

Culture and globalization



" Culture and Globalization" Technological advancement has overlaid the foundation of global culture. The world seems to be small and people are approachable as individuals are connected through internet, satellites, mobile phones sweeping away cultural limits. Through global entertainment, individuals are now able to perceive the culture and tradition followed in one country or community from anywhere across the world, thereby influencing the local values, norms and culture. The present article discusses the impact of globalization on culture and traditions.

Introduction The present epoch an age of globalization. Globalization provides outlook and perspectives in the direction of economy, education, society and culture. Globalization authorize a vision for the complete planet irrespective of the countrywide uniqueness thereby bringing people of all nations closer. This is progressive in terms of technological development but the influence of western culture on east is enormous. The progression of globalization is consequently, a merger of communication and integration among diverse communities, organizations and governments. All these affect global environment including the organizational environment, culture and tradition of the nation and individual thoughts, as culture is individual's adaptation and an episode of inheritance of a specific nation or society. Progressively globalization has distinctively influenced human civilization through formulated policies both, domestically and internationally. This has dramatically influenced the imitation of western thoughts, customs and lifestyle. Globalization on one hand is endorsing cross-cultural links in lieu of an in-depth understanding towards cultural diversity thereby encouraging tourism, on the other hand it is promoting pseudo-cultural patterns, particularly societies possessing complex culture conditions. Culture is influenced as globalization augments dissimilarity,

conflicts and insecurity. Individuals feel inferior in competing business environment or nurture their own culture values to keep abreast with the developed nations. In terms of globalization, understanding is to represent the culture on the global platform and with a pride in portraying cultural worth. Globalization is a representation of world-wide communication. It is a means that bridges financial gap linking two nations. Globalization has initiated an approach in the international market where developed and developing nations could contest along with sharing their cultures.

Democracy is considered as the byproduct of the globalization. Development of nation in true sense is the development of people. A sufficient amount of income is required by the individual for survival, but globalization induce lack of opportunities as now the competition is on world platform those who are better adaptable and competent will get the opportunity whereas those who are creative but not adaptable are wiped off. To a greater extent global market is diminishing creativity by enforcing individuals to be biased in their thoughts as they have to be ahead in production, sales and to capture greater segment of world market, these pave the way for deterioration of culture. Conclusion Culture could be preserved in the era of globalization is a big issue! Funds are being given to the developing nations for their growth and development! How far is it true? It is the means to promote and consume the products being manufactured in the developed nations. This is deteriorating the culture of the society due to influence of developed nations, as these societies and communities tend to be victimized of cultural biased. References Culture and Globalization. Available at <http://www.buzzle.com/articles/culture-and-globalization.html>. [Accessed on 17th February 2011]. Globalization and Culture. Available at <http://www.cato>. <https://assignbuster.com/culture-and-globalization/>

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