

Chapter IV

*Impact of Globalization on
Politics & Culture*

INTRODUCTION

Globalization phenomenon, as an inescapable process, has influenced many scopes of human life. This phenomenon with its superpower of influence has created new and different age than the past. Among individual and social various scopes of human life, the culture and politics have been more influenced by globalization. The cultural scope, as a most basic, general, widespread and vital of individual and social property of mankind, has been more influenced by globalization than the politics. Evolution in culture and notion of human about himself, increase of knowledge, nation's political-cultural awakening, formation of new political-cultural identity, increases of human mobility, and etc. are as positive influence of globalization on culture. Of course, this phenomenon has had some mortal and uncultured consequences such as; identity crisis, weaken subcultures and expand culture of Western consumptionalization in Eastern societies and less development countries. In politics scope, globalization has had many negative and positive consequences such as; increase power and liberty of nations, groups and nongovernmental parties, expand of new political culture, weaken and washy of the role and hegemony of states in illegitimate controlling of nations, change and redefinition of political theories in national and international scopes, inter new political actors into in scopes of regional, national and global decision making.

In this chapter, due to achieve the goals of research, will more discussed on role and impact of globalization on various matters of culture and politics.

- **IMPACT OF GLOBALIZATION ON CULTURE**

Due to globalization is multi dimensions, have been formed various outlooks about impact of it on culture. The how is relation between globalization and cultures and subcultures, and also the measure and quality impaction of globalization on cultures have been scopes for opinions of analyzers and researchers. Does globalization is going toward production and confirmation a general culture and also pull over and fragmentate the subcultures? Does it is moving toward fixing, reinforce, reflorescence and broadcast of special cultures? Will it cause culture and identity crisis for nations, or it appearances new political-cultural identities? Dose it going toward mix and integrate of identities, cultures, ethnics, religions and ideologies, or it tries to broadcast special Western or Eastern culture and ideology? Investigate about these questions will opened new attitude for researchers of globalization.

1- Theories in Cultural Globalization

1.1- Cultural Similarization

According to this outlook, due to globalization has generalization and universalizing character, is opposite of every kind of difference and specialization such as cultural specialism. So, coexistence with different cultures isn't possible. Globalization is figure on broadcast and dominates a special culture on other cultures in the world. Hence, the orientation of globalization is toward culture integration and similarization. In the process of globalization, most of cultures and subcultures in face of capitalism culture will catch gradual erosion and transmutation. Cultures and traditional subcultures in different societies, in contrast to capitalism culture are have to retreat, abandon, mix and sometimes fall down.

Cultural similarization is referring to spreading of cultural imperialism and also sometime it has called Americanization. Cultural imperialism in form of cultural integration and similarization and by use of instruments of media and communications technology, dominates on all the world and specific on culture of non development countries. Development societies and countries, due to have high level of economic and technology, create and propagate a special cultural discourse and catch their goals by multinational corporations¹. The cultural imperialism is formed of some ideas and dominated discourses that refer to domination of these cultures on weakened cultures².

Theoreticians of cultural similarization believe that there are some dominated cultures that other subcultures, voluntary or involuntary, are have to mix to them or be isolation. In globalization age, the various cultures are abandoned by television, global tourism, global English language, global human rights, consumerism, and etc. These will caused identity, ethnic, religion and national crisis, or the weakened cultures will be surrounded in the special geography³.

Apadoray argues that globalization by communications technology has caused integration of cultures and has created a new global culture⁴. Of course, the believers of cultural similarization refer it to west culture symbols and specially America. Tomlinson says that all characters like cloth, food, music, film, television, architecture are us cultural simiolarization. It is undeniable that today some modes, brands, tastes and traditions have been global norms which are visible in worldwide. Some of these norms and similar culture are such as; Coca-Cola, McDonald, Calvin Clan, Microsoft, Levis, Dallas, IBM, Michel Jackson, Nike, CNN, Marlboro, Shard Singer⁵.

1.2- Cultural Variety

Some believe that globalization has caused variety in culture. In spite of efforts of some countries in broadcast and spread of Western culture, but the single and universal culture and identity didn't form. Compaction of time and place, reduction cultural and physical barriers and borders, increase of interactions and communications between nations and individuals, have caused reinforcement, proliferation and variation of cultures, languages, religions and ideologies. Increase and reproduce of dependencies, symbols, modes, behaviors, slogans, ideologies, and movements in regional, national and global level are signs of cultural variety and its sovereignty on cultural imperialism. Nowadays, nationalism, regionalism, sectarianism, sociality, fundamentalism, traditionalism are as powerful and role full ideologies in around the world yet.

Cultural globalization causes reinforcement of many domestic any regional characteristics. The process of globalization produces dialectically a paradox process against itself. Globalization and univesalization of information and communications technology have been grown a kind of ethnic, religious and cultural knowledge, and reinforced native loyalties and subcultures⁶. Principally, the nation's identities are forming by special and different characteristics of others. Globalization with removing identification and knowledge barriers has created the foundations reinforcement of ethnic, domestic and national identity. In fact, globalization has caused cultural variety, and cultural variety has caused variety of life. Globalization has created a market of cultural variety which human can catch difference things and identify unites and diversities which are exist between he and others, and everyone

can create new world for himself⁷. The nature of globalization is planning for dialog and discussion among individuals, nations and even states, and dialog is based on principle of variety. The philosophy of dialog is based on this principle that, the other is also existence and he may be truth⁸.

1.3- Cultural Unity - Variety

Some argue that globalization is age of appearance of oppositions. Some of these oppositions are such as; Unitarianism and intensivism, globalization and regionalization, generalization and specialization, appearance of global society inside of nation, postmodernism apart of modernism, appearance and broadcast processes of secularism apart of unsecularism processes, coexistence of traditionalism identities with modern traditions, individualism and pluralism. New age assumes that all claims are right, without acceptance of absolute relativism. Globalization recognizes cultural variety and native and national interests, but yet obliges a kind of global unity. The felicity of living in global common society is preservation degree of independence and difference of individual and nations, and also reinforcement of some common cultures and identities. So, globalization not only doesn't delete native, regional and national cultures, but also doesn't deny formation of global new identity and expand of humanity common ideals in world wide. Human in globalization age tries to understanding and identifying the differences existence among nations, and so tries to creating relational and communicational principals among individuals, nations and even states, and tries to going toward common and coexistence life⁹. Hence, according to this outlook, globalization doesn't create cultural imperialism and neither creates cultural variety only.

1.4- Mix of Culture

Some theoreticians believe that globalization has been eventuated to mixing of culture, cultural anarchy, combination of unbalanced and in concurrent cultures. Cultures are expressly in interaction with together without any control. So, identities are continually in change and evolution. Among the cultures, the cultural discourse which has more power and hegemony will had more space for action and domination on other cultures, and other cultures will be only consumers of dominated culture. However, the globalization creates cultural competitions among all individuals and nations, but identity weakness and unenjoyment of communications technology in some countries have increased their impressionability and cultural and geographical deletion. These weaknesses have smoothed foundations of cultural imperialism domination on non development countries and increased their high identity and cultural crisis¹⁰.

According to this outlook, globalization has created hybrid different identities and cultures. This hybrid culture has been combined of elements of tradition and modern, national and global. The nationality of a citizen may be combination of some different nations or races or castes. This issue increases complex and multi dependence among individuals and nations. The individual with hybrid identity, due to enjoyment variety of identities, have positive characteristics in one hand, but in other hand they will eventuate paradox by different native, regional, national, global, ethnic, cast and religion identities. Globalization under influence of pilots and foundations of postmodernism creates variable, discrete, multiplex, complex, and syncretistic cultures¹¹. There isn't fixity identity in postmodern culture. There are

many reasons for identity and cultural crisis in some countries which some of them are such as; broadcast of communications among different cultures, involuntary acculturate, easy transfusion of culture, activity of global media, entry foreign cultural productions without control, multi cultural policy making, macro unmanagement in cultural policy making, materialization of cultural productions, and cultural and political conspiracy of foreigners.

1.5- Clash of Culture and Civilization

Harvard University Professor Samuel Huntington has produced one of the seminal writings on the notion that culture will be the principal factor that divides the world in the future. In an article titled *the clash of civilizations*, which was later expanded into a full book, Huntington says; “.... The fundamental source of conflict in this new world will not be primarily ideological or primarily economic. The great divisions among humankind and the dominating source of conflict will be culture. Nation states will remain the most powerful actors in world affairs, but the principal conflicts of global politics will occur between nations and groups of different civilizations. The clash of civilizations will dominate global politics”¹².

Huntington defines a civilization as “the highest cultural grouping of people and the broadest level of cultural identity people have.... It is defined by both common objective elements, such as language, history, religion, customs, institutions, and by subjective self-identification of people”. In doing so, he divides the world into major cultural groups including Western, Confucian, Japanese, Islamic, Hindu, Slavic-Orthodox, Latin American, and African civilization.

At the core of his thesis is the notion that, with the end of global competition over economic ideology, the fault lines of world conflict now almost all lie along rifts between these great cultures of the world. Huntington sees these notions of cultural identity as so primal that he believes they ultimately will take precedence over the secular, unifying forces of economic globalization.

Author Benjamin Barber has written another of the most significant recent works on the way cultural clash, titled *Jihad vs. McWorld*. However, unlike Huntington, who seen the world splitting along cultural lines, Barber defines the battle as one between traditional values, which is the source of what he terms Jihad, on the one hand, and the forces of globalization, or McWord, on the other¹³.

2- Globalization and Identity

Globalization with creation of new social, political and cultural contexts and with engaging informational communicational advanced instruments has caused change in humanity knowledge and creation new political–cultural identity in national and global level. In globalization age, the human identity and his attitude toward himself and the world has been dominated supply for human behavior. The politics have been based frequently on the identity instead of interest, class and power. The politics and culture which creating identity in globalization are not single scope, single polar and merely left or right, but all cultures and politics, even regional and native, have been exited from border and are in center of new socio-political formation. Globalization has caused redefinition of main elements of making identity and has interned new actors in political and cultural decision making.

The identity term means insight and knowledge of human about nature and political, cultural and social properties of himself and the world, and has characteristics like difference, fixity and stability, locative, collectivity and time. Identity has two paradoxical evidently dimensions. First is similarity and symphonic and second is difference from others. In Emanuel Castile's explanation, the identity is wellspring of meaning and experience for people. Identity is idea making process according to a collection of political and cultural characteristics¹⁴. Basically, the identity is creating in contact to others¹⁵.

There are two kind of identities; subjective or privative and plural. Subjective identity is relation to human privative knowledge system, and plural identity is concern to political – cultural belong of individual to particular group or cast. Another classification of identity is regional, national and global. The native, local and regional identity in traditional societies and national and global identities in modern and industrial societies have more power, solidarity and higher function. The claim of this research is all kind of identities in all scopes will be catch of change, evolution and redefinition in influenced of globalization's consequences. Development and non development is very important factors in stability and instability of societies' identity.

There are many affective factors and elements in creation identities in various levels. Some of them are such as; environmental and mental factors, historical, cultural, political, social, economic and globalization phenomenon. The interaction and adaptability of these factors with together are most important in identity making process. Political and cultural elements rather than others have more potential in increase and advance of man identity especially in globalization age, as in traditional

societies because of their neglect or delusion of these factors have faced identity crisis. The supplies and factors of identity are making identity by four elements; by traditional advantages, sensation and sentimental, linkage to thoughts, and linkage to power relations¹⁶.

As passed above, globalization is phenomenon and process that relative to extension of communications, reconsideration and deformation in different subjects especially in human political and cultural issues. Identity is based on others, so it has been globalized by extension of globalization phenomenon. Thus, the identity has globalized it's communicate span by extension globalization communication, and has interaction relation to distance phenomenon. These interactions between identity and globalization have transformed the humanity knowledge about himself and the world, and of course may be in some times eventuating to alienation¹⁷.

The globalization phenomenon, in one hand, assimilates and standards cultures identities, and in other hand, it includes communicate, accession and independent interaction among human and nations and societies, and makes context for more extension of cultures and identities. Since identities have construction nature, the foundations of identity making will have common faces by impaction and singleton world, and will formed common identities in global aspect. In globalization age, the gathering in modernism and post modernism thoughts and opinions, secular and in secular schools, Islamic and non Islamic thoughts, will formed new knowledge of identity in political and cultural scopes, as whilst human are able to abide on local and national identity, and also able to catch new global identity. Hence, the human, in globalization age, have various and plural identities which all have being of single knowledge.

The traditional identity making was based on time, place and space. Globalization with strong instruments of communication and world integration and compaction of time and space, has changed elements of identity making and has caused redefinition of them. In traditional societies, the time and space were adopted with together and they had accessible relation, and all functions and definition have been formed by time and space. Place, with characters of difference and ridge has created a kind of stability and correlation sense, and restricted the space which was instable and mobile. Globalization with separate space from place has caused presentment, so place will be empty and singsong and space will has more extent. Globalization also compacts time and space, and time has missed its function of correlation to place and will created so many seconds which Castells explanted it as “time without time¹⁸.

Two attitudes, process and project, about globalization phenomenon have created two theories about its affection on different issues and particularly on identity. First outlook is related to skeptical (like; Buderio and his followers) whom believe globalization in political – cultural identity making has completely negative consequences. Some of them are; cultural unsafely, alienation, identity crisis, brain drain, deletion of cultural variety and growth of cultural single, formation of new form political and cultural colonialism, and westernization¹⁹. Skeptical post modernists argue that, identity is construction which has based on individual interpretations, paradoxical and in pragmatism, so it not possible to formation absolutely a strategy in base of reality, truth and scientific²⁰. This outlook is reference to pluralism theory of post modernism; that isn't possible formation of stable and common identity.

Second outlook is concern to affirmative group (Lutar, Foucault, Muffe, Laklao). They believe that globalization has positive consequences in political – cultural identity making. Some of them are; more interactions among political – cultural elites in different societies, political – cultural development, grow of authority manpower with national and global identity, reinforcement local and regional political and cultural identity in parallel increasing global identity, creation contexts for introduction of multiple and different cultures and identities in world wide.

The various, different and plural cultures and politics, and new and common political – cultural identity of humanity have been formed by broken and cancelation barriers of time and place. These global new identities are expressive of main principles of human rights, and they will be gradually global scales. New identity has global legitimacy and people in the world wide interaction with together by new identity. In fact, a kind of global knowledge and awareness has been formed among people in the world wide, so all local, national and global identities with common knowledge will contraction together²¹.

Globalization with advanced instruments of information and communication has created revolution in political – cultural insight of nations and has formed the foundation of their new identity. These new insights and identities reject every political – cultural despotism and political absolutism and totalitarianism system, and established new cultural – political identity on schools, religions and thoughts which are standards for human good lifting. Globalization by foundations of post modernism controverts monopolistic and monoculture and rejects the claim “*Absolute trust*” of some political system and publishes new knowledge and identity in global level. Nowadays, the discourse of cultural pluralism in influenced of globalization

phenomenon has been new and dominant thought and model of individual and plural behavior of nations and states. According to this new discourse, instead of decision making of similarity for various political and cultural groups, it is possible to recognize equal political, social and cultural rights for all groups without any threat for political – cultural unique²².

Globalization by bring out cultures from narrow bond of time and place, and by span activities of cultures, has smoothed context of publish of micro and macro cultures in global level and has caused formation of new political – cultural identities. New political – cultural identities in national and global level has caused that political authoritarian system for exit of new identity challenges and solve of legitimacy crisis, has decided to reform their political system and created situating conditions for more participation of intellectual and cultural minority in political decision making. Globalization and formation of new political – cultural identities, and expand discourse of cultural pluralism, and extension wave of democracy in global level, have caused authoritarian governors for preserve their political legitimacy, responsible people's requests, and reduce their authority, and increase more participation of people²³.

Some of effective factors in formation of new identity are as follows:

- ***Affirmative foundations of post modernism theories.***

History effort for drawing political – cultural identity in post modernism age is concern to expand social – cultural change in 1960 in Europe countries. In this time, the Marxism classic theories in cast fighting scope couldn't specify the nature of complex contemporary struggles in power, political domination, formation of new political identities, subject and social movements.

After appearance of new political movements such as nationalism, feminism, peace, civilization, etc. special theory has been formed for checking and analyzing them. The post modernists, for new political – cultural identity making, have remade subject, social, culture, and have reconsiderated the models of power and struggle analyzing²⁴. Post modernists in contrast to objectivism of cultural identity and modern social framework, have discussed issues like construction of identity, pluralism of cultures, identities, meaning, and new foundational societies, as “Robert J Doan” reads it; “Creation new territory of cultural politics”²⁵. They reject absolutism of modernity and create new identity in specific view, emphasis on correlation of groups and societies in base of their interests²⁶. According to post modernism theory, the absolutism identity and hegemony and imperialistic logic of modernity age have been finished and self knowledge and new identity age, and also extension of nationalism movements, democracy and Islamic awakening and mobility are beginning²⁷.

Post modernists in analyzing and specify of new political – cultural identity have some important statements that are follow:

- 1- *Identities are discourse construction and have communicational nature*. It means that, the human identities are continuing constructing and reconsideration, and so human in insight of widespread network of communication in globalization age, and in influenced of different factors and in various environments, will catch new insight and identity. In Foucault’s opinion, globalization is kind of new normalization. Globalization is arena of different discourses which creating new identities.
- 2- *Identities generally have cultural face*. Basically, post modernism is as a cultural paradigm. So, in identity making it emphasizes on cultural element instead of political, economic and business. With creation and extension of globalization, the

creation scopes of identity also catch more evolution. In traditional and even modern societies, the identity creator factors were family, church, institutions and ministrations, but in industrial and post modern societies, the instruments of communication and information are responsible of this task²⁸. Hence, the channels of identity making are cultural instruments and institutions.

- 3- *Identities are based on distinct and difference*. Identities are forming in relation to others. Post modernists are imagine that, human identity is forming by creation difference between him and others, and by creation dichotomy like; black/white, man/woman, relative/abroad²⁹. Globalization by extension of communication and compaction of time and place, has submitted many others, and thus changed self knowledge of human identity, and has created new political – cultural identities.
- 3- *New identity making is based on identity politics*. Identity politics is a guideline which people redefinition themselves by membership to groups which were in border of decision and identity making³⁰. In identity politics, the people belong themselves to groups which are punished and are under dominant of imperialist's power. The appearance of identity politics not only created contexts for appearance new political – cultural identities in public scope, but also is a new form of political participation and attention to interns of groups which were bordered, and has created *civil nationalism*³¹. The appearance of some movements like feminism, labor, gender, environmental, etc. are shambles of formation of new political – cultural identities³².

- ***Creation and extension of post materialism values.***

Another factor in formation of new political – cultural identities in influenced of globalization phenomenon is value evolution and appearance of modern values in the world and especially in western post industrial societies. “Ronald Engelhard” argues that, globalization in addition to intellectual, cultural and identity alteration of

societies, also has created new form of social foundation political contrast, the reasons of election and support to political parties, and catch ways to political goals³³. Because of evolution from secular values to post material, and creation new political – cultural knowledge, many of new political – cultural issues came to center of decision making, and have caused main stimulation of many politics and movements. The formation of new values have formed parties and created new parties, and changed characters of evolution of people's bliss. New knowledge and post materialism have changed the nature of religious attitudes, sexuality rules, cultural, moral and behavior norms in western and nonwestern societies³⁴. "Habermas" is believe that, the appearance of new political, cultural and social groups and movement, are consequences of commoditization, growth of disposability economy, publication of bureaucratic welfare state after World War II. He argues that, the philosophy goal of new social movements is defense of life world (family and social values)³⁵.

- ***Evolutions in industrial capitalist societies.***

The express and widespread evolutions and experiences in industrial societies, by development and technology instruments from 1970, have eventuated deformation basically in identity knowledge of people, and have formed new political – social forces which their goals were not power and interest but were redefinition of selfhood, society, world and nature³⁶. "Allen Touraine" argues that, structural change and alteration in industrial societies have created new identity structures and actors which will be intellect and thought producers instead of financiers and even labors. So, knowledge and information are supply of identity making in post industrial societies. Touraine by historicity concept, redefinition nature and human, and introduces new movements as main actives in identity politics³⁷. "Clause Offe" is also believed that, relative welfare of social democracy, increase of education, and express growth of service section are factors formation of new identities³⁸.

- ***Global system evolutions***

The macro and widespread global system evolutions in influenced of globalization process are basic causes formation of new identities. “Emanuel Castells” with discuss *network society* as related between creation new identities, modern movements and globalization. In his opinion, the revolution of informational technology and remaking structure of capitalism system has grounded new form of society which formation of global new identity and universalization important and strategic activities are symbols of new society. The new society changes culture and new institutions³⁹. With global evolutions and extension of informational age, the political systems of industrial era have been faced to legitimacy crisis, and yet, labor movements, political parties and nation – state’s institutions are not social independent and affective agents, and instead of them, the ecologists, feminists, religious, localisms, nationalists, partisans of human rights, supporters of environmental are actives of new society and new age. Because, they are agents that have identity program and their goals are change of signs, meanings and cultural cods⁴⁰.

The collection of these factors have formed new identities and then have been created movements in the world which are enjoy especial characteristics; 1- Non instrumental. 2- Target toward civil society. 3- Open, flexible and dynamic⁴¹. 4- Rest on public media. 5- Belonging to social middle class. 6- Based on direct democracy. 7- Emphasis on public identity⁴². 8- Critic to cultural and moralist values of society. 9- Redefinition and reinterpretation to values, norms, selfhood, and society. 10- Construction of new identities.

3- Effective Factors of Globalization on Culture

In process of globalization there are several factors which have more effective of globalization on culture. However, some of them may be themselves effect of globalization but in perfection of globalization and affection on different scopes, especially on culture are most important.

3.1- Technology

One of the more important and effective factors in culture globalization process is development and spread of technology. The express development of informational and communicational technology has more effective on globalization of culture. In last few decades has been created great revolution in information and communications which changed human life. Waters believes that these evolutions have five characteristics; 1- shrunken. It means reduction size of communicational instruments. 2- Limited and private. It means the scope usage of communicational tools has been limited and privatized. 3- Integration and combination. It means apply chip in transferring many kind of sounds, pictures, texts, and etc. 4- extension. It means increase public access to communicational technology. 5- Independence. It means more extension measure independence of media users from media governors, and increase voluntary for users⁴³.

Improvements in communications and reduction in transport costs have facilitated the movement of goods, services, capital, and people. Modern communications technology makes it easier for businesses to control far-flung empires. It further allows people to connect and interact over long distances, and with transport becoming easier and cheaper, goods and people is able to travel long distances quickly and at a relatively low cost.

The growth in demand for telecommunications services has recently been driven by the development of the cellular technology associated with mobile phones. Another factor, the internet, has revolutionized telecommunications. It has become a very cheap and reliable method of communicating text, data, and images and it is also being increasingly used for voice communication. The number of people in the world with internet access grew more than tenfold from less than 100 million in the mid 1990s to over 1 billion in 2006 with China having around 131 million users and India 68 million⁴⁴.

So, technology like telephone, television, internet, satellite and written media are main tools in cultural evolution and alteration of countries. Nowadays, the production, import and export of cultural productions like film, book and magazine, as well as agricultural and industrial productions, have many important influences in publication of culture. As many countries in the world are enjoy of cultural productions of each other, and in fact it creates cultural generalize⁴⁵. However, may be some super power countries, due to are enjoy of communicational advanced tools, have more share of globalization process, and try to publish and broadcast Western specific culture, and this is will be cultural imperialism.

3.2- Immigration

Another effective factor in globalization of culture is immigration in national and international level. In globalization age the immigration and transformation have been facilitated by communications technology. Immigration has more important in transferring cultures and opinions.

People move for a variety of economic, social, and political reasons. They may move voluntarily to find work, to earn higher wages, to study, to sport, or to reunite with their families. Widening inequalities in income and job opportunities increase the pressures to move. Movement may also be stimulated by employers in developed countries actively recruiting labor from abroad.

Hence, immigration in globalization age is cause cultural exchange and interacts among individual, and inform and awaken of nations in native, national, regional and global level. However, this process may be cause domination of special culture or identity on other groups. This issue has been seen frequently in scientific and educational immigrations. But, the important point is, globalization creates opportunities for change of different view and opinion in various scopes.

3.3- Tourism

Tourism that nowadays has called as *tourism industry* has more effective in culture evolution and extension of culture of generalist. Tourism, naturally, is a cultural phenomenon that economic. It means the cultural consequences of tourism are more that economic and even political consequences. Globalization with facility of tourism process increases knowledge and insight of tourist and publishes cultures. The culture and cultural remnant is main and central issue of tourism. Ancient remnant, old building, national sources, copings, cultures, traditions, customs, geography, weather and etc. are knowledgeable and investigable issues in every country. The correctness and dynamism of science and technology in globalization with removing scientific, political, cultural and geographical barriers has been smoothed this importance matter. The tourism is a most important ways for cultural act⁴⁶.

3.4- Consumerism

The extension culture of consumerism is one of the central characteristics of culture globalization. There were many effective factors in creation and broadcast of consumerism culture such as; increase extra production power of industrial with variety and attractiveness of productions, extension of media and growth of propaganda industry, dependence survive of capitalism and its extension to more selling goods and services to people⁴⁷. Shop is central core of consumerism culture which nowadays has been a part of routine life of people. Consumerism culture encourages people to shopping more than need, because it develops capitalism. Consumerism isn't limited to buying agricultural and industrial productions only, but it includes surplus and ignorance shop and consume of cultural productions. Nowadays, the great view of consumerism has included all scopes of human life, and has been one of the most enjoyable routine actions of people. Art, architect, cinema, film, music, and etc. have been formed as a money making industry which it itself is consequences of consumerism culture. The consumerism culture is based on principle that people are only buyer and consumer, there isn't any rationality in their shop and consume⁴⁸.

Globalization is more close and stout relative to consumerism. It means the increase and extension of communicational technology, propaganda industries have transferred cultural productions into beyond borders, and arrival of foreign cultural productions, (especially from Western countries) inspires consumerism culture. Consumerism has caused structural change people demands, and moves them toward accumulation of capital which it is main pilot of capitalism. Nowadays, consumerism culture as a most universal aspect of global culture has been converted to a factor for

integration of native and regional cultures. In fact the consumerism is domination and hegemony of Western (especially American) cultural imperialism on the world. Global spread of consumer productions like McDonald, Coca Cola, Hollywood, Walt Disney, Gillette, and etc. are representatives of domination of America and Western consumerism culture.

There are also three principal ways that globalization can be seen to have an impact on global culture:

1. The development of a new culture of the globally connected professionals and specially business elites.
2. The proliferation of pop culture.
3. The diffusion of beliefs and values about broader issues such as human rights and other social mores.

Debates on these cultural issues are not simply esoteric ones either. Cultural issues have in fact been prominent in the outcome of several trade negotiations and in other kind of international disputes. Each of these three ways that culture is affected by globalization has implications made by government policymakers and political system.

- **IMPACT OF GLOBALIZATION ON POLITICS**

Globalization by removing geographical, political and cultural borders, and also by pass dame of time and place has changed attitudes, behavior and action of individuals, nations, states and even socio-political structure of societies. In politics scope, globalization has created several evolutions which some of them are as follows;

1- Globalization and Democracy

The phenomenon of globalization as a new paradigm, in influence of economic evolutions, has excellent changed human societies from half century past. In late decades, the scientific and academic societies, especially political science, and some other matters like political systems, states, and democracy, has conceptual redefined by globalization. Some main questions about the democracy and globalization are: which form of democracy did influence by globalization? Did ideology of democracy, or political culture of democracy influenced by globalization? Or democracy is as a governance pattern?

Democracy is Grecian word and derives of "kratia" and "demos", in mean, "home rule". Mainly there are two classes definition of democracy: 1-outlook that argued democracy as a governance method. 2-outlook that argues democracy is as values.

Based on different goals and definitions of democracy, there are many various models of democracy. According to mass direct or indirect participation, it disports to direct and indirect or participative democracy. And according to isonomy and equality of economy, there are liberal and social democracy and social democracy disport to industrial and corporate democracy⁴⁹. And according to different geographical scopes, and many religions and races groups, the indirect democracy disports to current democracy and multiracial and associative democracy⁵⁰.

Democracy has main characteristics that some of them are as follows:

- Free elections. It means every one and groups can have chance to reach power.

This is a main index to evaluation democracy in political systems.

- Rationality of political actors. In fact, this index is basic of democratic system, and is democratic structures formation. However, the measure rationality of actors is different in various countries⁵¹.
- Separation and monitoring of powers.
- Liberal decision making power of representations. The representations should be making decision making liberally and without internal and external threat and impacts.
- Freedom of parties, political groups, social forces, in political actions. "Josef Schumpeter" belief that, this index is essential for democratic decision making⁵².
- Civil liberties and its safeguard. It includes freedom of expression, press, conscience, information, association, action, and etc. This index, obtains the context of political participation.
- Codification of constitution and respect it. In fact, the constitution appearance general will and guaranties democracy⁵³.
- Political and social equal opportunity for all citizens.

There are many different outlooks about effective of globalization on structures of political system and democratization process. Because of globalization and democracy are complex, fluid and universal concepts. Some thoughtful argued, globalization explodes and reinforces the measure of democracy in national and supranational level. And others said it is a serious challenge for democratization process. Some thinkers belief, it's negative and positive effectives are different in various countries, and it dependence to conditions.

The effective of globalization on democracy is not limited to special scope. Some thoughtful beliefs that, globalization affects on all foundations of democracy such as: freedom of expression, freedom of belief and religion, civil community, citizenship rights, confine of state activity, legitimacy of governors, freedom of press, and etc⁵⁴. In principle there are some ways and methods of effective of globalization on democracy that follows:

1) Evolution on concept of democracy: Democracy, in influenced of globalization, has more changed in relative to its traditional concept. Democracy in its new concept is not just participation process, election, representation, reign of law, and political and urban freedom. But it should be define as: measure of formation civil institutions in societies and its combine on global culture⁵⁵.

In "David Held" opinion, democracy in globalization age, include societies that closed in borders. However they utilize similar communication and world order⁵⁶.

2) Spread of civil society: Civil society is essential and structural request for democracy realization. Behind the three columns of democracy, namely: responder state, freedom elections, urban and political rights, the civil society are fourth and important column of democracy⁵⁷.so, democracy doesn't realize, unless independent institutions of civil society be Institutionalize in societies. "Richard Falk" beliefs, globalization not only created civil society in national level and inside of nation-states, but also caused creation civil society in supranational level, namely; global civil society⁵⁸. Global civil society includes all organizations, movements and associations that are ultra individuals and understate⁵⁹.

3) Increase of middle class: Globalization increased and developed middle class, by increase of urban institutions, parties, national and supranational groups and movements. Increase of middle class, whit various and vast demands, is a social context of democracy. In otherwise, it signs non growth of democracy⁶⁰.

2- Globalization and Nation-State

The most important political scope of globalization is its impact on nation-state as a historic phenomenon. Some believe that political globalization is salvation of state domination⁶¹. It means that globalization reduces the authority and autonomy of states. Other groups are arguing that globalization phenomenon causes downfall of nation-state⁶². In contrast, some writers believe that globalization not only doesn't weaken nation-state but, in globalization age, the central role of states will be preserved and state as a main factor of organization will be stable⁶³. Some theoreticians, with a realism outlook and without stress on the continuation or downfall of state, have regarded to the reference of supervision, and they believe that in globalization process the concentration of supervision will be transferred from national state to sub-governmental, nongovernmental and ultra-governmental organizations⁶⁴. In other words, in globalization age the method of governance will be completely different.

So, whether we accept the realism outlook such as McGrew who was believed that states are an undeniable fact of political life and they will be stable⁶⁵, and whether like David Held talking about the formation of global state, but the fact is that the nation-state has been seriously influenced by globalization, and have been formed new issues in political scope by it.

3- Globalization and New Political Actors

Another impact of globalization on politics is the appearance of new political actors in national, regional and global scopes, and change in location of some old and traditional actors. These new actors, inside of state, are visible in form of groups,

ethnic and regional organizations, and in transnational dimension, they are action in form of intergovernmental international organizations and nongovernmental international organizations. The important point is non historic growth of new different organizations, especially transnational organizations in late of 20th and beginning of 21th. The number of intergovernmental organizations has increased from 37 at the beginning of 20th century to 300 at its end.

The new actors due to have mass capital and influence on politics and behaviors of other actors and even states are post important⁶⁶.

4- Globalization and Human Rights

One of positive consequences of globalization is more attention to human rights as most important common issue of human society in nowadays world. The global culture of human rights emphasizes on this issue that everyone in different dimensions and levels has right which should be immunity of unjustifiable disturbance of states and global power. Increase level of insight and knowledge of nations and states, under influence of globalization process have converted the more attention to global human rights as a general and humanity certain right requests in the world wide. Nowadays, the issues such as illegal of killing, forbidden of torment, forbidden of child forcible working, battle against terrorism, peaceful solution of discards, enjoyment of justly judicial system, enjoyment minority of hygienic and education and welfare, freedom of expression and belief and action, are as general values of human rights and are acceptance for all cultures⁶⁷.

5- Globalization and New political culture

Another main and important output and consequences of globalization is its influence on political culture in national and international level. Gabriel Almond defines political culture as set of norms, values, emotions, information and political technique. Almond argues political culture has three basic dimensions; 1- knowledge dimension (the measure of information and knowledge of citizens about political roles and system). 2- Sentimental dimension (emotion of loyalty, dependence and relation to political system). 3- Value dimension (judge about function of political system)⁶⁸.

Before globalization age the culture and identity of nations have been defined by intervention of state, but in globalization age due to reduction influence of states, the political culture of people has changed independently. Globalization has created a kind of common political culture among people in the world, and has caused similarity in political culture⁶⁹. So, common values like peace, justice, equality, freedom, democracy, competition and free election as common humanity values, are publishing by globalization.

Nowadays, the insight and knowledge of people about political system and political behavior of governors have been changed, and they only and without any fear are evaluating the function of system officers.

6- Globalization and Increase of interdependence

The extension of globalization of has caused accession among nations, and increase interdependence of different societies. Jims Rosina believes that if in the pest, the global politics problems have been solved by interaction of states, but now there are complex problems which are out of states capacity. Some of them are such

as; air pollution, financial crisis, narcotic, terrorism, aids, despotism and violence in some political system, flood, earth quake, and etc⁷⁰. So, it is clear that the solution of these problems are out capacity of singular of states, and cooperation of formal actors and trans national organizations are most necessity. Hence, globalization has created and broadcasted nongovernmental international organizations and international actors, and increased their independence⁷¹.

7- Globalization and Freedom

There is question that how freedom and globalization fit together. According to some research it funded that they work together quite nicely. There is a strong positive relationship between globalization and political freedom. Globalization may also be one of the best ways of keeping politicians honest, as more globalized countries have far lower levels of perceived corruption, as measured by transparency International. Some countries may help foster increased political rights and civil liberties for their citizens. Furthermore, increased integration may lead to the adoption of higher international standards for transparency, which in turn would discourage corruption and increase government efficiency.

Of course, there are always exceptions to the rule. Singapore, the world's most globalized country, is home to a modern, open economy that exists alongside tight government control over the media and limited individual liberties. On the other end of the spectrum, South Africa has a relatively high level of political freedom but a mediocre globalization ranking. Going global does not offer any guarantees, but it clearly can give countries a leg up.

So, globalization with its high impact power has completely influenced culture and politics scopes of individual and states life. Globalization with formation new definition of culture and politics and creation new political and cultural actors in national, regional and global scopes has appeared now world which is completely difference of the past. New political cultural discourse which has dominated on human society has most important impaction, and shouldn't imagine it simple.

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