of tourism. Local diets and eating customs have likely declined due to the growth of multinational food firms that dominate even in foreign markets.

The homogeneous appearance of fashion can hide a wide range of cultural variances. Corporate suits featuring colored ties and buttoned shirts have practically become "all-encompassing" because they are prevalent worldwide (Ergashev & Farxodjonova, 2020). In contrast, some variations in nations would prefer to absorb the global popular culture. People from all socioeconomic levels now dress in a Western fashion more quickly due to the exportation of secondhand clothing from developed to developing countries depriving indigenous communities of thriving in their local and native fashion forms.

Anthony Giddens makes the case that detraditionalization— where people question conventional beliefs on spirituality, the union, gender roles, and other things—is one effect of globalization in his popular 1999 book Runaway World. He makes use of the phrase "detraditionalization" instead of "decline in historical convention" to illustrate how people frequently are unable to stick to their cultural living practices; however, because more people are aware that there are other options, the status quo is unfair, and the world is not perfect, cultures are much less unstable and unpredictable today than they were before globalization. This is evidenced by the fact that people are actively debating aspects of their lives.

Multinational corporations have influenced cultural diversity by influencing consumer culture, which in turn may lead to the exploitation of workers. In other instances, community disparity has been promoted by relocating certain communities to allow for the extraction of industrial raw materials (Cruz et al., 2021). The compensation pattern and models have remained unclear, as the primary explanations have been about creating job opportunities. Further research indicates that increased globalization could widen racial and educational disparities and economic inequalities among people in such societies. Unskilled workers may experience a decline in pay due to continuous pressure from globalization. Due to the increased number of job applicants abroad, globalization typically makes the global workforce more competitive. Due to the growing demand and insufficient work possibilities, employees may have to provide cheaper labor to secure employment.

Language marginalization and the supremacy of certain languages affect societal communication patterns. This is mainly fostered through the entertainment industry, with television playing a pivotal role. The mightiness of media amalgamates and the ubiquity of programming entertainment have internationalized television’s influence and shaped it as a logical pointer for accusations of cultural jingoism. Television has high accessibility worldwide, despite receivers not being present in all households. Anti-globalism crusaders argue that certain program lineups dilute local cultures by focusing more on Western notions of fashion, individualism, and sexuality.

In conclusion, the greatest threat globalization has had on culture is the instances of local cultures being lost. Globalization frequently destroys a nation's or region's distinct cultural identity in favor of a more uniform, global culture. This homogeneity of culture can result in a loss of cultural variety and traditional customs and values.

References

Ergashev, I., & Farxodjonova, N. (2020). Integration of national culture in the process of globalization. Journal of Critical Reviews, 7(2), 477.

<https://www.researchgate.net/profile/Ergasev-Ibodulla/publication/348233407_Journal_of_Critical_Reviews_Review_Article_INTEGRATION_OF_NATIONAL_CULTURE_IN_THE_PROCESS_OF_GLOBALIZATION/links/5ff453a8299bf1408870877f/Journal-of-Critical-Reviews-Review-Article-INTEGRATION-OF-NATIONAL-CULTURE-IN-THE-PROCESS-OF-GLOBALIZATION.pdf>

Cruz, A. G. B., Seo, Y., & Binay, I. (2021). Cultural globalization from the periphery: Translation practices of English-speaking K-pop fans. Journal of Consumer Culture, 21(3), 638-659.

<https://journals.sagepub.com/doi/abs/10.1177/1469540519846215>