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# Globalisation in Cultural Identity

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## Abstract

*Globalisation allows all human beings in many countries to gain easier access to foreign knowledge and also helps to spread the knowledge and technology across the world. Globalisation is how the world has been made more connected with trade and technology and become more inter dependent place. Cultural Identity is a component of every single human’s identity which are specific, distinct identities of people to that particular region. Culture is universal one to all types of people which shares knowledge, practices, beliefs, and rituals that are transmitted socially. Culture is a strong and important element in the life style of human. Gender identity in culture influences dress code, profession, manner of approach to things, personal relationships and so on. Language is the essential and main constituent of Culture. Culture shapes the language on the other hand the language reflects the culture.*

**Keywords:** Globalization, Cultural Identity, Language, Religion, Culture

## Introduction

Globalisation is how the world has been made more connected with trade and technology and Globalisation makes a place more inter dependent. The economic and social changes fastened the movements and also helps in exchange of goods, services, technologies and cultural practices of human all over the world. There are many types of globalisation like Political globalisation, Economic globalisation, Cultural globalisation, Social globalisation, Technological globalisation, Environmental globalisation, Institutional globalisation and so on. Best examples of some international corporations benefited through globalisation were Amazon, Google, Face book and so on.

## Uses of Globalisation

1. Globalisation allows all human beings in many countries, a very good exposure to obtain and acquire awareness and understanding about others and other things.
2. Globalisation enhances international competition like raising emerging marketing firms, strengthening the firms, giving incentives for innovations, accepting foreign technologies and so on.
3. Globalisation helps to spread the knowledge and technology across the world.

## Cultural Identity

Cultural Identity is a component of every single human’s identity. That are specific, distinct identities of people to that particular region. It includes sexuality, gender, ethnicity, religion and race. It consists of values, meanings, customs and beliefs.



Culture is the life style of human being which includes arts, beliefs, customs passed down to generation after generation. It is the way of life for the whole society which includes code of manners, dress, language, religion, ritual and many. Culture unites the people of one community to join with each other through customs, reliance, trust, conventional practices and beliefs.. Identity is the qualities of beliefs, trust, faith, characteristic features and manners delineated and interpreted about a human. Race, gender, sexuality are cultural identities which affects our communication and relationship. Culture is universal one to all types of people which shares knowledge, practices, beliefs, and rituals that are transmitted socially.

### Expressing Cultural Identity

#### Code of Manners

Preparing food in a particular way (in mud pots, Copper pots or any other metals, fire through wood, coal, gas etc) refusing certain types of food (refusing alcoholic foods, onion, Garlic, non vegetarian) way of dressing, (dothi, kurtha, coat suit for male, saree, pyjamas, Abayas and burqas for female) wearing ornaments, (head wear, neck wear, finger wear and led wear)

Doing according to customary practice - praying according to each religion and customs

Doing according to beliefs.- Religious believes are distinct to that particular to that culture. (Fasting, shaving head, wearing burqas)

#### Why Culture is Important

Culture is a strong and important element in the life style of human. It shows an impact on their views, values, humour, hopes, loyalties, worries and fear. It is very important for our wellbeing and

confidence. Many things in each religion is followed on belief and confidence which gives moral support. The important and main Components of culture are Values & beliefs, norms, symbols, languages and Rituals. The society and culture can not be separated as they are intricately related. They could not exist with out each other. So a society could not grow with out culture. A culture is made up of things, matter and materials of a community where as a community is made up of people who are sharing a common culture.

#### Types of Culture

The two basic culture are material culture and non material culture

##### Material Culture

Material culture is one where physical things are constructed by a society. Society's physical things are tools and technologies, clothing or dressing, eating, utensils, and means of transportations.

##### Non material Culture

Non material culture is one where imperceptible things are produced. The values, beliefs, symbols and languages are non material culture.

#### Symbols of Culture

In general when a country's flag is raised people who belonged to that country automatically will stand in honour of respect for that flag which represents patriotism and nationalism. Symbols are very important because it help a group the culture itself. The symbols represents social standards of the culture which are communicated among the group. The culture is often religious oriented. It represent the ideology or philosophy of culture. It includes signs, emblems, hand gestures, flags, animals, and much more. Symbols used to communicate values and traditions. It is used to identify the other peoples who are part of same society. A cultural symbol is one that hold the meaning through which we can identify a particular group. In religion the Hindus were many symbolic structures which gives a clear identification of that group. For Example White colour represents purity and cleanliness and Black colour represents evil and unknown.

## Symbols Showing Religious Identities



Figure (From left to right):

- Symbol of Ohm - Hinduism
- Symbol of Dharma chakra - Buddhism
- Symbol of Jain Prateek Chinna - Jainism
- Symbol of Khanda - Sikhism
- Symbol of Cross - Christianity
- Symbol of Star and Crescent - Islam
- Symbol of Star of David - Judaism

## Gender Identity in Culture

There are some specific representation in genders like women will take care of children, cook, clean the house and so many. Men on the other hand take care of finance, run the family, work outside to bring money maintain the family. It depends on each persons individuality and internal experience. Gender role influences dress code, profession, manner of approach to things, personal relationships and so on. Each culture with respect to religion varies It has own expectations about gender roles and gender identity. In gender female are more religious than male.

## Language in Cultural Identity

Language is the essential and main constituent of Culture. It is an inbuilt and integral part to express culture. It communicates the values, beliefs and customs. The traditions and values are conveyed and preserved through language. It is the best tool through which the society communicate with one another. Language creates and builds a strong relationship and a sense of community feeling. Culture and Language are strongly inter connected. Culture is not understandable without learning a language. Culture and Language relation is symbiotic in which they exist together in close association with benefits from each other. Culture shapes the language on the other hand the language reflects the culture.

## Texts and Culture

The religious texts of Hinduism, Christianity, Islam, Buddhism and Judaism shows their cultural identity of that religion. These texts are used as their main identity, preserved safely with great care, read daily, listening to it daily, praying it like god shows the identity 's greatness, for example the Bhagavathgita in Hinduism, The bible in Christianity, he Quran in Islam are worshipped as main things conveys they are the cultural identities. They have been translated to many languages shows its Identity and Globalisation.

## Religious Text books

- **Hinduism:** Bhagavathgita, Vedas, Ramyana, Mahabaratha
- **Christianity:** New Testament, Old Testaments, Bible
- **Islam:** Quran, Sahifah, Tawrat, Zabur, Injil
- **Buddhism:** Mahayana, Abhidarma, Tripitaka
- **Judaism:** Torah, Pentateuch

## Religion and Cultural Identity

Religion is comprised of social cultural systems which encompasses selected way of behaviour, practice, lessons, Standards, significance, holy places books and many more. The first five religions are Hinduism, Christianity, Islam, Buddhism and Judaism. Religious Identity is a specific identity which are specific to each religion. Religious Identity need not to be same like religiousness. Cultural Identity and Religious identity are distinct They are inter connected features of human's self perception and community affiliation. They will mould a person's beliefs, behaviour and social connections. People with same religious belief are often from same ethnic group.

## Religion as Social Identity

More frequent formal religious participation like religious functions, religious celebrations make the people associated with many having a close identification as a member of one's own religious group. Religion can not be considered as a national Identity. The people who are inhabiting in a particular country will be referred as National of that country and they have the national Identity. Geographical

territory which encompasses people of different ethnicities and religion will not have same national Identity. As a social structure, Religion can provide a supporting network and a sense of belonging. All Religions with moral teachings and set of beliefs remarkably influences the Philosophical ideas and basis of the societal law, rules and values. It provides a meta physical anchor, addressing fundamental question of right and wrong, the purpose of life and nature of morality.

### Religious Practices as Cultural Identity



#### Marriage Ceremony as a Cultural Identity

These religious practices are distinct to each religion. The practices are not similar to each other. These practices shows their identity very clearly. These practices are followed according to their beliefs and customs. The practices of religions include Sermons, commemoration of activities of gods (vinayakarchadurthi, Saraswathipooja, Krishna jeyanthi, Sr, varalakshmi in Hinduism), Festivals (Deepavali, Pongal festivals), feasts, Initiations (Leaning of arts like education, dance, music functions), Funeral services, matrimonial services, meditation, music, dance, Public services of human culture (food and health services). Praying of worshipping building like Church, Temple, mosque and so on.

#### Conclusion

The impact of cultural Identity on Globalisation are clearly visible by making them uniform and similar that is homogenizing the cultural identity. Making the broad, aesthetic and artistic expressions into a general universal culture is globalisation

Losing the Cultural Identity means losing the well preserved traditions and customs and beliefs which were followed generation after generations. Daily rituals and customary practices (like raising early in the morning, yoga practices like suryanamaskaram, eating vegetarian food) were lost result in a loss of cultural knowledge and practice.

The contribution to our cultural identity occurs when we handle and operate our life in between human interactions which makes the people agree and disagree with the social constructs around, which results in existence of culture. As we spread out and develop in our life, we make ourselves associated with many world wide organization in that way our culture will be automatically spread out. With these above we show and preserve our cultural identity.

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