



## **GLOBALISATION AND CULTURE: ITS IMPACT ON SOCIAL MATRICES**

**Dr. Sayanti Halder**

*Assistant Professor, Dhruba Chand Halder College*

In modern world, the term „Globalisation“ is most popular and wide spread. Globalisation is used in different subjects like international relations, sociology, political science and economics and so on. The concept of globalisation is used during the period of 1960. But this term is recognised in academic field in mid of 1980. Today, globalisation is used worldwide. Robertson<sup>1</sup> was pioneer of this term who first formally recognised and defined the term globalisation. He realised to make discourse of modernisation of social science in international perspective. Robertson defines “globalisation as a concept refers both to the compression of the world of the intensification of consciousness of the world as a whole”. Globalisation highlights itself on increasing commerce and trade, military and culture among the states. On the other hand Anthony Giddens expresses his opinion, “ the intensification of the worldwide social relations which link distant localities in such a way that happenings are shaped by events occurring many miles away and vice-versa. Local transformation is as much as a part of globalisation as the lateral extension of social connections across time and space”.<sup>2</sup>

David Held<sup>3</sup> uphold his opinion that such type of system of world governance where the authority states will partly be reduced. McLuhan<sup>4</sup> depicted world as a global village where culture and significance of mass Medias are flourished. Today, the motive of globalisation is to unite the world into a unit. Thus, globalisation refers to a process of increasing and growing economic interdependence between countries in the world economic order. It may be said that globalisation is a social process in which the constraints of geographies on the social and cultural arrangements recede and in which people become increasingly aware their receding. In other words, “globalisation is the closer integration of the countries and the people of the world which has been brought about by the enormous reduction of cost of transportation and communication, and the breaking down of artificial barriers to the flow of goods, services, capital, knowledge and people across borders”.<sup>5</sup> In another approach, Anthony McGrew express his opinion that “.....stretching of social, political and economic activities across political frontiers so that events, decision and



activities in one region of the world came to have significant for individuals communities in distant regions of the globe”.<sup>6</sup>

Cultural globalisation, a fragmentation of globalisation which refers to the rapid movements of ideas, attitudes, values and cultural products across national boundaries. It is marked by common consumption of culture. This process is spread out by the internet, popular culture media and international traffic. Cultural globalisation is circulated to cross national and regional borders. Cultural globalisation involves in the formation of shared norms and knowledge. In this process, people associate with their individual and collective identities. Now a day’s multinational corporations manufacture products in many countries and sell to consumers around the world. It appears that money, technology and raw materials move speedily across national borders, Along with product and finances, cultures and ideas with free access.<sup>7</sup>

Now, almost of the all countries of the world eclipsed by the influence of globalisation either political economy or socio-cultural globalisation. It is no doubt that globalisation and cultural identity both is a much debated subject in the academic field. Cultural globalisation raises a challenge how the different nation states will adjust with globalisation in the economic and cultural field. A dramatic change has been happened in the field of technology and information. Due to audio visual transmissions, digital television, satellite, faxes and portable phones, computer etc. have been immense changed. With widespread tourism, migration and rising diasporic communities are included in this process and these reach under the umbrella of economic globalisation. It is witnessing itself that a rapid socio-economic cultural change have happened. These are steady growth of middle class of global aspiration.<sup>8</sup>The spread of consumptionist culture, revolution in mass media and the change of entertainment, leisure and life style are most significant. Now a hybrid culture has been emerged. Globalisation has made a significant and ample change in the cultural landscape of developing countries. It is more interesting to mention that Coca Cola, Pepsi, Sprite etc. are available at a village grocery, shop or tea shop. Cable TV, cyber cafe, KFC are seen in remote places of the countries. To cope with these new challenges, the nation states are trying at its level best to find out the ways. Modern science and technology created a new cultural dimension which is due to the product of globalisation.

It may be mentioned that media scopes- flow of images, ethno scopes- flow of people, techno scopes- flow of machinery, finance scope- flow of money, idea scopes- flow



of idea are developed with the development of globalisation. Globalisation, indeed, creates global culture. Cultural globalisation is the result of some facts. Some of these facts are end of colonial administration of Africa, Asia and Carabian states and cosmopolitan nature where individual man is recognised by different identities and inter-state social communication and scope of relations are developed.<sup>9</sup> With the enormous development of electronics and technology distance of place and time have been reduced. In one hand, the capitalist large economic country's people enjoy the advantages of globalisation. On the other hand, the regional economy and local cultural face to crisis which paved the way for their withering away. It may be pointed out that glocalisation emerged from the combination of globalisation and localisation. The globalisation and localisation differs from each other. But both the terms combinedly expresses a meaningful concept.

Now the term glocalisation is well combination between globalisation and localisation. Produced goods are accepted hopefully in a particular area of the world, but due to market and demand the nature of the goods may be changed for this particular region. In other words, to keep the market and demand of the people of particular area, the nature of the goods is changed. Technological development, multi-national technology companies, mobile banking, mechanisation of manufacturing, media globalisation are the important factors for growth of globalisation in modern world and such globalisation impacts tremendously on culture. It also creates a great impact on the cultural behaviour of the people of nations.<sup>10</sup>

The impact of globalisation and culture is immense due to uniformity, appropriation and deconstruction. The impact of uniformity has two aspects. In one hand, the globalisation destroys Falk cultural diversity of developing countries is going to be dwindled and it creates one type of social mentality. Multinational corporations get advantage by domination throughout the world. The goods are produced by Multi-national Corporation for demand of the people. On the other hand, capitalist cultural flows blow from the west to east, north to south or developed world to developing or under developed world. Those countries which are in marginal position easily accept this flow because they are affected by western modernisation. The modern goods are rooted in western culture and for this reason, the homonization or uniformity emerged. There is a growing trend among the people to follow a consumerist life and system of values. It emphasises on material world and on physical comfort. It is observed that, consumer goods are becoming homogeneous all over the world. Now the world is being homogenised.<sup>11</sup>



Homogenisation is one of the criteria of cultural globalisation. It is basically imposed by market forces. Local cultures are shaped by global culture. It is argued that local cultures are dominated by global culture. Global culture is generally meant western culture. The western culture is also called American culture or Americanisation. It may be pointed out that global influence of American products, business and culture in different countries of the world has been referred to as Americanisation. Now American culture has influenced all over the world. The different cultures of the countries are led by American culture. Multinational companies of America like McDonald, Coca Cola, and Amazon etc. have played vital role in spreading American culture all over the world. Some scholars express their opinions the homogenised global culture are now destroying local cultural traditions. Due to like of American culture, people are doing away with their own culture. This Americanisation appears as a threat to cultural identity of several countries. Some scholars argue that this may be called that cultural imperialism.<sup>12</sup> Mention may be made in this connection that in the field of media world, profit making attitude has driven media corporations to enlarge media and space markets. As a result, old boundaries and frontiers of national communities have been distorted. The homogenisation based on local communication and technologies may undermine the traditional institutions and values of life.

It is observed that there are some trends which are not integrated within homogenisation. The global product system is to include that trend within itself. Example may be sited that multinational corporations use the Ayurveda of Bharat. This is called appropriation in the theory of globalisation.<sup>13</sup> It may be remember that there are some ancient glorious tradition, civilisation and culture of a nation. These matters are too retained in spite of entry of western technology, trade and culture. The traditional knowledge and culture of the indigenous are shamelessly pirated with impurity and abused to fell in the consumerist market for huge profit without any compensation to them.

Media imperialism is another factor for cultural globalisation. This cultural globalisation cannot persist the social value of a society. The influence of such culture is destructive in nature. The destruction begins from deconstruction of culture of society. In such stage deconstruction violence, rape, terrorism, snatching and sexuality are the goods of globalisation. Sexual relations begin change. Live together is an example of this subject. Globalisation destroys the class structure of a society where the family based on economic factor.<sup>14</sup>



The powerful nations by their electronic propaganda try to change the culture of developing nations which are called media imperialism.<sup>15</sup> Anthony Giddens puts his comment a cultural empire has been established and third countries are held to be especially vulnerable because the lack resources with which to material their own cultural independence. Again he added his comment American television experts coupled with advertising propagate a commercialised culture which corrodes local forms of cultural expression.<sup>16</sup>

Heterogeneous culture is another aspect of cultural globalisation. This type cultural globalisation is that different countries can coexist and play a particular role in the field of world. Heterogeneous culture emerges when regional culture is widely disseminated. The concept of heteronisation needs to preserve minor culture from being dominated by major cultures. In modern world, culture is really a divers and mixed culture may different from nation to nation. For an example culture of Bharat differs from culture of Russia.

It is observed today, a modern culture appears which is called mixed culture or hybrid culture. Cultural hybridization emerges due to continuous process of mixing or blending culture. Hybrid culture is the outcome integration and combination of the glocal and local cultures. It is neither local nor global but it is well combination of global and local culture. This mixture of culture is a part of world narrative. According to hybridizations culture is a dynamic phenomenon. People make culture and culture makes people. Culture, thus may be interacted. A culture of a particular region may be changed due to impact of other cultures. It is brought into contact through social, commercial and political relations. Cultural hybridisation speaks itself that cultural mixing and blending without the needs to give up identity.<sup>17</sup> We may exemplify that the American global restaurant, chain KFC or we may refer to a Lausians, Creole which is a combination of African, French and English languages.

In the several parts of the world people began campaigning to defend local identities. People choose their own favourites regardless of the external factors. Many countries like India have refused to accept the American culture. For example, Bharat has protested against the celebration of valentine day. The global campaigning could not eliminate cultural diversity. The people of nation have to resist sticking to their own culture. Even in the age of globalisation people become more concerned of their own culture. Globalisation has laid to sense of deeply rooted in one's culture and the global significance of



local knowledge though globalisation has created a great impact of the people. Its impact can no longer be denied on social matrices.

In modern world, every nation of the world is more or less impacted by globalisation and culture of every nation is affected by globalisation. It is affected not only economically but also culturally. Economic globalisation one of the most dominant factor on culture. It would require a consumptionist a market oriented a competitive culture. For example, it may be said that if a person lives amidst the continual flow of foreign goods then his habits may be changed. Observation speaks itself that economic globalisation does not spare of the domain education. Now a day, cultural sensitive education promoted in a welfare state is vanishing. Economic globalisation has led market oriented education like information technology, data analysis and management. Mention may be made in this connection that both economic and culture retain their autonomy. Techno economic progress and cultural heritage could go together, without interrupting their autonomy.<sup>18</sup>

It is fact that culture no longer be considered as a local in the traditional sense. But it is different and plural. Today all countries of the world are covered under globalisation. Cultural globalisation is accelerating the integration of the states in the world system, with the development of means of transport and economic relations, the formation of Trans National Corporation and the global market.<sup>19</sup> In a growing economic world culture has become fore runner of change especially in social relations. Local cultures or regional cultures face continuous transformation and reinvention due to globalisation.<sup>20</sup> It is noted that only the superficial elements of a culture are being mixed together but crux of either local or regional cultures remain intact and unperturbed. In present age, diversity of peoples and their cultures and global community by unity pluralism remain co-existence.<sup>21</sup> We shall have to accept the facts that impact of globalisation on social matrices still remains at least partly in modern era.

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