Cultural Globalization: A Study of India

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ABSTRACT

Cultural globalization means rapid movement of ideas, attitudes, and values across national borders. The term globalization come to be widely used in the 1980, but as early as the 1960, the Canadian literary critic Marshall McLuhan popularized the term "global village "to described the effect that the ability to connect and exchange ideas instantaneously would bring to the world .The sharing of idea generally lead to interconnectedness and interaction between peoples of diverse cultures and way of life, Which can have both positive and negative results. Consequently as technology has accelerated the process, it has considered controversy.

Cultural

Now we described the meaning the cultural.

Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving. It is the systems of knowledge shared by a relatively large group of people. It is communication, communication is culture. its broadest sense is cultivated behavior; that is the totality of a person's learned, accumulated experience which is socially transmitted, or more briefly, behavior through social learning. it is a way of life of a group of people--the behaviors, beliefs, values, and symbols that they accept, generally without thinking about them, and that are passed along by communication and imitation from one generation to the next. It is symbolic communication. Some of its symbols include a group's skills, knowledge, attitudes, values, and motives. The meanings of the symbols are learned and deliberately perpetuated in a society through its institutions. it consists of patterns, explicit and implicit, of and for behavior acquired and transmitted by symbols, constituting the distinctive achievement of human groups, including their embodiments in artifacts; the essential core of culture consists of traditional ideas and especially their attached values; culture systems may, on the one hand, be considered as products of action, on the other hand, as conditioning influences upon further action. Culture is a collective programming of the mind that distinguishes the members of one group or category of people from another.

Definition Of Culture

"*Culture is a more than a collection more isolated bits of behavior it is instigated sum total of learned behavior traist which can manifest and share by the member of the socity.*" (E.A. Hoebel, The nature of culture, in Shapiro 1960)

"*Culture is that complex whole which include knowledge, belief, art, morals, law custom and any other capability and habit acquired by man as a member of socity*".(Tylor 1871)

Globalization means integration of economies and societies through cross country flows of information, ideas, technologies, good, and services, capital, fiancé and people .cross border integration can have several dimensions – cultural, social, political and economic.

Globalization
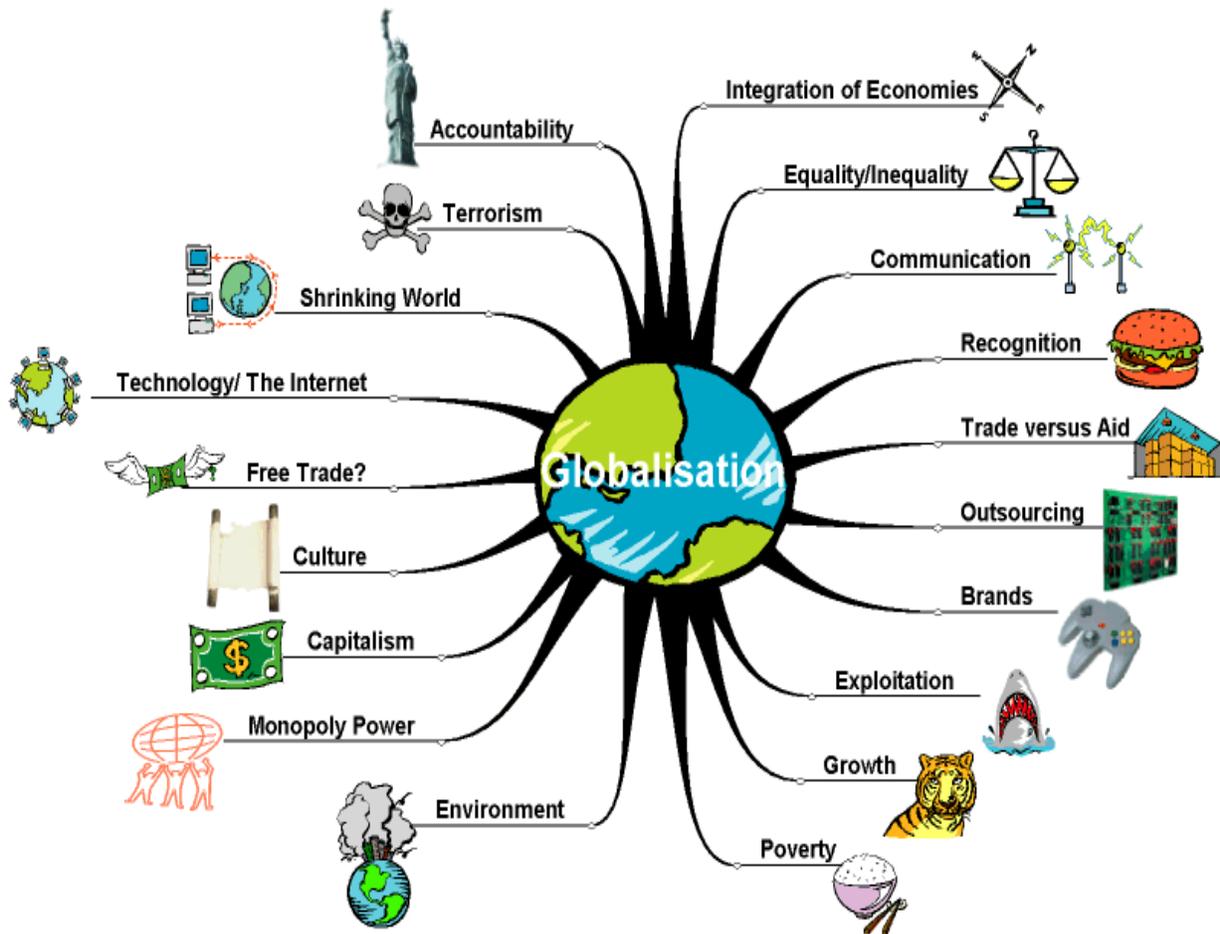
Definitions of Globalization

According to Rizer (2007) "Globalization is an accelerating set of process involving flows the encompass every great number of word's spaces and that lead to increase integration and intar connectivity among those spaces."

Roberson (1992) "Globalization as a concept refer both to the compression of the word and the intensification of consciousness of the world as a whole."

Scholte (2005) "Globalization refers to "The spread of transplanetary - and in resent time also more particular supraterritorial – connection between people. A global [relation] can link persons situated at any inhabitable point on the earth

.Globalization involves relation of barriers to such trans world social contacts."

Waters 2001 [first edition 1995] "A social process in which the constraints of geography on social cultural arrangements recede and in which people become increasingly aware that they are reducing."

Lenchner : his book "Globalization refer to the process in which more people become more connected in different ways across larger distances."

Source- Lechner J.Frank *"Globalization the making of world socity" Published by Blackwell publishing was acquired by John Wiley and sons in February 2007 .Pg.No.16.*

Dimension of Globalization

Main dimensions of globalization

1-**Space** "Extensive of global Market"

1-Appadurace's (1969) global scopes

    I. Ethnoscapes – Flow of people

    II. Technoscapes- Flow of technology

    III. Mediascapes – Flow of information and image

    IV. Financialscapes-Flow of capital

    V. Ideascapes -Flow of Ideologies

2- **Regularity** "Intensity of global interaction"

3- **Speed** "Velocity of global flows"

4-**Depth** "Impact of global interactions of quality of life"

Dimension of Cultural Globalization

The intensification, expansion of cultural flows and interdependencies around the world, relates to media, fashion, food, music, movies and the influences from one culture to another.

There is a long debate concerning whether cultural globalization is

a) Homogenization ('Westernization' or 'Americanization')

b) Diversification

c) Hybridization

Cultural Dynamic of Globalization

• **Increasing Homogeneity**: – the world is becoming smaller, and we are all becoming more alike.

• "Globalism" - Friedman's, "The World is flat", Barber's, "MacWorld"

• **Increasing Heterogeneity**: – The world is fragmenting, and we are emphasizing our difference more.

• "Tribalism" - Barber's, "Jihad", Huntington's, "Clash of Civilizations"

Effect of Globalization
Economic Advantage

Increase in gross domestic product in developing countries and unemployment decrease . Globalization lead to free trade between countries .this is the one of the largest benefit to developing nation. In cottage industries in see low trade barrier fall and have access to a much wider international market. The growth this generates allows companies to develop new products and service.

Solving Problem of Inequality

Foreign capital and indoctrination generate opportunities of employment and reduced poverty. It is increased the level of living standard of people.

Education

• Incrimination in education

• Compaction of even platform

• Globalization develop information learning

Specifically for adult learner to engaged in lifelong learning are important as well as education is generally see as a formal process of instruction based on a theory of teaching to impact formal knowledge(to one or more student) enhance the student ability to acquire and utilize knowledge .

Globalization focused the workforce requires a different education that enhance the ability of learners to access knowledge.

Social Globalization

Globalization main principal progressive integration of economic and society .Globalization develop new technology, new economic relationship and national and international polices of wide range of actors including government, international organization business labor and civil socity.

Globalization main impact of increasing the living standard of working population, developing infrastructure and societies, increase income and developing social protection the social damnation encompasses security, cultural and identity inclusion and exclusion and the cohesiveness of families and communities.

Sociologist and Historians Define Globalization

Wasters 2001 mentions definitions of globalization made by Bobertson and Giddens : for Robertson (1992)

Globalization as concept refers both the compression of the world and the intensification of the consciousness of the world as a whole both concrete global interdependence and consciousness of the glob whole.

According to Giddens "Globalization can ………be define as the intensification of world –wide social relations which link distance localities in such a way that local happening are shaped by event occurring

many miles away and vice-versa. This is dialectical process because such local happening many more in an adverse direction from the every distrusted relations that shape them .local transformation is add much a part of globalization as the extension of social connection across time and space.

Cultural Change by Globalization

Globalization generate economic opportunity, uplift human right and improved access to information, technology and good for the people all over the world .It can affect cultural in a basic ways. One interpretation suggest that globalization disperses any and every cultural throughout the world, making the plant more heterogeneous established deeper connection between different groups.

Globalization makes culture any also combined of the heterogeneous and homogenous of globalization of sorts. Globalization con is developing hybrid cultures at the local level in which foreign cultural reach local area.

As the world gets increasingly interconnected through globalization, a sundry of changes are taking place, some of which evade our attention mainly because we are more concerned about the economic and political impacts of the phenomenon. Lives as we know it is changing.Changes enter our lives through technology, consumer products, new thoughts, lifestyles and visions of others.

In this sense, globalization is a social and cultural process in which individuals of different cultural backgrounds interact with each other in all spheres of life more intensively than before. This integration is increasingly exposing people to different ways of thinking, cultural values and new forms of family life. Women are getting out of the family home; children are educated to partake in a world other than that of their parents.

Global trends such as cooperation in the same production or trade networks enable societies and individuals to know more of each other.

As human communities share their experiences through the global networks of work and information, a greater cultural understanding develops that may help improve the lives of individuals and their families. Said differently, globalization is a phenomenon created through human activity that in turn constantly changes human activity/behavior.

One of the most interesting phenomena of globalization is the shaping of online communities. This process has led to the evolution of new identities for people around the world while disregarding where they live and what their nationality is. This is a new phase of acculturation. New ideas, new methods of work and good life and governance are being shared worldwide even in the most secluded places of the globe.

All of these changes have substantial impacts on the family because the family is the strategic social unit where division of labor, social role play, collective decisions for members and their future, their movements and development are decided on. Such decisions define the identities of family members and their interaction with the larger society. Moreover, all of these decisions may change, be debated, be renegotiated and their conflicts resolved. In other words, not only societal but intra-familial issues are affected by globalization, now more than ever.

Needless to say, the impact of globalization on families is differential, depending on many factors, but specifically depending on where the family lives and the social class it belongs to. Women may get out of the family circle to join the workforce in traditional-conservative environments. But to denote that they belong to a cultural environment that is morally different, they may dress differently and cover their heads. Hence two culturally different worlds meet to be permanently changed.

Globalization's most profound impact is changing gender roles and securing women's place in the workplace. The empowerment of women in turn changes the hierarchical role distribution that works against women both in the family and in society at large. Increasing the need for higher education puts more women to school and upgrades the quality of men's professional training. Today's jobs are much more skill-intensive, and many educational systems around the world are ill prepared to provide more functional training to students for the types of new jobs available.

The global proliferation of communication carries ideas and currents across continents, sensitizing remote people to similar agendas and promoting mutual agendas. A good example

Global McDonalds

McDonald's franchises and operates more than 32,000 fast-food restaurants in over 100 countries.

- Europe ... $7,072 (35% of total company revenues)
- United States ... $6,955 (34%)
- Australia/Asia-Pacific ... $2,815 (14%)
- Latin America ... $1,327 (6%)
- Canada ... $948 (5%)
- Other ... $1,343 (6%)

http://internationaltrade.suite101.com/article.cfm/ mcdonalds_global

McDonaldization

Refers to "the principles of the fast-food restaurant coming to dominate more and more sectors of American society as well as of the rest of the world."
(Ritzier, *The McDonaldization of Society*, 1993)
•McDonald's Emphasizes
Efficiency, Calculability, Predictability, Control
McDonald's and Culture In China
Promoting young, independent consumers

Promoting birthday celebrations

Wal-Mart

Wal-Mart has stores in North and South America, Asia and Europe.
Wal-Mart will open more stores internationally than domestically in fiscal 2008.
Wal-Mart in Mexico

Global Hollywood

•The U.S. entertainment industry generates more revenue from overseas sales than any other industry other than the commercial aerospace industry.
•From the late 80s to late 90s, the U.S. share of the European film market rose from 56 percent to over 90 percent.

Globalization Increase Heterogeneity

Encouraging fragmentation and difference, spreading, mixing, and creating culture in new ways.
•Hybridized and creolized culture.
•Globalization and interpretive flexibility
Global cultural forms get transformed and translated into existing local cultural contexts.

Increase Heterogeneity

Some examples of heterogeneity with globalization:
Trans-nationals–While migration has historically meant the loss of culture, using technologies of globalization; recent immigrants are able to maintain close social, cultural and economic ties with their countries/places of origin.

Indigenous Groups –While most indigenous peoples have suffered terribly for centuries due to different forms of globalization, some groups have used technologies of globalization to help maintain their "traditional" culture.

Resistance to Globalization

Friends of the Earth, Rainforest Action Network, Earth Island Institute, International Forum on Globalization, Public Citizen, Sierra Club, Greenpeace U.S., 50 Years is Enough: U.S. Network for Global Economic justice, Institute for Agriculture and Trade Policy, Food First: Institute for Food and Development Policy, Institute for Local Self-Reliance, Institute for Policy Studies-Global Economy Project, International Center for Technology Assessment, People Centered Development Forum, Global Exchange, The Council of Canadians, Project Underground, Polaris Institute, Research Foundation for Science, Technology and Ecology.

(http://www.globaled.org/issues/158/c.html)

Globalization increase - Ethics "decrease volition of human right", Equity "less disparity within and between nations", Inclusion "less marginalization of people and countries", Human security "less instability of societies and less vulnerability of people", Sustainability "less environmental destruction", Development "less poverty and deprivation".
(The United Nations Development Project report, 1999, 'Human Development in'.)

Such moves toward greater social justice and equality take place amid heated debates on the negative impacts of globalization such as retaining poverty and inequality rather than eradicating them. The crux of the debate is whether globalization leads to more opportunities for people or increasing inequality. The correct answer may be, "Globalization can lift people out of poverty, but the inequalities between groups get stronger.

Conclusion

It is our argument that homogenization and hybridization are apprehensive with cultural

Artifact rather than with cultural values and basic philosophical assumptions of a given culture. It is interesting to mention that the former do not impact the latter. It seems that the main elements of cultures such as clothing, fashion, foods, arts, music, movies and crafts are what gets remove whereas the deeply fixed components of cultures remain contextually bound and culturally specific. Every culture maintains its cultural uniqueness while interesting and interpreting cultural characteristics of other societies with which they are in contact. In fact, cultural exchanges among nations are positive as seen with the effective that global trade transactions have influence on cultural identities. These transactions are not purely and solely devastating and negative for local cultures, they also bring about more possibilities and golden opportunity. In this regard, cultures are dynamic rather than static and integrate foreign

Contributions into their part without being necessarily subject to cultural domination. Interactions between globalization and culture hold considerable implications for both societies and organizations. In this respect, economic globalization may exert an influence in reinforcing the ideology of individualism worldwide (Herriot and Scott-Jackson, 2002). As globalization enhance the flow of cultural practices and norms along with cross-border exchanges of products and goods, both societies and organizations need to understand cultural suggestion of these flows in hopes for better interaction with other cultures and more effective management of international organizations. In addition, while last resort to make uniform practices across cultures; organizations need to adapt this enactment in light of local cultural specificities.

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