



### Globalisation and Cultural Identity Crisis

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**Abstract:** *Globalisation is a dynamic process that has an influence on every part of the socio-cultural development of world society. It also influences the ideologies and aesthetics of life by changing the social phenomenon called people's identity and cultural orientation. This paper mainly reviews the various concepts of cultural changes due to globalisation; in fact, it's a kind of crisis as the conventional values and traditional approaches of local culture are changing drastically. These are severe gaps that negatively affect the local culture and were taken into consideration in the context of globalisation. The paper mainly argues for the consequences of globalisation as an effect on cultural shifts, which ultimately lead to the cultural identity crisis. The paper also discussed the growth of hybrid culture, homogeneity, and the value of media in the development of neo-culturism, as there is a severe influence of different cultures and traditions on each other. The paper was mainly a review based on secondary information.*

**Keywords:** *Globalisation, Cultural identity, Neo-culturism, Hybrid culture, Crisis*

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#### Introduction

Globalisation, also called world interconnectedness, which allows people's interdependency and a wide range of exchange of thought and experiences where people around the world are connecting to each other, is rooted in the expansion of modern concepts of socio-political social development. Globalisation basically results in the change of a new culture and leads to new identity formation that seeks to spread a homogeneous culture throughout the world, which could help universalize local cultural beliefs and values which somewhere destroy or changes the purity of conventional culture. Globalisation is a normal phenomenon where people learn new behaviours through the experiences of ethnic changes. Indigenous cultural identities are changing due to globalisation, and many scholars have presented their values and ideas to show the relationship between globalisation and cultural identity changes. Cultural identities are actually a combination of ideologies, idioms, traditions, customs, and aesthetic values that show a sense of belonging and a

desire to participate in the community. Castle (1996) stated that globalisation is a kind of modernization, which is the reason for identity changes. Research scholars also stated that cultural identity is unlikely to fall easy prey to globalisation. In reality, identity is not only a fragile psychological link with the community but it's a representation of entire clan or community which further in broader views shows the representation of specific region. Many research scholars have also pointed towards media content and changes in cultural and regional identities, such as Nixon (1997), who stated that television serials like soap operas are supporting gender-based identity changes, and Woollacott (1987), who pointed out James Bond's role in identity creation. Overall, the discourse is to state the level of social scenario and identity-based shift in the social capitals. Globalisation has led not only to a growing rapprochement of previously isolated societies and nations but also, more importantly, to an almost uncertain interest of these societies and nations in the nature of their place and identity in the so-called planetary village.

Banerjee (1994) stated that cultural pluralism and global interactions are responsible for the socio-cultural changes and drastic shifts, and it is very significant to examine the consequences of such global interactions. In a global context, the nature and/or identity of a nation always determine its status. But globalisation also means mixing different people and identities and penetrating distances into local space. The present paper mainly emphasises the various factors related to the scenario where globalisation is becoming a big challenge for the local culture. It therefore becomes necessary to redefine or strengthen the local space with respect to the global space because it is possible or probable that minorities and/or powerless nations fall under the control of the most powerful and thus lose the essence of "themselves". If we go a little deeper into such analysis, it can be said that today, global culture, specifically western approaches, is clearly interwoven with local culture, and the local culture is losing its essence and importance. And this is mainly due to the radical economic, social, cultural, and political change often called globalisation.

Further, in this context, the significance and issues related to globalisation discourse are clearly represented in the social interaction between the local and global understandings, which shows the global interference in identity formation (Appadurai, 1996). The influence of global culture has certainly provided a new way to allow cultural shifts and new identity formation. Therefore, it is very obvious that expressions of global culture, especially westernisation, are commonly seen in Indian behaviour and identity.

#### **Globalization and Cultural Identity**

Identity is mainly a representation of society, culture, and nationality, along with core values, beliefs, and religious phenomena. Maintaining cultural identity is becoming a big challenge in this time of global assimilation. Cultural identity is the

understanding of the language, culture, history, and core values or beliefs about the traditional approaches of any specific community. For the new generation people, such traditional approaches are becoming less important as they are under the high influence of westernisation and global interactions. This is supported by the fact that the world's socio-cultural combination of different factors provides the basis for the global influence of new political, economic, and social systems. However, the present perspective on cultural changes has many dimensions. Similarly, the socioeconomic perspective allows a critical assessment of local cultural dynamics. The concept of globalisation is a strong foundation of cultural assimilation, and various platforms and forms of media are a mirror in which to see the growing future. Growing local markets are oriented in a special way. Media platforms like advertising, films, and popular music are playing a crucial role in the formation of new lifestyles. The key is to look pretentious and fresh, and each element of globalisation is now giving a new orientation about global interconnectedness. Adding here the perspective of Ogburn's (1922) theory of cultural lag, he says that due to globalisation, people are changing and societies are transforming considerably but he emphasises the phenomenon that traditional cultures are lagging badly behind the advancement of humans and their desires, this phenomenon was well marked in the gap mentioned by Ogburn as a difference between traditional culture and technical realities. The problem of preserving cultural identity in the complex process of globalisation is twofold. On the one hand, there is a risk of cultural homogenization, which means that people can only face one type of culture, and on the other, there is an acute cultural and psychological rupture between individuals and society. These two risks are linked.

There is a kind of behaviour that is often subconscious, and for some, it appears as a kind of cultural aggression. Another title is ethnic mismanagement. In the age of globalisation, preserving cultural identity is really a big challenge and a very complex process. The reason being that there are some concerns, like the question and risk of homogeneity, that show that one day there will not be any cultural differences and people will face only one kind of culture in society. Another issue is that the psychological development and sense of new concepts will be badly affected. It is evident here that due to media globalisation and global interactions, cultural imperialism is on high alert, and all the noticeable parameters of cultural transformation are very intense and sharp due to such intervention, which clearly gives rise to a new sense of culture and social shift.

#### **Globalisation and hybrid culture**

Cultural diversity is very common in the present era of modern civilization, and surely, in modern society, there is no need for traditional analysis of identity, as identity is absolutely gaining new sense and definition due to the influence of media and globalisation. There are various factors responsible for the development of different categories of identity, which result in hybrid identities. People in the present era of technological revolution have different faces of identity. Hybrid forms of cultural identity have the unique feature of multicultural orientation and understanding. The rhetoric of the media also gave new value to globalisation and cultural shifts as the media globalisation dissolved cultural boundaries and speeded up communication networks. Media in the present globalised world contributed massively to the expansion of communication-based technologies and redefined the notion of modern socio-political discourse, which changed the ideologies of human beings in every part of the world. In fact, the entire world is

drastically changing its collective thoughts and opinions. The spread of globalisation is due to the spread of Internet-mediated communication systems, which undoubtedly bring about a change in present social scenario. The change of thoughts and opinions is not only limited to the mindset; it's also changing broad ideologies and social beliefs with jacket of new foreign values. This is also a reason why the new generations of many societies and countries are different from the old generations and people. The massive generation gap is mainly due to these changes.

#### **Evaluation of Indian Perspective**

In view of various parameters, from an Indian perspective, globalisation is massively affecting the social structure of Indian society. The way western culture is entering society is really influential, as global culture is penetrating every corner of people's belief and traditional values. Globalisation and westernisation result in new cultures and cross-cultural conflict, changing the stereotypical attitudes of Indian customs. Globalisation leads to a new cultural identity, which means the loss of traditional identity nationally and internationally. Due to this identity shift, people are facing a lot of conflicts in society, as the separation of traditional ideologies and behaviours also affects psychological needs and expressions. This ultimately gives a sense of diversity and skill assimilation, which in one sense is good for the constructive development of societies but doubtfully, there are severe loss of traditional values and social identities. Such recalculations and reframing of social elements in the social structure are mainly responsible for the growth of diversity required for global togetherness, but on the other hand, they also create a gap between the modern and traditional approaches of people and communities.

The influence of new media on Western fashion and then on hybrid culture was

significant. It is safe to say that new multimedia applications encourage users to buy clothes, accessories, etc. The way people are using media and its content is also influencing social behaviour and language. As we know, language is the soul of any culture, and it was well noted by many scholars in their research analysis that the regional language and Hindi language are also not used by the youth in comparison to the English language and western attire. According to the data reviewed, it was found that globalisation increased the awareness of young users about Western styles and, in turn, promoted Western culture and fashion. Media globalisation has had a significant impact on the promotion and recognition of Western parties, contributing to the hybrid phase of culture.

### **Conclusion**

Considering the parameters of globalisation and the factors responsible for the socio-cultural changes, it is very clear that in the present scenario, there are many social inequalities that pose serious challenges to local people and indigenous societies in every part of the world. In the Indian perspective, the well-known fact of any culture is that it has a language and traditional approaches that give shape to its social development, but in the new context of globalisation, the media is influencing Indian society and people, and undoubtably, it has a very significant role in the change of people's identities.

Culture is actually not a static phenomenon; it is shaping and reshaping constantly as a result of socio-cultural interaction with society and its various agencies. In similar ways, in the era of globalisation, Indian society and social capital, i.e., people, are changing and their cultural identity is shifting at a very fast pace. As mentioned by the scholar McLuhan in his concept of the "global village, cultural identity is changing for each and every community as there are various factors like the

multidimensionality of the interaction of various belief values and regional variables that give rise to a risk of multiculturalism. Indian people are greatly affected by western culture, and its media content is supporting these valuable changes directly by changing the mindset of Indian people. Globalisation is also very much responsible for cultural imperialism, as the media is promoting westernisation, which is regularly taking place in most of society and shaping the new culture. This is also becoming a big challenge for most of the culture and its valuable identity. In the present research study, as per the objective of review, the researcher has found that the way culture is changing is really not good for the future of Indian society, as maintaining socio-cultural identity in Indian society will soon become a big challenge. People are fascinated by western culture, food language, and dressing styles and even people prefer to have a lifestyle of foreign origin, raising a question of cultural identity. The way people are accepting foreign culture and using it in their daily lives is a cultural identity crisis.

### **Recommendation**

- The government must make and apply guidelines to maintain Indian culture at the regional level, such as school education and secondary education, and academicians must select it intellectually, not politically.
- The cultural heritage must be shown to the people of the region through the creation of more museums and arts.
- Various forms of media and media contents must be monitored, and some plan must be made to execute cultural promotion to create a sense of responsibility among people, as people's participation is very important, but without creating social awareness, it is not possible.

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