

# Globalization and Culture



Globalization is the integration of different societies, cultures, and economies. It has led to the opening up of local and nationalistic perspectives making them interconnected and interdependent with other parts. Globalization has been fueled by the creation of worldwide network of ideas due to improvement in transportation, trade, and communication. Globalization has had a significant effect on different cultures and economies. Components of culture affect globalization. These components include language and communication systems, material culture and artifacts, and values and belief systems. This paper will discuss how various components of culture affect globalization.

Communication is one of the major elements of any culture. It provides a mechanism for the transmission and interpretation of messages that is relevant to the world surrounding an individual. On the other hand, language offers a mechanism for decoding and encoding messages. As such, language is one of the major elements that help in unifying a common culture. It enables for a certain culture to interpret and understand the world around them by giving meaning to objects and symbols. Globalization has increased the importance of having the ability to communicate with people across boundaries. However, it is vital for people to know the cultural nuisances that may pose obstacles to effective communication.

Different cultures have different visions of the world. They have culturally constituted meanings that may be incomprehensible to people from other cultures. On the other hand, material culture is composed of artifacts, rituals, and institutions that help in binding a certain culture. It defines the rules and norms of how people should behave towards each other during certain times and occasions. The rituals and institutions of a culture determine the strength of cultural ties of people who belong to the culture. Material culture and artifacts of a certain culture pose the greatest threat to globalization. Globalization leads to the changing of weak material cultures making them conform to the material culture of a dominant culture.

Values and beliefs of a certain culture define the patterning of behavior within the culture. Values may refer to the value orientations, which relate to certain issues such as time, leisure, and people's short-term or long-term orientation. Globalization strives to change the values and beliefs of a certain culture. The values and beliefs determine how the culture would view various aspects introduced by globalization. It may make people reject certain aspects of globalization if they do not conform to their cultural values and beliefs.

Globalization has made the events of a certain region affect other regions, which may be thousands of miles away. Culture has various components that affect globalization. The components of culture strive to counter the negative impact of globalization. However, globalization would ultimately overcome the influence of the components of the cultures.