

# GLOBALIZATION

Are we losing our cultural identity as a result of globalization?

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# What is globalization

- Process in which the constraints of geography recede and people become aware that they are receding.
- The process by which networks of interdependence become large and continuous, or thick.
- Widening, deepening and speeding up of worldwide interconnectedness in all aspects of life.



# What is globalization

- The circulation of cultures allows people to participate in extended social relationships across national and regional borders.
- The creation and expansion of these social relationships is not observed only on a material level.



Trends and  
changes in the  
topic due to  
globalization

- Compared to 2013, there are 7.6 million Italians who have increased the consumption of ethnic food in clubs and restaurants.
- Ethnic food is a trend that is increasingly rooted in our relationship with food.
- 52% of Italians say they prefer foreign cuisine to Italian.
- Musical genres such as jazz were born local and later became international phenomena. A lot of people love American culture, such as American singers or athletes.
- The fashion industry is one of the most globalized industries ever.



## Causes and effects of these trends...

- A more connected world is a source of new opportunities.
- Students can access online courses offered by prestigious universities all over the world.
- Cultural globalization involves the formation of shared norms and knowledge with which people associate their individual and collective cultural identities.
- An example of solidarity dictated by globalization are the signs of gratitude and friendship with Italy from all parts of the world in the common commitment to win the challenge of the coronavirus.
- The Burj Khalifa in Dubai lit up with the colours of the Italian flag alternating with the words “We are with you”.
- In Jerusalem, on the wailing wall the image of the Italian flag was accompanied by the inscription: “Italy, Jerusalem is with you”



## ...Causes and effects of these trends

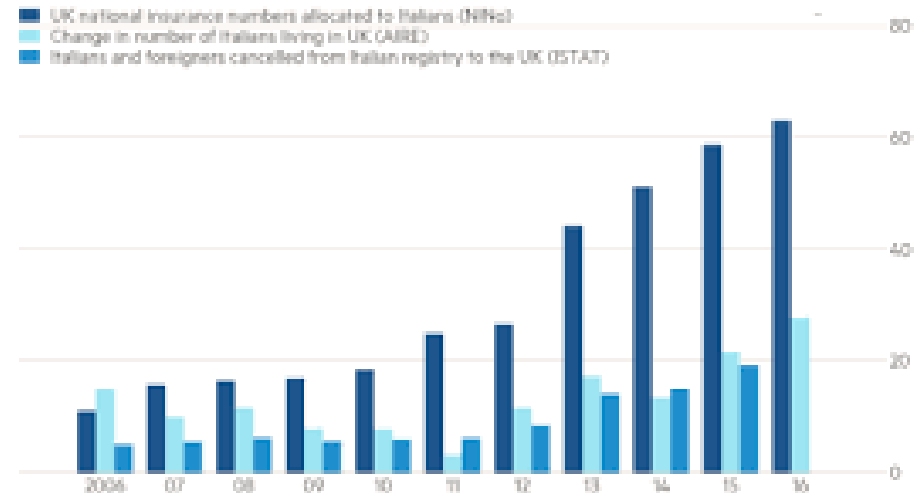
- Many writers suggest that cultural globalization is a long-term historical process that brings different cultures into a multi-ethnic meeting.
- Some critics argue that the predominance of American culture, which influences the whole world, will result in the end of cultural diversity.
- Globalization can trigger a state of emergency towards a preservation of the musical heritage.
- Cultural practices, which include traditional music, can be lost.

## The risks

- Get to a point in which we do not see the beauty of our country any more.
- High emigration rate, in particular of students.
- In 2018, 157 000 people left Italy to live abroad, 117 000 of them were Italians.
- The main destination of these flows was the UK, which in 2018 welcomed 21,000 Italians.
- Lose the concept of “diversity” between countries.

Italy's emigration to the UK

('000s)



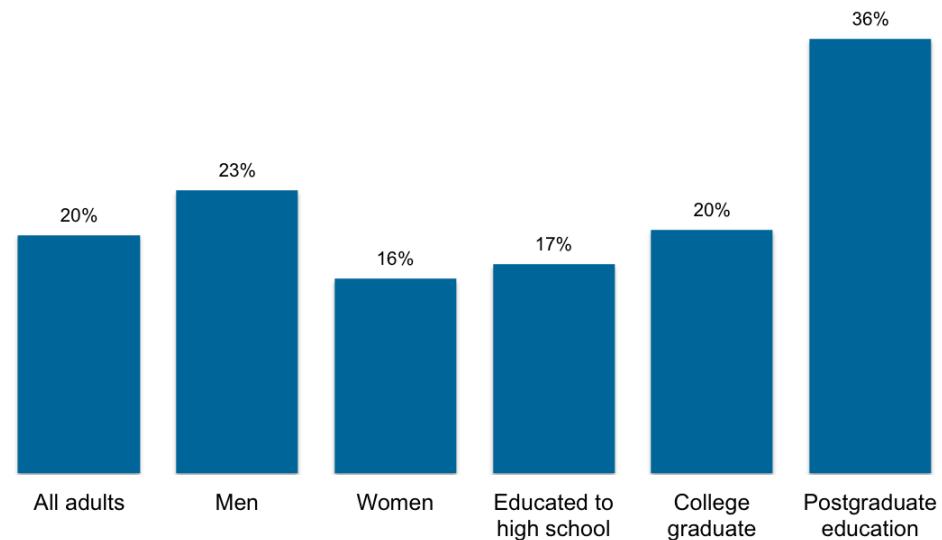
Source: Italy's Ministry of Foreign Affairs, ISTAT, UK Department for Work and Pensions

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# Opportunities

- Find everything everywhere
- More intercultural dialogue
- More knowledge about other countries
- Knowledge of foreign languages
- Opportunity of studying in other countries

Fluent in more than one language





# Opportunities

- Often in sports teams there are athletes of other countries.
- This is a result of globalization and also of the intercultural dialogue.
- Very often some teams which are less known in the world, “take” some foreign athletes to increase their popularity.  
([Indre Sorokaite](#))



## Conclusion

- Globalization, as we have already seen in the previous slides, is having both positive and negative effects, as each country will increasingly lose its cultural identity. However, there are also positive effects as we are expanding our knowledge of other cultures and of other peoples.

