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Globalization and the cultural identity. What is going to win?

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Introduction.

The purpose of this paper is to analyze the influence of the globalization on the cultural identity and its consequences. This case of study will observe both ancient and modern periods of history and moreover the situation not only on Eurasia but on the other continents which are involved in the process as well. During the past several decades, the world became united. The globalization wipes the borders between the countries off. Different lands became so similar no matter what traditions and history they had. The paper is aimed at answering the questions such as «where are the borders of globalization? Is it really possible that one day all people around the world will have the same culture? » and studies possible variants of the following world-system development and finds the solution ways out of the cultural identity saving problem. Nowadays, when the world is getting more united, interpenetrated (for instance, European Union is the best example of political, economical and cultural integration) the problem of cultural identity saving is becoming more crucial. Culture is an important component of human beings' normal life and when the one culture is substituted with the one which another stronger state has there are two possible variants of people's behavior: 1. they can accept it as a natural unavoidable process. 2. globalization skepticism might increase leading to its protest. Both variants are extreme points and one should note that the balance should be struck.

Developing of international cooperation in the Early Renaissance period as a way of fostering globalization forming.

The paper deals with the question if globalization starts in the ancient ages or it is a new-born phenomenon analyzing possible actions which could lead to the globalization appearing. It was noticed that even at that time people were trying to create cultural communities between neighboring countries not only in order to maintain peace between each other but to control these territories as well. The traders were the first cultural ambassadors owing to their constant travelling because they promote abroad culture of a country they were born in and in foreign countries they could pick new features which brought at home. It started cultural interpenetration.

Globalization as a factor changing foreign affairs in the 20th century.

The paper concerns with development of transportation system, which gave an opportunity to travel more and as a consequence have wiped the boarders between countries off, as a tool to enhance cultural interpenetration. The II World War not just have changed the previous world order but created a new one based on the world cooperation. For example, appeared a lot of not only local organization (NATO, ASEAN, WarPac) but international ones (UN, WTO, EU) as well which had been aimed at promoting common interests. Based on the first of all political and economic cooperation, cultural interpenetration became one of the essential parts of its work which strengthened collaboration and makes it much easier. Such cooperation maintains peace in the world and resolves any hotbeds of tension among the states. Because of it, it is hard to determine where possible boundaries of international organizations' interference into another state's policy are.

The effects of globalization on the current situation in the world.

The paper analyzes the phenomenon, its effects on the cultural identity and in spite the fact it unites people all over the world it makes the cultural gap between developed and developing nations because developing ones are trying to adopt «developed culture» and as a result fall behind even more. The globalization influence is a controversial phenomenon not only because it has a lot of both negative and positive effects but creates cultural diversity in some countries (In the United States in is possible find not only the one type of music or dance but plenty and everyone can find something close to him/her) and cultural poverty in the others (some developing countries forget about its own culture in order to foster its development).

Solutions.

After analyzing all globalization effects, possible ways out have been worked out. Also, a government is accountable to promote revival of national tradition in order to save cultural identity because they should show to people their heritage and make them aware of it. Moreover, the paper gives possible solutions for developing countries which can save not only identity but to make money out of it because culture is not only a product of «soft power» but a ready product to sell. Ant it is not only a way to promote a culture abroad but a possibility to save cultural identity. UNESCO is another actor responsible for cultural identity saving and countries which feel a threat to its disappearing should work closer to the organization.

Conclusion.

Taking everything that already was stated into account, paper come to the conclusion that the full cultural unification is impossible due to the facts that some of its components never will be united, for instance, religions can be similar at the certain point but cannot be made over in the one. Nevertheless, the atheists grow will foster cultural integration owing to the fact that they will easier accept prevailed culture without feeling vulnerable. If diversity is saved but based only on religious aspect it won't be stable and probably will cause another wave of globalization skepticism. It is hard to deny that the problem of the globalization and its consequences for cultures is topical for the present society, and it needs to be discussed by both a government and people.

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