



## The present situation from the cultural point of view

A new power, wielded by an economicist culture, has spread across the entire planet. It is a culture founded upon the value of competition, which has led to a concentration of economic, political and military power in the hands of a few: Authoritarian centralism, the cult of objects and the egocentric calculation of ultra pragmatism also characterize it. It preaches a "new truth" or new myth, founded on the premise that "access to happiness depends on money".

This new power is generating a different cultural form which is being imposed at a planetary level, through the use of violence, under the auspices of a "guided economic globalization", which is arrogantly presented as the only possible model for development. Its values, beliefs, and behaviours are inserted into people's lives, configuring a new way of life, and consolidating a system that is lived and sustained by people.

This system brings a sense of failure to the human being who is replaced as a value by money. It brings a deep crisis for people when they register that they are negated by their very own system. Many people from diverse cultures find themselves victims of the needs and excesses that this system imposes on them and at the same time feel obliged to adopt its values, beliefs and behaviours.

People are paradoxically trapped by the struggle between legitimate needs and aspirations and the forms and procedures that the system proposes for meeting those needs and aspirations. Because people do not see an immediate way out, they become submerged in the daily life needs of survival, and it is that very need that pressures them into the trap and urgency of integrating into a system that does not reflect their values. This decreasing adaptation produces contradiction for the individual, a loss of their historical and cultural identity, and a sensation of non-meaning.

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31<sup>st</sup> August 2005

