

# Cultural Identity in Globalized Societies

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**Abstract.** This article explores the concept of cultural identity in the context of globalization, examining how global forces influence individual and collective identities. It discusses the tensions between maintaining cultural heritage and embracing global cultural trends. The study uses qualitative methods, including interviews and ethnographic research, to understand how individuals negotiate their identities in a globalized world. The findings reveal a dynamic interplay between local traditions and global influences, highlighting the complexity of cultural identity formation today.

**Keywords:** cultural identity, globalization, cultural heritage, global trends, identity formation

## Introduction

In a rapidly globalizing world, the concept of cultural identity has become increasingly complex and multifaceted. As global forces continue to shape societies, individuals and communities are faced with the challenge of negotiating their cultural identities amidst a backdrop of global cultural trends. This paper delves into the intricacies of cultural identity formation in the context of globalization, exploring the tensions that arise between preserving cultural heritage and embracing new global influences. Through qualitative methods such as interviews and ethnographic research, the study seeks to understand how individuals navigate these challenges and construct their identities in a globalized environment. By examining the dynamic interplay between local traditions and global forces, this research contributes to a deeper understanding of the processes underlying cultural identity formation and highlights the ongoing negotiations that define cultural identity in contemporary society.

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## References

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