GLOBALIZATION & NEW POLITICAL-CULTURAL IDENTITY

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ABSTRACT

Globalization phenomenon, nowadays, is one of the most important discourses in different scopes of human life. Globalization in influenced of modernism and post modernism foundations, has excellent affective in change and evolution of nations and state's political and cultural identities. Traditions, language, religion and cultural and religious ordinance, nationality, territory, freedom, independence, political insight, government, sovereignty, etc. are former political and cultural identity in every country. Globalization with deletion limitation of three elements space, time and place as determinant elements in formation of political and cultural identities, has caused redefinition and creation of new political and cultural identities which have been caused appearance of political and cultural movements in last few decades special in late years. In this article, first will definition the characteristics and elements of political and cultural identity in globalization age, and then will emphasis on hypothesis: globalization in base of modernism and post modernism principles has created new form of political and cultural identities which in influenced of this, many of modern political and cultural movements and mobilities has been formed in the world.

New identity in globalization age, is neither merely traditional nor liberal completely but is based on human new knowledge of himself and factors and elements of his around, with, in opposite of past, characteristics like dynamic, flexible, knowledgement and blissfulment. This identity able with globalization instruments to creation new political and cultural mobility in world wid.

KEYWORDS: Identity, Politics, Culture, Globalization, Political and Cultural Movement and Mobility.

INTRODUCTION

In beginning of twentieth century and especially from 1960 decade, the human life has been faced more evolutions. Different scopes of human life and political, economic, social and cultural structures have been changed. Various and different scopes of sciences such as sociology, culturalogy, political science, international relations, economic and commerce have reconsidered in influenced of globalization phenomenon from second half of twentieth century. These evolutions in global level have changed world order and have formed global new order. The abroad accelerator wave of globalization (according to Toffler's opinion: third wave of

knowledge) has been caused deep widespread evolutions in knowledge and epistemology system of societies.

Globalization with creation of new social, political and cultural contexts and with engage informational communicational advanced instruments has caused changing in human knowledge and creation new political – cultural identity in national and global level. In globalization age, the kind of human identity and his attitude toward himself and the world has been dominated supply for human behavior.   The politics have been based frequently on the identity instead of interest, class and power. The politics and culture which creating identity in globalization are not single scope, single polar and merely left or right, but all cultures and politics, even regional and native, have been exited from border and are in center of new political – social formation. Globalization has caused redefinition of main elements of identity making and has interned new actors in political and cultural decision making.

The author in this article will try to specify some questions such as; what is globalization? What are dimensions of globalization? What are consequences of globalization in different scopes, special in political and cultural dimensions? Why and how new political and cultural identities have been formed in influenced of globalization phenomenon in national and global level? And which movements and actors have been created in influenced of new identities in national and global scopes?

The author believes that; Globalization has changed insight and knowledge of nations by modern informational and communicational instruments and by post modernism foundation, and has caused enter new actors in management, decision and identity making system in national and global level.

CONCEPTUAL SPECIFY

GLOBALIZATION

Nowadays the word globalization has been a current term in various contexts in the world. And it caused mental disturbance for many literates and scholars in politics, economic and culture contexts. The word globalization is equivalent "mondialisation" in French, and "globalisieruny" in German, and"globalisacion"in Spanish and Latin American language.

The word globalization has been used first time by "Marshal Mc luhan" in his book " war and peace in global village " in 1970(McLuhan, 1964: 54). This term has been seen in other sciences such as: political and social science, and caused new theory codification.

The term globalization is a buzzword, because it is a multidimensional and complex concept, and has many definitions in various scopes. So, scientific and exact definition of globalization is very difficult. As yet, globalization has been defined as: "world compaction", " affiliation different part of world", "increases global affiliation and connection", "westernization process and world similarity"(Taylor, 2000: 49-70),"world economic contraction"(Hirst, 1996: 48), "extensiveness of impress and impressibility of social reactions","deallocation of states and decrease limitation state's activity in relation to other countries"(Sander,1996: 27). The common point of all definition of globalization is that; globalization is a process that impress on politics,

economic, social and cultural, human and state's life in material and spiritual scopes. And next common point is that, globalization is not only a simple concept, but also is a process that begun in the past and now is continuing and increasing its speed and impress every day.

Finally, my definition picked up from many thought and theory about globalization is:

Globalization is a process compaction of time and spaces that people in the world, awareness or ignorantly, are interaction in a global single community. And many of geographic, political, economic, and cultural limitations disappear, and this causes confirmation, reformation or alteration of human thoughts and experiences in different scopes.

Mainly, some essential factors that have impressed globalization are follows:

▪ Technologic development and increase of science and communication, because of scientific advancement and new explorations that have been occurred in twentieth century.

▪ Development of free market, globalization of markets and global economic, because of development of export, extension of railing and marine transportation (Luke, 1995: 99-100).

▪ Spread and globalization of many political, social and cultural matters, such as environment, global wars, human rights, terrorism and peace.

▪ Formation some supranational organizations and regional agreements, such as, Europe society (1992), NFTA, nation society and UN.

▪ Some important political and economic events, like soviet fall, and china economic experiences that have happened in eighty decade.

▪ Increase of human experiences and knowledge in various scopes (Shahramnia, 2006: 56).

Most of authors and scholars specified globalization in four political, economic, social and cultural dimensions. And some addicted technical, observer on the third industrial revolution (Nash, 2001: 10). "Malcolm Waters" also argued globalization has three economic, political and cultural dimensions (Waters, 2000: 18). In my opinion, there are five dimensions in globalization that are follows:

I. TECHNOLOGIC DIMENSION: Communication technology has been created in this dimension and caused strongly flow of information and created other scopes, by computer networks.

II. ECONOMIC DIMENSION: Economic globalization with its many faces and scopes, effective considerable on other dimensions of globalization. Some of its scopes are: trade globalization, external investment, international division of labor, economic free market, multinational companies, and work force emigration (Scout, 1993: 21).

III. POLITICAL DIMENSION: Political globalization is; the political matters that only have belonged internal of nation-state scope in influenced of international evolutions, they have

changed and they are globally maters now. Some of them are: globalization and nation-state, politics globalization and political new actors, common political problems in the earth, human rights, modern political culture (Safaei , 1999,: 528-528).

IV. **CULTURAL DIMENSION:** Globalization of culture refers to compaction of time and space, and formation new conditions for cultural globalization. In this condition, the people and societies in the world will communicate in culture and mutual effectiveness together. Some new cultural matters that should be attention in era of globalization are: global culture and identity (Oxford, 2009: 6), development of communication (Sklair, 1998: 302), consumptionalization and formation of national, local and ethnic culture.

V. **SOCIAL DIMENSION:** Some effectives of globalization on social dimension are: formation of supranational and hybrid identities, creation of cosmopolitanism interests, formation of social movements of modernization, increase of emigration, special pay attention to global environmental problems, formation of supranational social organizations.

Some of the main and basic characteristics of globalization in its different dimensions are follows:

- Development of advanced information and communication technology.

- Facilitate and increase the speed of communication between individuals and various societies in the world.

- Increasing interdependence among humans around the world.

- Universalism and globalization of humanity values, such as: human rights, democracy, liberalization, peace, security and justice.

- Washy and liquidation of borders, and political and geographic limitations.

- Pay attention seriously to humanity common problems and solution them. Such as: environment, Air pollution, terrorism, global poverty, and apartheid and gender bias.

- Supranational identity and cultural formation, and creation social spaces in global level.

- Economic development in based on competitive free market, by World Tread Organization (WTO) and other organizations.

- Washy and cut off state control on local and national economics.

- Appearance new actors in political and economic scopes, through increase of multinational corporations.

- Formation of supranational classes and preferment struggles of classes, from local and national level to global and international.

- Formation of new international division of labor in various scopes, by multinational corporations and some developed countries.

- Increase of social mobility, and developed scientific, technologic, commercial, and immigrations.

- Extension and spread of global consumption pattern and human integration by McDonaldization, Cocacolation and etc.

- Formation radical and modernity movements, with different orientations.

- Appearance and extension of new political culture in global level, that including humanity common values.

- Globalization is inevitable and based on western powers and developed countries (Shahramnia, 2006: 118-124).

IDENTITY

The identity term means human insight and knowledge of nature and political, cultural and social properties of himself and the world, and has characteristics like difference, fixity and stability, locative, collectivity and time. Identity has two paradoxical evidently dimensions. First is similarity and symphonic and second is difference from others. In Emanuel Castells's explanation, the identity is wellspring of meaning and experience for people. Identity is idea making process according to a collection of political and cultural characteristics (Castells, 1989: 7). Basically, the identity is creating in contact to others (Golmohammadi, 2002: 20).

There are two kind of identities; subjective or privative and plural. Subjective identity is related to human privative knowledge system, and plural identity is concern to political – cultural belong of individual to particular group or cast. Another classification of identity is regional, national and global. The native, local and regional identity in traditional societies and national and global identities in modern and industrial societies have more power, solidarity and higher function. The claim of this research is all kind of identities in all scopes will be catch of change, evolution and redefinition in influenced of globalization's consequences. Development and non development is very important factors in stability and instability of societies' identity.

There are many affective factors and elements in creation identities in various levels. Some of them are such as; environmental and mental factors, historical, cultural, political, social, economic and globalization phenomenon. The interaction and adaptability of these factors with together are most important in identity making process. Political and cultural elements rather than others have more potential in increase and advance of man identity especially in globalization age, as in traditional societies because of their neglect or delusion of these factors

have faced identity crisis. The supplies and factors of identity are making identity by four elements; by traditional advantages, sensation and sentimental, linkage to thoughts, and linkage to power relations (ghoraishi, 2002: 52).

As passed above, globalization is phenomenon and process that relative to extension of communications, reconsideration and deformation in different subjects especially in human, political and cultural issues. Identity is based on others, so it has been globalized by extension of globalization phenomenon. Thus, the identity has globalized it's communicate span by extension globalization communication, and has interaction relation to distance phenomenon. These interactions between identity and globalization have transformed the humanity knowledge about himself and the world, and of course may be in some times eventuating to alienation (Ibid: 47).

The globalization phenomenon, in one hand, assimilates and standards cultures identities, and in other hand, it includes communicate, accession and independent interaction among human and nations and societies, and makes context for more extension of cultures and identities. Since identities have construction nature, the foundations of identity making will have common faces by impaction and singleton world, and will formed common identities in global aspect. In globalization age, the gathering in modernism and post modernism thoughts and opinions, secular and in secular schools, Islamic and non Islamic thoughts, will formed new knowledge of identity in political and cultural scopes, as whilst human are able to abide on local and national identity, and also able to catch new global identity. Hence, the human, in globalization age, have various and plural identities which all have being of single knowledge.

The traditional identity making was based on time, place and space. Globalization with strong instruments of communication and world integration and compaction of time and space, has changed elements of identity making and has caused redefinition of them. In traditional societies, the time and space were adopted with together and they had accessible relation, and all functions and definition have been formed by time and space. Place, with characters of difference and ridge has created a kind of stability and correlation sense, and restricted the space which was instable and mobile. Globalization with separate space from place has caused presentment, so place will be empty and singsong and space will has more extent. Globalization also compacts time and space, and time has missed its function of correlation to place and will created so many seconds which Castells explanted it as "time without time (Castells, 1989).

GLOBALIZATION AND IDENTITY

Two attitudes, process and project, about globalization phenomenon have created two theories about its affection on different issues and particularly on identity. First outlook is related to skeptical (like Boderio and his followers) whom believe globalization in political – cultural identity making has completely negative consequences. Some of them are; cultural unsafely, alienation, identity crisis, brain drain, deletion of cultural variety and growth of cultural single, formation of new form political and cultural colonialism, and westernization (Golmohammadi, 2002: 377). Skeptical post modernists argue that, identity is construction which has based on individual interpretations, paradoxical and in pragmatism, so it not possible to formation absolutely a strategy in base of reality, truth and scientific (Henrico, 1984: 1-3). This outlook is reference to pluralism theory of post modernism; that isn't possible formation of stable and common identity.

Second outlook is concern to affirmative group (Lutar, Foucault, Muffe, Laklao). They believe that globalization has positive consequences in political – cultural identity making. Some of them are; more interactions among political – cultural elites in different societies, political – cultural development, growth of authoritive manpower with national and global identity, reinforcement local and regional political and cultural identity in parallel increasing global identity, creation contexts for introduction of multiple and different cultures and identities in world wide.

The various, different and plural cultures and politics, and new and common political – cultural identity of humanity have been formed by broken and cancelation barriers of time and place. These global new identities are expressive of main principles of human rights, and they will be gradually global scales. New identity has global legitimacy and people in the world wide interaction with together by new identity. In fact, a kind of global knowledge and awareness has been formed among people in the world wide, so all local, national and global identities with common knowledgment will contraction together (Pahlavan, 2001).

Globalization with advanced instruments of information and communication has created revolution in political – cultural insight of nations and has formed the foundation of their new identity. These new insights and identities reject every political – cultural despotism and political absolutism and totalitarianism system, and established new cultural – political identity on schools, religions and thoughts which are standards for human good life. Globalization by foundations of post modernism controverts monopolistic and monoculture and rejects the claim "Absolute trust" of some political system and publishes new knowledge and identity in global level. Nowadays, the discourse of cultural pluralism in influenced of globalization phenomenon has been new and dominant thought and model of individual and plural behavior of nations and states. According to this new discourse, instead of decision making of similarization for various political and cultural groups, it possible to recognize equal political, social and cultural rights for all groups without any threat for political – cultural unique (Sinaei, 2005).

Globalization by bring out cultures from narrow bond of time and place, and by span activities of cultures, has smoothed context of publish of micro and macro cultures in global level and has caused formation of new political – cultural identities. New political – cultural identities in national and global level has caused that political authoritarian system for exit of new identity challenges and solve of legitimacy crisis, has decided to reform their political system and created situating conditions for more participation of intellectual and cultural minority in political decision making. Globalization and formation of new political – cultural identities, and expand discourse of cultural pluralism, and extension wave of democracy in global level, have caused authoritarian governors for preserve their political legitimacy, responsible people's requests, and reduce their authority, and increase more participation of people (Ibid).

EFFECTIVE FACTORS IN FORMATION OF NEW POLITICAL – CULTURAL IDENTITY

• AFFIRMATIVE FOUNDATIONS OF POST MODERNISM THEORIES

History effort for drawing political – cultural identity in post modernism age is concern to expand social – cultural change in 1960 in Europe countries. In this time, the Marxism classic theories in cast fighting scope couldn't specify the nature of complex contemporary struggles in power, political domination, formation of new political identities, subject and social movements.

After appearance of new political movements such as nationalism, feminism, peace, civilization, etc. special theory has been formed for checking and analyzing them. The post modernists, for new political – cultural identity making, have remade subject, social, culture, and have reconsidered the models of power and struggle analyzing (Best & Cerner, 1997: 286). Post modernists in contrast to objectivism of cultural identity and modern social framework, have discussed issues like construction of identity, pluralism of cultures, identities, meaning, and new foundational societies, as "Robert J Doan" reads it; "Creation new territory of cultural politics" (Doan, 2006: 22). They reject absolutism of modernity and create new identity in specific view, emphasis on correlation of groups and societies in base of their interests (Nazari, 2006: 120). According to post modernism theory, the absolutism identity and hegemony and imperialistic logic of modernity age have been finished and self knowledge and new identity age, and also extension of nationalism movements, democracy and Islamic awakening and mobility are beginning (Rosina, 1991: 146).

Post modernists in analyzing and specify of new political – cultural identity have some important statements that are follow:

1- Identities are discourse construction and have communicational nature. It means that, the human identities are continuing constructing and reconsideration (Paul Said, 2003: 80), and so human in insight of widespread network of communication in globalization age, and in influenced of different factors and in various environments, will catch new insight and identity. In Foucault's opinion, globalization is kind of new normalization. Globalization is arena of different discourses which creating new identities (Hath, 1981: 101).

2- Identities generally have cultural face. Basically, post modernism is as a cultural paradigm. So, in identity making it emphasizes on cultural element instead of political, economic and business. With creation and extension of globalization, the creation scopes of identity also catch more evolution. In traditional and even modern societies, the identity creator factors were family, church, institutions and ministrations, but in industrial and post modern societies, the instruments of communication and information are responsible of this task (Doan, 2006: 221). Hence, the channels of identity making are cultural instruments and institutions.

3- Identities are based on distinct and difference. Identities are forming in relation to others. Post modernists are imagine that, human identity is forming by creation difference between him and others, and by creation dichotomy like; black/white, man/woman, relative/abroad (Ghasemi, 2004: 26). Globalization by extension of communication and compaction of time and place, has

submitted many others, and thus changed self knowledge of human identity, and has created new political – cultural identities.

4- New identity making is based on identity politics. Identity politics is a guideline which people redefinition themselves by membership to groups which were in border of decision and identity making (Doan, 2006: 35). In identity politics, the people belong themselves to groups which are punished and are under dominant of imperialist's power. The appearance of identity politics not only created contexts for appearance new political – cultural identities in public scope, but also is a new form of political participation and attention to interns of groups which were bordered, and has created civil nationalism (Pakolesky, 2001: 384). The appearance of some movements like feminism, labor, gender, environmental, etc. are shambles of formation of new political – cultural identities (Best, 1997).

• CREATION AND EXTENSION OF POST MATERIALISM VALUES

Another factor in formation of new political – cultural identities in influenced of globalization phenomenon is value evolution and appearance of modern values in the world and especially in western post industrial societies. "Ronald Inglehart" argues that, globalization in addition to intellectual, cultural and identity alteration of societies, also has created new form of social foundation political contrast, the reasons of election and support to political parties, and catch ways to political goals (Inglehart, 1994: 2). Because of evolution from secular values to post material, and creation new political – cultural knowledge, many of new political – cultural issues came to center of decision making, and have caused main stimulation of many politics and movements. The formation of new values have farted parties and created new parties, and changed characters of evolution of people's bliss. New knowledge and post materialism have changed the nature of religious attitudes, sexuality rules, cultural, mural and behavior norms in western and nonwestern societies (Karimi, 2007). "Haber Mass" is believe that, the appearance of new political, cultural and social groups and movement, are consequences of commoditization, growth of disposability economy, publication of bureaucratic welfare state after World War II. He argues that, the philosophy goal of new social movements is defense of life world (family and social values) (Ibid).

• EVOLUTIONS IN INDUSTRIAL CAPITALIST SOCIETIES

The express and widespread evolutions and experiences in industrial societies, by development and technology instruments from 1970, have eventuated deformation basically in identity knowledge of people, and have formed new political – social forces which their goals were not power and interest but were redefinition of selfhood, society, world and nature (Ibid). "Alen Touraine" argues that, structural change and alteration in industrial societies have created new identity structures and actors which will be intellect and thought producers instead of financiers and even labors. So, knowledge and information are supply of identity making in post industrial societies. Touraine by historicity concept, redefinition nature and human, and introduces new movements as main actives in identity politics (Jalaeipor, 2002: 57). "Clause Offe" is also believed that, relative welfare of social democracy, increase of education, and express growth of service section are factors formation of new identities (Nesh, 2003: 134).

• GLOBAL SYSTEM EVOLUTIONS

The macro and widespread global system evolutions in influenced of globalization process are basic causes formation of new identities. "Emanuel Castells" with discuss network society as related between creation new identities, modern movements and globalization. In his opinion, the revolution of informational technology and remaking structure of capitalism system has grounded new form of society which formation of global new identity and universalization important and strategic activities are symbols of new society. The new society changes culture and new institutions (Castells, 2001: 17). With global evolutions and extension of informational age, the political systems of industrial era have been faced to legitimacy crisis, and yet, labor movements, political parties and nation – state's institutions are not social independent and affective agents, and instead of them, the ecologists, feminists, religious, localisms, nationalists, partisans of human rights, supporters of environmental are actives of new society and new age. Because, they are agents that have identity program and their goals are change of signs, meanings and cultural cods (Ibid: 425).

The collection of these factors have formed new identities and then have been created movements in the world which are enjoy especial characteristics; 1- Non instrumental. 2- Target toward civil society. 3- Open, flexible and dynamic (Kenny, 2004: 131). 4- Rest on public media. 5- Belonging to social middle class. 6- Based on direct democracy. 7- Emphasis on public identity (Cohen, 1985: 667). 8- Critic to cultural and moralist values of society. 9- Redefinition and reinterpretation to values, norms, selfhood, and society. 10- Construction of new identities.

CONCLUTION

Globalization with its revolutionary speed in extension of communicational interaction, and compaction of time and place, and increase of technology evolution has changed many of political, social and cultural relations, and has caused creation new form of social and political systems. Sciences, in all disciplines, have been faced to reconsideration and deformation. Political systems of state has missed its function in identity making, and have been created new actors in local, regional, national and global level. Globalization has caused redefinition of many concepts such as selfhood, society, nature, political – social relations, political systems, supplies of identity making, etc. New political – cultural constructed of identity has caused creation of movements which are responsible for intellectual and behavior identity. Hence, in globalization age, the traditional identities are affectless and new actives with different identity are main actors in subjective and social scope.

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