



## The impact of globalisation on cultures

The prevailing model of globalisation, in its attempt to make everything uniform, is creating a loss of cultural identity. This sensation is not due to the replacement of "cultural objects", but rather to the loss of the connection with oneself, and the loss of the relationship with one's own needs and with one's internal world, from where the search for those same cultural objects came. It is this disconnection with the internal world that each individual expresses through one's culture that brings us to a growing "externalization of culture". For example, the stereotypes of "celebrities" elevated to the position of role models do not truly reflect people's feelings. These false models end up leaving individuals bereft of true existential closeness with themselves and their communities.

In most instances, the individuals that make up a culture become part of the same pragmatic way of keeping up appearances that the system imposes, falling in this way into increasing dependence on it, adapting in many cases in a passive way to its value of consumerism and supporting with complicity, either tacitly or explicitly, each of its forms of violence. Through this process they lose their historical identity and their projection of the future. Because they have disconnected from their notion of intentionality, they exercise it even less, and are thus unable to give an adequate response to the global crises now facing the planet.

At the same time, the process of globalisation, with its fast-paced economic and technological change, is producing an acceleration of events and reactions; this, in turn, is generating instability and disorientation in every society on the planet. The nation state is in crisis, and is no longer a reference for people. In these moments of social instability, deep-seated cultural loyalties arise, and with them deep-seated resentments. Recently we have witnessed the resurfacing of age-old cultural conflicts and with them the horrors of ethnic cleansing in several points of the globe. Conversely, some cultures reject globalisation, forming a cultural fundamentalism where even that culture's most negative aspects are defended and fortified.

It is relevant to mention here some concepts expressed by Salvatore Puledda in his essay "Globalisation, a threat to cultural diversity?": "...Here I want to clarify that we do not see this process of globalisation as something that is only negative. Indeed, we are grateful that this process has brought us to the point where all countries, all cultures of the world are coming together for the first time. This process has allowed a level of interaction among people that a generation or two ago would not have been thought possible. It has generated greater opportunities for exchanging ideas, beliefs, and cultural models. And it has demonstrated that the differences between people are insignificant when compared to the experiences and aspirations that they all have in common...".

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