

## **The Impact of Globalization on Traditional Cultural Practices**

Prof. Harsh Vardhan, Pondicherry University, Puducherry.

### **Abstract**

With the advent of globalisation came an era of unparalleled connection, effectively shrinking the globe into a little town. Some worry that this phenomena will have a negative effect on long-established cultural customs, despite the many positive effects it has had on the economy, technology, and cross-cultural understanding. the complex ways in which traditional cultural practises are being impacted by globalisation, whether via adaptation or modification, in many nations. an examination of globalisation and the forces that have accelerated it, with a focus on the contributions of commerce, technology, and cultural exchange. Afterwards, it delves into the complex interplay between globalisation and long-standing cultural traditions, illuminating the advantages and disadvantages that communities throughout the globe encounter.

**Keywords:** - Cultural Appropriation, Fashion Industry, Cultural Borrowing, Ethical Fashion, Cross-Cultural Influences

### **Introduction**

We are living in a period of tremendous cultural and social upheaval as a result of the phenomenon of globalisation, which is characterised by heightened connectivity and the blurring of geographical borders. With the free movement of commodities, data, technology, and ideas across international borders, many are wondering how globalisation will affect long-established cultural norms. The intricate web of connections between globalisation and the maintenance, modification, and evolution of long-standing cultural traditions is the subject of this article. Convergence of cultures and worldviews has been a result of globalisation, which is frequently fueled by technological breakthroughs, trade liberalisation, and cultural interchange. Cultural norms, beliefs, and practises are just as quickly exchanged as goods and services throughout this time. Economic growth and technological advancement are two examples of the many positive outcomes of our increasingly interconnected world. However, there are valid concerns about how this connectivity may affect the diverse range of traditional cultural practises that have long been the bedrock of our communities. Everything from language and ceremonies to culinary customs and creative manifestations are all part of traditional cultural practises. They are the foundation of our cultural identity and the storehouse of our inherited wisdom and history. Nevertheless, these behaviours might be benefited or threatened by the transforming strength of globalization's dynamics. a thorough investigation,

starting with a study of the forces behind and dynamics of globalisation. Examining how global influences might strengthen or weaken traditional cultural traditions, it then explores the complex link between globalisation and these behaviours. We will illustrate cultural homogenization—when global influences cause local traditions to disappear—and cultural hybridization—when traditional behaviours adapt and flourish in a globalised context—through case studies from different areas. the effects of globalisation on commercialization of traditional behaviours for tourist and business benefit as well as on attempts to maintain cultural heritage. It will highlight the need of striking a balance between preserving old traditions and embracing innovation in a world that is changing at a rapid pace. the complex web of ways in which globalisation has altered long-established cultural norms, acknowledging both the threats and the possibilities it has brought. In an ever more interdependent world, it promotes cultural variety preservation and asks for a sophisticated and situationally appropriate analysis of this phenomena. In the face of the challenges posed by globalisation, it is our collective responsibility to safeguard the survival, development, and enhancement of cultural traditions across the world.

### **Traditional Cultural Practices Defined**

Recognizing and understanding the fundamental aspects that compose the distinctive identities of civilizations is of utmost importance in today's fast globalising world, when borders between nations and cultures mix and blend. The preservation of history, knowledge, and heritage through traditional cultural activities is fundamental to these identities. on the complex web of long-established cultural traditions, in an effort to clarify and place them within the framework of our increasingly globalised world. The term "traditional cultural practises" refers to a wide range of community-based traditions that have been maintained over the years. No longer are these customs just artefacts of bygone eras; rather, they are dynamic traditions that have a profound impact on the people and cultures all over the globe. Traditional arts and crafts, such as weaving complex fabrics, cooking dishes passed down through generations, or performing ancestral rites, are the glue that holds people to their heritage. Traditional cultural activities cannot be defined by simple explanation. This requires an awareness of the interdependencies between these customs and their spiritual, historical, and cultural roots. Recognizing their significance in creating community cohesion and belonging is also necessary. traditional cultural practises, taking into account the fact that they vary in shape among areas and groups, are complex in nature. This will help to illuminate the ways in which these customs reflect the

cultural knowledge, values, and beliefs of the people involved. In addition, it will highlight how important they are for maintaining cultural variety in our increasingly globalised society. It is important to remember that traditional cultural practises are dynamic as we set out to describe them; they change and adapt throughout time in response to external factors. We must evaluate the adaptability and durability of traditional cultural traditions in light of the transformational processes brought about by globalisation, which requires a sophisticated comprehension of their dynamic character. To the core of long-established cultural traditions, acknowledging their importance while delving into the difficulties they face in an age of unprecedented global connection. To better comprehend the effects of globalisation on traditional cultural practises and to devise ways to keep them alive in this dynamic and unpredictable environment, it is helpful to first have a firm grasp on what these traditions stand for.

### **Globalization's Influence on Traditional Practices**

It would be impossible to exaggerate the significance of globalisation on long-established cultural traditions in this era of lightning-fast information, idea, and product transportation across oceans. The transformative tsunami of globalisation is reverberating into the core of communities, touching every aspect of traditional life. This section delves into the intricate dynamics that characterise the impact of globalisation on traditional behaviours, seeking to understand its positive potential and negative outcomes. A complex network of technology developments, trade liberalisation, and cultural exchanges drives globalisation, which is commonly characterised as the process of greater interconnection between individuals, groups, and nations. Possibilities for economic expansion and cross-cultural pollination are on one side, while the authenticity and continuation of old customs are on the other. It's a double-edged sword, really. Traditional practises are closely linked to the history and identity of communities. They include a wide range of customs, rituals, and manifestations. These customs are the living ties that bind individuals to their heritage and mould their beliefs, values, and daily routines. These traditions, however, are at a crossroads as they face the formidable forces of modernization, adaptation, and creativity in an ever more interdependent world. Conventional methods are being impacted by globalisation. It will explore the difficulties of cultural homogenization, the process by which global influences cause local traditions to go away, endangering cultural variety in its most basic form. In contrast, it will honour cases of cultural hybridization and adaptation, when old ways of doing things are given fresh meaning in a

modern, globalised world. As we examine real-life examples from different parts of the world, we can see how tradition and globalisation are always shifting. These instances will demonstrate how ancient behaviours may adapt to and even prosper in our more interdependent society. In addition, they will stress the need of recognising that globalisation changes cultural landscapes in subtle and context-dependent ways. We must acknowledge that globalisation is not a single, all-powerful force, but rather a complex phenomena with many facets and potential benefits and drawbacks. Preserving cultural variety and the world's rich tapestry of traditions requires an understanding of its effect on traditional activities, which is more than just an intellectual effort.

### **Conclusion**

As complex and diverse as the cultures they impact, the dynamics of globalisation and traditional cultural practises are equally complex and diverse. Our globalised world has seen tremendous changes, and as we wrap up our investigation of this complex connection, we are reminded of these changes. In view of the difficulties and possibilities brought forth by globalisation, this study has attempted to illuminate its effect on long-established cultural traditions. Technological, commercial, and cultural advancements have accelerated globalisation, ushering in a period of unparalleled interconnection. It has facilitated the cross-border exchange of commodities, ideas, and information, turning the world into a global village in which national and cultural barriers are increasingly porous. As treasure troves of legacy, identity, and history, traditional cultural practises play a pivotal role in this setting. As we have travelled, we have seen firsthand how traditional traditions and globalisation interact with one another. We have seen firsthand how global influences endanger the validity of various cultural manifestations, leading to the decline of local traditions as a result of cultural homogeneity. But we have also praised these traditions for being able to survive and even flourish in today's globalised world by fusing elements of other cultures. Various case studies from different groups and areas have shown how traditional traditions react to globalisation in different ways. They proved that certain traditions can't last, but others can be revitalised and used today. The significance of using a situation-specific approach to comprehending and mitigating globalization's effects is highlighted by these instances. The benefits and threats posed by globalisation are not consistent, as we discover when we travel around the culturally globalised environment. As time goes on and customs change, efforts to preserve cultural traditions encounter new challenges. Genuineness and ethics are called into question when cultural

practises are turned into commodities for the benefit of tourists and businesses. But, on the flip side, globalisation provides a stage for intercultural communication, which in turn encourages appreciation and conversation among different civilizations. a well-rounded strategy is necessary in light of the effects of globalisation on long-established cultural norms. Recognizing the potential for traditional traditions to adapt and flourish in an interdependent society, we must work to preserve their diverse array of practises. Along with fostering mutual appreciation and understanding across cultures, protecting cultural variety is of the utmost importance. With any luck, this research will pave the way for more discussion and maybe even some concrete steps taken in this increasingly interconnected world. In order to shape our common cultural future, it is essential that cross-cultural initiatives, adaptation methods, and preservation efforts all work together. We must never stop learning about and appreciating the many cultural traditions that make up our global society, and we must never stop exploring the complex web of connections between globalisation and these traditions.

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