

GLOBALIZATION AND LOST IDENTITIES



In times of globalization, the high interconnectedness of social, economic and political factors is both a reality and a challenge. In a globalized world you never know what will happen tomorrow. Globalization is definitely challenging what we are, as social human beings. As individuals feel threatened by the new emergent society, new types of self-identities appear. As a direct consequence of the increased "flowing" of the triad of technology, communication and services, people experience certain instabilities, since they have to adapt to new situations and places.

The privatization and the increased flow of goods were meant to create a stable and secure job market, whereas in some cases the opposite was true, job insecurity increased a lot.

In an increasingly globalized world, culture has emerged as a much contested topic. Culture not only is one of the main warriors of globalization, by which modern values reach external populations, but also it impacts a lot the individual and national identity.

In many situations, globalization and modernity meant the collapse of a sense of belongingness to a certain community. The loss of the secure feeling of belongingness leads to a fear from which is born the new identity. The emphasis on individualism, on self-development and self-choice in the globalized society has resulted in a transformation of individual identity.

It makes it more difficult for individuals to consolidate and construct their identity and to find their place in society. Unlike traditional societies where identity formation was given, now the identity is a process which depends mostly on the individual only.

Identity can no more be fixed, and this contradicts not at last even the concept of identity itself. Because space and time are compressed, because of the spreading of mass-communications and technology, people find it harder to identify themselves with a specific idea or to stick to a specific group.

Since the world one lives in is permanently changing, so is one's identity — or at least, it should be. Hence, one should develop a loose identity, so it can be modeled by all factors that one encounters, or else one fails in adapting to one's own social environment. Thus, in a globalized world, assuming an identity and keeping it becomes an act of courage.

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