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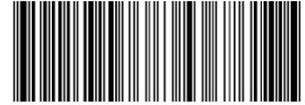
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THE IMPACT OF GLOBALIZATION ON CULTURE IN THE 21ST CENTURY

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ABSTRACT



This study aims to see the impact of globalization in the 21st-century. In the 21st century, the impact of globalization on cultural, economical and political conditions is both negative and positive. The paper discusses the impact of globalization on culture in the 21st century.

Keywords: multidisciplinary, cultural studies, globalization, culture

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INTRODUCTION

Culture is a particular way of life and are various aspects including the food you eat, the clothes you wear, the language you speak in and the God you worship. All the achievements of human as a member of society can be called culture. The customs, traditions, festivals and one's outlook on various issues of life are included in culture and art, music, architecture, philosophy, literature, religion and science can be seen as the aspects of culture. According to *Edward Tyler's* definition-

Culture--- is that complex whole which includes knowledge, beliefs, art, morals, law, customs and any other capabilities and habits acquired by (a human) as a member of society. It is totality of meanings, values, customs, norms, idea and symbols relative to society.¹

Culture refers to the cumulative accumulation of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religions, perceptions of time, roles, spatial relationships, concepts of the universe and material possessions by a group of material objects and people. The course of generations through individual and group effort. Culture is also learned through the interaction, observation and imitation of social phenomena. Secondly, culture is shared by a group of people. When an action is generally shared, believed, or practiced by a group of people, it is classified as a culture. Culture is cumulative which means that culture is often passed from one generation to another. The fourth feature of culture is that culture is dynamic. Culture often changes in the form of new knowledge and traditions are added as old traditions over time. Culture is also the ideal meaning that culture forms classic patterns of conduct that should be followed by members of any community. Thus, culture creates guidelines that must be followed by

social members to achieve social acceptance. Culture is also different. It is widely accepted that culture is formed by many interdependent cultures. From the above understanding, one could argue that cultures often differ as a result of different cultures around the world such as Indian culture, African traditional culture and Americans only to mention a few.

The concept of globalization refers to the growing multi-directional economic, social, cultural and political relationships that are forming around the world and our awareness of them. Globalization thus includes the increased compression of the world and our increased consciousness of those processes. The compression of the world can be understood in terms of the expansionism of the institutions of modernity, while the counterpart of the consciousness of the world can be considered culturally advantageous.

It is not surprising to find little consensus in the literature on definitions of literature from various academic fields such as anthropology, sociology, communication and media, cultural and language studies, colonial and indigenous studies, and political science and international relations. . These two concepts alone provide a consensus on how they relate to each other and their role and the impact it has on individuals and societies.

The concept of independent, coherent and stable cultures is becoming increasingly rare in this world of mutual relationships. The processes of globalization are moving people from different cultural origins to deeper relations when are the unprecedented expansion of tourism, perspirations of the multinational corporation, European community like the emergence of the union of Southeast Asian nations, spread of pop culture, migration. Increasing flows, the development of internet communities, and the establishment of global institutions such as the International Monetary Fund and the United Nation. Yet, culture tends to be unstable and changing, this shift is usually seen from a larger perspective, affecting the smallest and affecting the global at the local level, not much attention. This characteristic of the emerging world

¹ Primitive Culture: Researches Into the Development of Mythology, Philosophy, Religion, Art, and Custom, Tylor, E. B. , Volume 1, London, (1871)



has been eclipsed and theorized today by the Globalization theory.

The entire process of global impacts both local and local level has been expanded in several areas and in several ways. Basically, in the debate of globalization, there are two contents in the form of Featherstone and lash note homogenizer, for which globalization has to be seen as a result of modernity and heterosexuality, considering globalization as a sign of modernity. Discussion concerning the effect of globalization on is a challenging debate. The evolution of technology has boundaries across international boundaries and opens cultures to a whole new world-leading to globalization can be a powerful entity. It can connect the world to each other, help in economic development, provide availability of information and help in the development of a global village, but when it comes to globalization and culture, paradoxical divisibility is a solid undercurrent. Globalization, on the one hand, has the capacity to organize and strengthen the people, provide a means of self-representation, support collective identity through socialization and provide employment opportunities. On the contrary, it has the potential to corrupt people by misrepresentation and is a process of furthering the loss of individualism, self and collective identity. Globalization provides both positive and negative on culture which impact can have a far-reaching impact. Due to unprecedented access to cultures, more viewers than ever before had a gateway to see, hear and experience things never before accessible.

Globalization has had many negative on culture, including the impact of corporations promoting consumer culture, exploiting workers and markets, and affecting social values. It had enhanced the availability of commercial media and products and the local cultural impact "drown out". Individualism and group identity occurs when globalization encourages a 'Western ideal of individualism'. It promotes a homogeneous set of values and beliefs. The adoption of Western civilization and ideology is seen as the development, marketing and processing of many computer-

mediated technologies through Western markets. Globalization allows for more colonization that affects intellectual property and cultural rights. Access to global information has opened the doors to cultural wealth and information access. Many views that if it is outside, it is free to take it, including cultural signs, songs, dances, rituals and other cultural crafts. These symbols of culture are seen as living heritage and they are an integral part of the identity. Using images, misrepresenting rights is considered theft of property and a heinous crime against the community. It is difficult to monitor or control what is happening on the Internet and therefore prevent it appropriately and may have difficulty running.

Technological global can be empowering for different cultures as it allows self-representation and information sharing on a whole new level. Global media centers allow cultures a distinctive voice to promote awareness and impart public knowledge to their stories and identities. As others have anticipated, the mass media helps to revive and restore the cultural preservation of nations. Technology can be used to maintain the language, customs and culture. Technology allows self-representation and protection of individual and collective identities by providing autonomy and empowerment. Global technology has provided an opportunity for specific cultures to redefine collective identities as well as place identities. There is no doubt that global, political and economic networks, together with shared goals, support the emerging empowerment among cultural people will enable. It is far more beneficial than individual communities and groups who are coming forward to raise concerns at the global or local level. Globalization can become a platform to inspire ideas, perspectives, campaigns and strategies to protect and progress interests. Global technology can create a phase of public support and public awareness that results in public acceptance. Relationships are key components of communities and communications technology, developing and strengthening relationships at miles apart has potential, which is generally known as a



global village. Cultures remain intact through these efforts.

The positive side of this discussion acknowledges that in the history of mankind, many periods have passed when creativity has emerged due to greater interaction between cultures. Perisilien Athens and Renaissance Italy are cited as prime examples. Diversity has been valued internationally and has been promoted through international organizations. This lecture considers the homogenization of society as essential for the creation of "greater niche diversity". Awareness in the world offers many benefits, such as focusing on government policies, education, the standard of living and injustice, which fosters economic pressure from foreign countries to promote national change.

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