

UHS 13<sup>TH</sup> INTERNATIONAL  
CONFERENCE, NEW YORK, USA  
JULY 27, 2024

# **ON CULTURAL IDENTITY IN AN INCREASINGLY GLOBALIZED WORLD**

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# **THE WORLD: A GLOBAL VILLAGE**

- **Globalization is real**
- **Technology has changed our world and our perception, including our conception of identities.**

## **GLOBAL CULTURE vs LOCAL CULTURE**

**Globalization has given rise to global culture and local culture.**

**Global culture is dominant culture helped to its status by military strength, economic power, population and land mass.**

**Local culture is the culture of the Global South, the weak and backward societies.**

## **EFFECTS OF GLOBALIZATION**

- **According to English Sociologist, Anthony Giddens (1990), globalization has brought about a disembedding of social relations, resulting in the erosion of local cultural identities.**
- **He argues that as people become more interconnected, they begin to identify more with global culture than local culture.**

**According to New York University Anthropologist, Arjun Appadurai (1996), globalization has led to the emergence of a global cultural economy, where cultural products are produced and consumed globally.**

**This has resulted in a homogenization of culture, where people consume the same cultural products regardless of their location. This has led to a loss of cultural diversity and a weakening of local cultural identities.**

# **THE LINK BETWEEN CULTURE AND ECONOMY**

- **The most crucial point about globalization and cultural homogeneity is that economic backwardness is interconnected with cultural backwardness. In a way that, the latter almost always precede the former.**
- **The backward continents, e.g. Africa, South America are those whose authentic cultural identities exists in pariah conditions.**
- **Conversely, the prosperous societies such as Europe and North America are those with healthy cultural identities.**

# **GLOBALIZATION vs INDIVIDUATION**

- **There is pressure especially on bearers of weak cultures to get globalized. This is further aided by such international organizations as the United Nations, World Trade Organization, World Bank, European Union, Africa Union, etc.**
- **These organizations wish that the world may be “one”. But in pursuing this goal of unity, peace and oneness, they undermine particularity and difference, thereby trampling on local cultures and invariably, their economies.**



**Societies with sufficient awareness and consciousness have therefore put up resistances to being globalized by pursuing individuation programmes.**

**The classical example is Brexit-which is British exit from the European union**

# **NATIONALISM AND NATION-STATISM**

- **A strategy by which societies have mounted the resistance against assimilation is to seek cultural nationalism and self determination, in such a manner that political and cultural boundaries coincide.**
- **This is the case in Europe especially the Balkans. The positive outcome of the First and Second World wars, despite their manifest negatives was the creation of cultural states in Europe in which governments where independent enough to pursue their cultural interest uninhibited.**

## **AFRICA'S CHALLENGE**

- **In Africa, the emancipation of cultures has been frustrated by the unique nature of our countries whose boundaries were arbitrarily drawn by European colonizers without respect to cultural particularity.**
- **In the creation of state boundaries such as in Nigeria, such regard was also not given. Delta State for example has up to seven cultural identities and it is difficult for any existing government to promote one culture over and above the other.**

## **THE ROLE OF UHS AND OTHER CULTURAL ORGANIZATIONS**

**It is to such organizations as Urhobo Historical Society that the preservation of our culture and identities will fall in the face of the serious pressure to globalize and be assimilated.**



**THANK YOU**