

UDK 37

ISSN 2545 – 4439

ISSN 1857 - 923X

INTERNATIONAL JOURNAL

Institute of Knowledge Management

KNOWLEDGE



Vol. 62.5

Invited Scientific Papers

HUMANITIES

KNOWLEDGE - CAPITAL OF THE FUTURE

KIJ

Vol. 62

No. 5

pp. 573 - 643

Skopje 2024

THE CULTURE GLOBALIZATION

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Abstract: As an aspect of globalization, migration involves the movement of people from one nation or location to another. These types of movements are for several reasons, but culture becomes one critical aspect to consider. This is because different countries have different beliefs, norm systems, ways of working, food and religious systems. When these people come together, the natives are likely to learn more about the immigrant culture and vice versa. Therefore, this paper tries to consider the pros and cons that come with cultural globalization, basing the arguments on the migration aspect. It should be emphasized here that the globalization of forced migration, which has recently been particularly characteristic of the countries of Eastern and South-Eastern Europe towards the European Union, carries with it a risk for the countries of the European Union, but also a huge potential of intellect, culture and education. That type of mainly young intellectuals not only raise the economy in those countries but also modernize the multiculturalism and tradition that they bring with them. modern migrants a large percentage of the forced migration of several million people from Ukraine, then from the countries of the Western Balkans and of course from Africa. North Macedonia is not excluded from this trend, which as a multinational and multicultural community annually produces about 12,000 migrants, mainly in the countries of the European Union and a small part in the USA. Our research was conducted through the UNESCO office in the Ministry of Culture of the Republic of North Macedonia and the Statistics Office. Fluctuation on a daily and annual basis was the focus of our research, as was the affiliation of the fluctuating body. A methodological approach allowed a comparison with multiculturalism and globalization at the European and world levels.

Keywords: culture, migration, sustainable, east European country, multinationals

1. INTRODUCTION

Globalization in the modern world is the term used in the description of the growing interdependence of the world's cultures, economies, as well as population, and this is brought forth by international trades in products and services, the flow of people, and investment as well as information access. Therefore, culture globalization refers to idea value, ideas, and meanings transmission around the world in a manner that intensifies social interactions (Borjas, 2015). Therefore, globalization comes with several benefits and drawbacks to the modern world which impact economies, nations as well as the people in the world. Migration is one of the most visible factors when it comes to globalization and this is because there is a growth in the number of people moving across borders as well as within countries in search of better opportunities and lifestyles. Although this factor is often seen as problematic, it's one of the contributors to sustainable development.

Globalization is most often associated with the market and economy, as well as political and legal aspects, but it is necessary to say that globalization processes greatly affect the field of culture as well Richter, F. (2020). The impacts can be positive, such as the introduction of new technologies, the advocacy of fundamental human rights, often also negative, such as the destruction of the domestic market (expressly represented in the poorer states), loss of cultural values and the like. In general, we can say that globalization has existed since society existed, but in the modern sense of globalization as contemporary we often talk about the social process after the Second World War. (Mihaljevic, 2021). Under the influence of great powers, especially the West, processes such as "Americanization" occur and threaten the preservation of specific national or cultural identity and tend to erase cultural differences. Today, we live in "Multicultural" societies, i.e., societies in which several different cultures coexist, countries opened their borders primarily for economic gain, but in this process also significant cultural changes occur. Although migration has been a constant in human history, the number of people and the speed with which people are moving in our "age of migration" across borders, making almost every country polyethnic. For many of them, migration is an economic necessity, an attempt to provide themselves and their families with a better life, but they are also a source of touches, encounters, conflicts, discrimination, crossing of various cultures, and whether they are voluntary or violent, they influence the creation of the contemporary multi-cultural mosaic.

2. CONNECTION BETWEEN GLOBALIZATION AND CULTURE

Globalization is involved in all spheres of society, and we will look at how globalization affects culture and what are the factors of cultural globalization. First of all, in the cultural aspect, the process of globalization contributes to the opening of the borders of local cultures and communities, transforming individual experiences into widespread information around the world. One of the many indicators of cultural globalization is the migration of people. Human migrations can be divided into forced ones caused by wars and other unwanted events and voluntary ones caused by a person's desire to change his life. We will look at how migration affects culture. The movement of people contributes to the development of a global culture by connecting different cultural achievements and making them visible to all peoples. When a group of people is in contact with another group of people, to some extent it loses its original cultural characteristics and takes on other people's, it is called acculturation. It mostly took place during the process of colonization, especially among indigenous tribes. This practically means the exchange and spread of cultures in larger spaces between peoples and larger social groups, the adoption of cultural patterns by individuals or smaller and larger social groups, and implies processes and mechanisms by which individuals and groups adopt norms and patterns of behavior characteristic of a certain culture. Although the goal should be to strengthen and value its specificities and differences in relation to global culture. Also, it is necessary to get to know other cultures and values in order to know how to appreciate your own and to understand and respect others, i.e. intercultural consideration of the world in which we live. In the opinion of some authors, tourism is also included in the indicators of migration. Tourism is really a positive side that we should all strive for. Traveling, we experience the lives of other peoples of nations and get to know various traditions and ways of life. From the trip, we should return to our homeland with many rich memories enriched by tradition and the beauty of diversity, but we should respect even more who we are and what we belong to. Many relevant authors believe that precisely cultural differences are far more important today than ideological, political and economic ones. They state that humanity is not gained, but lost when one tries to erase one's own identity and tear oneself away, at any cost, from one's special determination that culture carries with it. Every nation has its own culture and the creation of a single "world culture" would be disastrous because it would directly call into question an authentic region, that is, cultural diversity. It is undeniable that the means of mass communication enable the spread of popular culture and the development of the so-called global culture. But it is also a kind of threat to cultural and national identities that make up the diversity of the world.(Lixinki 2020). UNESCO emphasizes that the international expansion of cultural processes is important, but there is also a threat from global, popular culture, which is reflected in the fact that it weakens cultural diversity in many aspects of our lives. (Kwasniewski et al. 2023).Global politics is becoming multicultural and multicivilizational, so its implementation requires subtle thinking.The impact of economic globalization on culture throughout the world is great. Globalization means economic, political and cultural process that is made possible by the rapid development in the fields of transport and communication, which is often driven by the desire of large corporations to conquer new markets. It is impossible to deal with theater and study it independently of social and cultural phenomena such as which is globalization. The meeting of different world cultures and customs is actually cultural globalization.

Globalization opens up new questions in the world we live in, in our immediate environment, everyday life and ourselves. The process of globalization contributes to the opening of local borders culture and political communities and contributes to the development of a global culture by connecting different cultures, different countries and regions (Maynard, A and Chaudhary, N. (2021)

How is culture as a comprehensive way of life emerged from the game, should the key cause of the emergence of globalization be considered culture or technological-economic aspect? Globalization is without a doubt effecting major changes in culture. A question is whether the cultural aspect of globalization can be a chance for all those countries that are in the dark, that they also get a chance for progress and development. Opening the borders to cultural influences makes it possible to share successful experiences, to progress and improve culture. In the positive aspects of culture globalization, we can classify a better understanding of cultural differences, overcoming them difference in culture, overcoming language barriers, taking positive values from other culture. What else the cultural aspect of globalization contributes to is the prevention of conflict or mitigation, leads to the creation of a global, cultural society, which if excluded unification can lead to the path of prosperity and progress. Again, when we talk about the negative the aspects of cultural globalization include, first of all, the threat to the national sovereignty of states, there are imposed trends, the so-called mass culture. It often happens that the biggest prosperity is achieved by cultural giants who create a cultural industry that leads the entire masses people, well-known brands dominate consumption and promotion, which sometimes reduces the chances of the expression of other equally valuable producers. In the cultural aspect of globalization there is opening of local borders of cultures and political communities. What is important and what enables progress is the fact that different cultural achievements and possibilities are connected the disposal of cultural knowledge of all peoples. One of the ways to alleviate the

negative aspects of culture of globalization is that nation states help in the promotion and preservation of national identity, nurturing folklore, customs, national values and festivals of inestimable value. The future positive or negative effects of cultural globalization are uncertain for now, we can only believe that these changes will be positively significant for future generations.

3. DISCUSSION

Migration, in contribution to cultural globalization, plays a huge role in the way people live, how they access opportunities and how nations benefit from this. Therefore, just as there are some shortcomings with migration, there are numerous benefits that come with it.

First, migration leads to access to employment. One major reason for people's movement from one nation or location to another is the search for work opportunities which helps companies around the world build a very skilled and strong workforce. According to a study, immigrants that work in the UK economy are likely to have more advanced education as well as skill qualification. Therefore, as much as people move to find employment opportunities, it helps companies and organizations attract skilled personnel to fill their job vacancies. Looking at the United States and Canada, people from different countries immigrate to these countries to find better-paying jobs, a good cultural environment as well as find peace. Not only is it a great avenue to share cultures, learn about one another and interact, but it also becomes an opportunity for both the immigrant as well as an organization that taps the skills and talent of the individual (Leblang, 2022).

Second, there is the aspect of culture sharing. Movement around the world for several reasons leads to sharing of cultural qualities and this contributes to a multicultural society. Therefore, away from economics, people around the world have the feeling that a good cultural diversity gives a nation an inclusive and diverse feel. Through the sharing of various aspects of life, people can learn more about one another and conform to a mix of cultures and beliefs that engrave every culture. This way, future immigrants can find a culturally diverse economy that has their country's norms, values, and beliefs and this can help them settle easily. Through migration and globalization, every country has absorbed aspects of foreign culture from cuisine, political influence as well as literature (Lynn, 2006).

Additionally, there is a reduction in labor shortages creating a flexible labor market. Immigrants are very mobile and this is because they move to the economies in the world where they find high wages as well as high demand for labor. This is a major help to the booming economy through the provision of the needed labor resources to curb the growth in demand. People migrating also have a huge range of skills that helps in solving the issue of shortage of skills. For instance, if an economy has shortages in skilled workers for example doctors and nurses, it takes several years in training new workers and may lead to shortages in the workforce as well as high use of resources (Saxenian, 2007). Therefore, immigration helps this issue to be sorted immediately since there is some service that can't wait.

Even though migration in the cultural context brings about numerous advantages as discussed as well as others, there are still some shortcomings that come with it. First, there is the issue of structural unemployment where immigration and globalization could transform native-born workers' displacement. For instance, immigrants in some cases for lower wages which means that they may secure employment at a faster rate than the natives. In the cultural context, immigration and globalization could put pressure on the public services due to high populations such as hospitals, schools, and public transport among other sectors (Watts, 2018). Likewise, there is a deterioration in the quality of public amenities due to the fast growth of the population in specific areas, especially along the borders where unskilled immigrants provide labor. Therefore, given the structure, this issue can be easily avoided. Additionally, with immigration, like in the UK, where there is limited house stock, migration could drive rent prices high that reduce living standards of the people that experience high living costs. Finally, some natives, due to migration may have the fear that their cultural background is being threatened. This becomes an issue for immigrants who may not learn the native language as well as have different beliefs and religious systems.

4. CONCLUSION

Cultural globalization, when it comes to migration is very important in the modern world. It is something that has been taken positively in all nations since it contributes to economic growth and development as well as leads to a multi-culture system. Therefore, even with some shortcomings in migration and globalization, the benefits are numerous and need to be embraced in the best possible manner.

Globalization accelerates urbanization and encourages the growth of large cities and high-density housing. These convergences bring great similarities between large cities and establish a similar institutional and organizational culture. They are inevitable, but there is a lot of good in them. It approached different cultures and created a sense of security in their mutual interaction. Globalization has encouraged the growth of a common elite culture that is not limited to the highest ranks of political, business, and technical elites. People of different cultures preserve the peculiarities of their identity, easily come into contact with people of other cultures, and find their culture interesting

and useful Sternberg (2021). Globalization produces a relatively narrow common culture for ordinary people around the world. All the people started talking about democracy, human rights, and the rights of minors. Clothing, as an essential mark of cultural identity, today crosses state borders without any restrictions. More and more people dress the same, and traditional costumes are mostly limited to smaller circles. It is evident that the borders between cultures have become transient, which leads to multiculturalism and the appearance of new cultural forms. It is not a simple process because, in globalization, the west prevails. There is no doubt that global communication and mass migration, i.e., globalization today, force traditional cultures to co-exist but also to diverge and create mutual tensions. Relations among cultures ensue in a mixed culture with positive and negative sides. The globalization process includes an increasing number of cultural elements, expands space, and the inclusion of an increasing number of people encourages active cultural activity. It should be emphasized that in the globalizing world, the cultures of the most economically powerful countries prevail, and as a result, cultural diversity is decreasing.

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