

## Impact of Globalization on the Creation of a 'Hybrid' Culture: A Psycho-Social Perspective

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## Abstract

Globalisation has led to the hybridisation of culture all over the world. Globalization facilitates and simultaneously engenders cross-cultural interaction on a global scale. As a result, the interaction between diverse cultures leads to the emergence of a hybrid culture. The paper aims to understand the impact of hybridisation, due to globalisation from social and psychological perspectives. The paper has adopted the qualitative research methodology, revising various secondary sources to understand the impact of the transformative impact of globalisation on hybridisation. The research underscores the requisite to balance the cultural diversity and cultural identity aspects to a fruitful and harmonic cultural transformation at the social and psychological levels.

Keywords: Globalisation, Hybrid, Social, Phycology, Global, Culture.

## 1. Introduction

Throughout history, humans have sought distant land for settlement, trade, transport and leveraging technological advancement. However, from the 19<sup>th</sup> century, European colonisation and trade, the beginning phase of globalisation was mostly driven by the innovation of steamships, railroads, the telegraph, and increased economic collaboration among nations, which led to an upsurge in global connectivity. This also leads to interaction among cultures, where people witness new customs, dialects and ideas which leads to the assimilation of diverse cultural elements into their societies.

Though this wave receded during World War I marked by post-war protectionist measures, the onset of the Great Depression, and the subsequent upheavals of World War II. This period has documented a retreat from international cooperation and free trade (Boman, 2021). It was only after World War II, around the 1940s, that the USA took the lead in revitalizing global trade and investment through negotiated agreements and established frameworks. This commenced the second wave of globalisation, which has somehow, persisted despite facing periodic setbacks and increasing scrutiny from the political arena.

Globalisation is channelling the unification of the world into a singular system of global properties. The phenomena of globalisation have spurred at the economic level, opening for free movement of goods & services along with information and capital. It has also paved the path for the exchange of ideas, the development of social institutions and the setting of an interaction system between them. Globalisation consequences to homogeneity, with the diffusion and emergence of a world system at various levels namely: cultural, informational, political and economic (Go & Trunfio, 2018). At a cultural level, there has been a continuous interaction among various cultures, leading to the formation of a hybrid culture. Recent years have witnessed an upsurging debate on cultural hybridity mainly in the context of cultural diversity and identity.

According to Barannyk (2017), cultural hybridity is defined as the "Continuous recreation of culture, through the amalgamation of various social groups, and their culture, rather than a single centre of emergence". Hence it could be construed that hybrid culture is a product of interaction among various cultures with "globalization, modernization, colonialism, international relations, social movements, and cultural activism". However, the contribution of these factors is not only to the proliferation of cultural hybridisation but also to the transformation and enrichment of cultures. According to the definition of hybridisation, it is a process of combining different elements, traits, or components from distinct sources or origins for a new expression and identity. From the expression perspective, cultural hybridization is mainly through language, music and media. Like many African countries, French as their spoken language, has mixed with their native language to create a new lexicon. Even the mixing of US pop music with South Korean music with the rise of K-pop is an example of cultural hybridisation. From an identity perspective, globalisation does not eliminate differences in various cultures; instead, it results in the emergence of new cultural expressions by interaction between different cultures. However, this process leads to cultural enrichment while potentially changing the cultural identity. The main foundation of cultural identity is distinctiveness, which is contrary to the theme of cultural hybridisation based on amalgamation. This leads to a psychological conflict, known as bicultural stress, of dissonance at personal and social levels.

According to cultural and social psychology research (Cusp), the study of cultural hybridisation is required to focus on social transition and personal transformation (Guo, 2018). Hence to understand the impact of globalisation on the creation of a hybrid culture, there is a need to bifurcate the topic into social and psychological aspects. On the social level globalisation influences social interaction, community dynamics and the integration of various cultural elements in a hybrid culture. From a psychological aspect, it leads to addressing the adaption, resistance and development of multicultural identities. Considering the above discussion, the paper aims to evaluate the influence of globalisation on the creation of a hybrid culture, focusing on social and psychological dimensions. Hence the research has considered the following objectives:

1. To analyse the impact of globalisation on hybrid cultural formation at the social level.
2. To examine the psychological impact of globalisation on cultural identity within hybrid culture.

The paper has selected the qualitative research methodology, by comprehensively searching recent articles, journals and other secondary sources to elucidate key findings and to understand the impact of globalisation on the formation of hybrid culture at social and psychological levels. The paper also paves the foundation for future research on understanding the role of technology or media in the development of hybrid culture, considering cultural integration and psychological well-being.

## 2. Literature Review

Globalisation has both positive and negative impacts on the cultural hybridisation. According to Han (2022), the interaction of culture leads to the discovery & understanding of different cultures. When there occurs a cultural fusion, new cultural expressions emerge, which leads to cultural diversity. On the contrary view, Hart and Hansen (2018) stated that cultural hybridisation due to globalisation leads to a loss of cultural identities. According to the cultural flow theory of Arjun Appadurai, globalisation influences the cultural transition, with the emergence of cultural markets between different cultures. Within the created market, cultures interact with each other, and this leads to the synthesis of a new hybrid culture. However, according to Hietala (2019), Hybridity is a double-layer concept, which includes the integration of communities and contemporary hybrid identities.

In light of the aforementioned discussions, the literature review's next section addresses how globalisation affects culture on a social level as well as how it affects cultural identity in hybrid cultures psychologically.

### 1. Impact of globalisation on Hybrid cultural formation at the social level

According to Kanchan and Chansauria (2018), the appearance of comparable characteristics in other cultures can be attributed to the impact of globalisation on cultural hybridization. Globalisation can have both beneficial and detrimental effects on the hybridization of cultures. New cultural manifestations arise from the blending of several cultures, enhancing cultural diversity. Globalization's effects on cultural hybridization, however, can also result in the loss or alteration of cultural identities.

Globalisation facilitates exchanges between different cultures, which in turn acts as a catalyst for the emergence of hybrid cultures at the social level (Lamont & Molnár, 2012). One of the main characteristics of globalisation is homogeneity. In the cultural aspect, it could be construed that the developed hybrid culture should be homogeneous. However, in reality, cultural hybridisation creates

power dynamics between the cultures, which even leads to the disappearance of certain cultures. And create a bi-stress identity which has both sociological and psychological impacts.

## 2. Psychological Impact of globalisation on cultural identity within a hybrid culture

Numerous authors have contended that a growing number of kids and teenagers nowadays develop a global awareness as they grow up. According to Mohmad Waseem Malla (2021), children nowadays "intensify their consciousness of the world as a whole" progressively. Mhurchú (2016) stated that the world is becoming more and more of a cultural horizon that we (to a different extent) define for ourselves. This effect of globalisation can be helpfully understood in terms of bicultural identities from a psychological standpoint. Though it can also be applied to globalisation, the concept of bicultural identities has primarily been studied thus far concerning the identities formed by immigrants and members of ethnic minority groups.

Globalisation primarily influences the issue of identity. The primary psychological impact of globalisation is the alteration of identity or the way individuals view themselves in connection to their social surroundings. Two distinct dimensions of identity are related to globalisation. Due to the process of globalisation, most people in the world today possess bi-cultural identities, wherein a part of their identity is derived from their local culture and another part is shaped by their awareness of their position within the broader global culture. Furthermore, it is now recognized that young individuals in non-Western cultures may exhibit a higher susceptibility to identity confusion than previously believed. Certain young individuals experience a sense of not belonging to either the local or global cultures, as the local cultures undergo changes in response to globalization.

According to Schaefer (2020) While cultivating a bi-cultural identity entails maintaining both a local and global identity, it is undeniable that globalisation is transforming local cultures, particularly with the advent of global media, free market economy, democratic institutions, more hours spent in formal education, and a later start to marriage and parenthood. These modifications significantly alter long-standing cultural customs and beliefs. As Peck (2002) pointed out, these modifications can result in a hybrid identity that combines aspects of local and global culture rather than a bi-cultural identity.

Their conviction in the importance of local cultural traditions is undermined by the possibilities, ideals, and images they associate with global culture. However, they feel as though the methods of the global culture are too distant and unfamiliar from what they have personally experienced to be of any use to them. They could feel as though they are outside of both their local and global cultures, genuinely belonging to neither, rather than becoming bicultural. Using Erikson's (1968) theory of identity formation, one can argue that globalization increases the proportion of young individuals in non-Western cultures who encounter a state of identity confusion rather than successfully developing an identity during the identity versus identity confusion dilemma in adolescence.

This implies that young people will probably have fewer attachments to the place they currently reside in as they become more globally aware as they get older. Nowadays, a child's upbringing is less important than it once was in determining what the kid is aware of and has gone through. Once more, because of the way that electronic media permeate local experience and provide access to people and information in numerous other locations, devices like computers and televisions are at the centre of this transition (Song, 2012).

Yeganeh (2020) suggests that the experience of cultural loss and uncertainty regarding cultural identity can lead to a profound feeling of alienation and impermanence among certain young individuals. This occurs when they lack a clear understanding of their cultural background, lack explicit guidelines for appropriate behavior, and struggle to make sense of their encounters. It is logical to infer that individuals residing in cultures that are disconnected from the global culture will likely encounter a sense of ambiguity regarding their identity due to the process of globalization.. But at the same time, alienation from culture in globalisation also leads to confusion and social demarcations.

### 3. Discussion and Analysis

From the above discussion, it could be construed that one of the major impacts of globalisation is cultural hybridity. The concept of hybridity includes the idea of merging and transforming one or more cultures based on adjustment for the evolution of a new culture. In the context of the evolution of hybrid culture, considering the impact of globalisation it could be construed from cultural diversity and cultural identity aspects. On a social aspect, hybrid cultures should lead to the transformation and enrichment of cultures. However, in case a power dynamic is created between the cultures, it leads to cultural homogeneity, instead of cultural enrichment. Like in the 90s, the impact of Western culture on various other cultures led to culture homogenization which has impacted the transformation and led to demarcation in society. One such incidence occurred in Japan, where traditional dress Kimono has been discarded by the urban working class, for western clothes. One of the main aspects of the same was the global corporate dress code being adopted worldwide. However, the Japanese discarded Kimono at the social level also, leading to a social demarcation between urban and suburban populations. They realised the peril of their cultural apparel existence and collaborated with designers, media houses and various other broadcasting channels to develop a contemporary style with Kimono, which led to its transformation in various forms including the rob apparel.

Hence it could be construed that cultural hybridisation is fruitful when it is in alignment with cultural diversity. Here two cultures diffuse and lead to transformation into something new which has relevance in society. However, in case cultural hybridisation is based on power dynamics, it could lead to the extinction of certain cultural aspects and a pave path for cultural identity issues. In the case, where cultural hybridisation creates apprehensions on cultural identity, it leads to a social divide and a sense of loss at a psychological level for the individual. Policymakers need to identify the aspects of cultural amalgamation to improve cultural diversity while addressing the issue of cultural identity holistically. It's crucial because when it's not being addressed the individual discourse to hegemony leads to a cultural revolution. Iran's cultural revolution in the 1980s is an example of cultural identity conflict and rising discourse which led to social transformation from Western to Islamic doctrines.

### 4. Conclusion

Globalisation leads to interaction between various cultures with increasing changes in cultural hybridisation. The process of hybridisation, due to globalisation leads to the emergence of novel cultural expression with interaction of different cultures. However, this impact could be both positive

and negative. It's positive when the fusion leads to cultural diversity, while it's negative when there occurs the loss or change in cultural identity. Therefore, both at the social and psychological level, there is a need for careful balance between the process of cultural hybridisation. It is imperative to preserve the cultural differences while leading cultural transformation emphasising a healthy interaction between the cultures for the development of organic cultural diversity.

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