



## CULTURAL GLOBALIZATION IN THE 21<sup>ST</sup> CENTURY

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### ABSTRACT



This paper discusses about the relationship between the culture and globalization in the 21<sup>st</sup> century and especially focus on cultural globalization in the 21<sup>st</sup> century. Globalization is not just an economic matter but is also concerned with issues of cultural meaning. While the values and meanings attached to place remain significant, we are increasingly involved in networks that extend far beyond our immediate physical locations. Most over it there are many aspects of cultural globalization including food, migration, sports, education technology and changing social issues and gender equality. I want to find out, In this research paper, what the status of culture is in the 21<sup>st</sup> century.

**Keywords:** globalization, cultural globalization, gender equality, economic

**INTRODUCTION**

The term 'Globalization' is used for describing the growing interdependence of economy, culture and population of the world. It brought about by cross border trade in services and goods, technology and flows of investment, information and people. An interaction and integration process that's associated with cultural, economical and social aspects among people, companies and governments' world wild of different nations is called globalization. The term Globalization refers us to the increased multi-directional cultural political and economical connection across the national border. Cultural Globalization defines as the transmission of our ideas values, and meaning in all around the world to extend the social relationship cultural globalization involves my factors of culture such as the formation of shared norms and knowledge. it is a phenomenon which refers to the experience of everyday like speared of ideas commodities, reflects a standardization of cultural expression in all around the world through wireless communication, electronic commerce, popular culture mass media and international travel in the words of Karl Thompson

"Cultural globalization refers to the rapid movement of ideas, attitudes, meanings, values and cultural products across national borders. It refers specifically to idea that there is now a global and common mono-culture – transmitted and reinforced by the internet, popular entertainment transnational marketing of particular brands and international tourism – that transcends local cultural traditions and lifestyles, and that shapes the perceptions, aspirations, tastes and everyday activities of people wherever they may live in the world"

There are many examples of cultural globalization including coca-cola MC Donald etc and several aspects such as- migration, food culture, sports the global village etc. Migration is an important aspects which has been going on for many countries in the

world with language, value, religious, beliefs being spread by missionary work, trade and military conquest in the foods of globalization MC Donald Coca Cola, Starbuelk which are important aspects of cultural globalization. Sport is an important aspect of cultural globalization the examples of international games or tournament such as World cup, the Olympic and formula 1 etc. In the layman's words to share ideas, attitudes, values, cultural products and meanings across the national border is called cultural globalization in the way of Chris Barka

"Globalization is not just an economic matter but is also concerned with issues of cultural meaning. While the values and meanings attached to place remain significant, we are increasingly involved in networks that extend far beyond our immediate physical locations. We are not yet a part of a world-state or unitary world-culture but we can identify global cultural processes, of cultural integration and disintegration that are independent of inter-state relations. In particular, cosmopolitanism is an aspect of day-to-day Western life as diverse and remote cultures have become accessible, as signs and commodities, via our televisions,radios, supermarkets and shopping centres. Further, patterns of population movement and settlement established during colonialism and its aftermath, combined with the more recent acceleration of globalization, particularly of electronic communications, have enabled increased cultural juxtapositioning, meeting and mixing. Indeed, all locales are now subject to the influences of distant places"

Globalization is a process of integration of economic and societies and there will be a confluence of different cultures. In other words, globalization is the process of tapping (tangible and intangible) from one geographical boundary to another. It leads to interdependence since the term globalization has been coined so it has been used primarily in the



narrow context of economics only. Social and cultural integration and intermingling is a most important aspect and consequence of globalization from a social perspective, globalization has made a significant impact on the national life of countries such as life style, outlook identity, work culture, family structure and values and eating habits etc. As far as the culture is associated is expected to have an influence on popular culture, literature, festivals, music, Television and cinema etc. Equal opportunity, medicine and trade, and other socio- political value, are some other important aspects in the process of globalization of the economy and societies and India is not untouched by these changes.

Globalization has not only had an overall impact on the Indian economy and society but also on Education and knowledge system. There has been a significant change in the creation, use and transfer of knowledge in India. For a society like India, which has been knowledge- based society and a knowledge-based economy is becoming the most important catalyst for invention and development of scientific research in all spheres of life and business. Under the effect of the process of globalization, the entire educational system is undergoing an endless and a continuous change in entire education system to accommodate with new realities in the international education system, mainly in higher education. With globalization the rapid change in communication technologies is changing the school and university system is based on the creation of ideas, values and knowledge, which would have been oriented from industrialization to information based society. It reflects the impact on culture and brings a new form of cultural imperialism.

Liberalization of the Indian economy and large foreign direct investment and the entry of many global technology forms into India with manufacture have resulted in a tremendous change in the overall technological architecture of India In the last two decades. New technologies are available to everyone at the world's cheapest rate. Infact, India is one of the most developed countries in the worlds in information technology.

The potential impact of globalization on society is a controversial issue. Some normative economists consider it beneficial while idea of globalization as they consider globalization to be a cause, especially in India. Studies have shown that the process of globalization of Indian economy and society has caused permanent damage to the social structure and economic system of India. The concepts of equal opportunities in every sphere of life has been given by the constitution of India as it is in effect by many laws and provisions but in practice there is lot of discrimination on the basic of caste, religion, and gender. It has been gradually decreasing since independence, but the process of globalization has promoted the integration of society on the basic of equality for the society of Dalits, woman and Dalits. The process of globalization has increase economic, and socio- political insecurity. It has led to the most significant fear of job insecurity, food insecurity and the movement of employs from one part of the world to another has increased social insecurity. The mix of increased insecurity and increased inequality is so widespread that it threatens the sustainability of the current globalization process.

Reza Najafbagy refers to co-orientation, the ability to familiarize all aspects of one's own life in relation to someone of a different culture, as a primary component of intercultural communication [8]. Individuals that have experienced different cultures are more cognizant of how to alter their communication style so that others understand the information they are trying to transfer. Research conducted by Seak and Enderwick revealed the importance of providing cross-cultural communication and training skills for expatriates assigned to foreign locations in particularly, China, Hong Kong, Taiwan, Japan and South Korea [9]. Now more than ever global organizations must ensure that their employees have the skills required to communicate across cultural boundaries. Cross-cultural communication enhances innovation by



allowing for collective problem solving and the open dissemination of information.<sup>1</sup>

In research conducted by Choi and Chang it was noted that organizational culture directly impacts the attitudes and motivation of employees towards innovation. The researchers identified three organizational factors of management support, resource availability, and support for learning as key enablers for innovation. All three factors were found to be significantly correlated to implementation, however; only management support was determined to be a significant predictor of innovation. This research supports the conclusion that when employees are fully engaged in the process of innovation success is more likely to be achieved. Organizations must have in place procedures that encourage innovation throughout the entire company. Every employee must feel vested in the company and continually seeking ways to improve processes.<sup>2</sup>

## CONCLUSION

To conclude, it can not be wrong to say that Globalization has not only had an overall impact on the Indian economy and society but also on Education and knowledge system. There has been a significant change in the creation, use and transfer of knowledge in India. For a society like India, which has been knowledge-based society and a knowledge-based economy is becoming the most important catalyst for invention and development of scientific research in all spheres of life and business. Most over it, Cultural Globalization defines as the transmission of our ideas values, and meaning in all around the world to extend the social relationship cultural globalization involves many factors of culture such as the formation of shared norms and knowledge.

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