

Cultural Identity and Globalization: A Sociological Analysis

Pat Green

PhD

University of Cape Town

Rondebosch, Cape Town, 7700, South Africa

Avery Miller

Dr.

National Autonomous University of Mexico

Ciudad Universitaria, Mexico City, 04510, Mexico

Jordan Scott

Prof.

Seoul National University

Seoul 08826, South Korea

Abstract. Globalization has profound effects on cultural identity, influencing how individuals perceive themselves and others. This article examines the interplay between globalization and cultural identity, using case studies to illustrate changes in cultural perceptions across different societies. The research highlights the dual nature of globalization, which can both enrich and erode cultural identities. By exploring these dynamics, the article provides insights into the challenges and opportunities globalization presents for cultural preservation and identity formation.

Keywords: Cultural Identity, Globalization, Cultural Diversity, Identity Formation, Sociology

Introduction

In an increasingly interconnected world, globalization exerts a significant influence on cultural identity, shaping how individuals and communities perceive themselves and others. This article investigates the complex relationship between globalization and cultural identity, drawing on case studies and theoretical analyses to explore the multifaceted impacts of global interconnectedness. The research highlights the dual nature of globalization, which can simultaneously enrich cultural diversity and contribute to the erosion of traditional cultural identities. This exploration offers valuable insights into the challenges and opportunities that globalization presents for cultural preservation and identity formation.

This is a preliminary version. To read the full version of the article, please purchase a subscription.

References

1. Seo, I., Jeong, M. , Seok, J. , Kim, H. , & Chung, J. (2022). Wylie H. Forsythe: Revolutionizing Leprosy Treatment in Modern Korea. *Astra Salvensis*, 10(1), 67-78.