

Unit 2:D

INFLUENCE OF GLOBALIZATION ON YOUTH IDENTITY AND IDENTITY CRISIS

Youth is a very dynamic phase of someone's life. It is the phase in which someone undergoes many changes and starts forming his or her own identity. It is a phase that for some youth brings a lot of good things and new opportunities, other youth gets confused and disorientated. This phase is not just dynamic, but also quite complex, which becomes clear when defining youth and unravelling their identities.

In general, adolescence is seen as the stage between childhood and adulthood. It is a process in which a person evolves from a child into an adult. Young people are not children anymore. They are making more and more their own decisions, acquiring more responsibilities, starting to live their own life. They try to renunciate the perceived boredom of routinised everyday life and try to concretise their own sense of difference. However, they are regarded as not-yet-finished human beings and still depend on their parents or fosters. Although turning into an adult is a process that takes many years, in many cultures it is age-related, or maybe it is better to say "permission-related". Certain ages are linked to certain permissions that are regulated by law, like the legal permission to drink alcohol, to vote, and to obtain a driving licence. These permissions provide young persons a lot of possibilities, and at the same time important responsibilities. Possibilities and responsibilities that assume an adult lifestyle. However, these permissions also give young persons the freedom to live a typical youth lifestyle in which they leave their parental home, drink and party, and try to discover their boundaries. In other cultures the switch from youth to adulthood is marked by a rite-depassage. This can be a single event like an American sweet 16 party, or a longer lasting ritual like an Indian wedding in which the girl-bride becomes a woman, or the warrior period in which Maasai boys become men (Barker 2003, 376-7; Bucholtz 2002, 526-35).

To every age category, a wide range of meanings, ideas, assumptions and understandings is attached, which are very subjective though very pervasive. General ideas that exist about youth include youth being carefree, without great responsibilities, enjoying life and having fun; but also youth as careless, that does not worry about anything or anyone but itself; the youth as difficult, rebelling against everything that has some kind of authority, mainly the parents; and finally the youth as tempestuous, not being able to control itself and that crosses many borders regarding existing norms and regulations.

Another feature that characterises youth is change. They are in a process of change, which is expressed in different ways. The youth changes physically - their body evolves from a childish into an adult one - and mentally - their psychic capabilities increase.

With the start of the process of change from child- to adulthood, the youngster starts to form and create its own identity. This creation of an identity does not happen from one day to another. It is a process that lasts the whole lifetime. Identity is not a fixed thing that we possess but it is a process of

becoming. Over time, ideas, conceptions, opinions, perceptions and expectations change, the angles that bring them forward change, changes occur in someone's life or in someone's personal environment. Thus, over time, identity changes.

Globalisation and youth Identity:

As a result of the cases, theories and concepts discussed in the introduction of this thesis and the theoretical chapter discussed so far, can be assumed that a relation might exist between (a) the formation of the identity of the youth . This raises the question What is the influence of globalisation on the formation of the identity of the youth?

Globalisation describes the increased interconnectedness and interdependence of people and countries. It is generally understood in terms of the increased mobility of goods, services, finance, people and ideas across borders. It affects not only economic but also political, cultural, environmental and security activities. It has increased rapidly in recent years, driven by advances in technology and the increased mobility of capital (World Health Organization, 2014). Globalisation is a double-edged sword. It brings with it both opportunities and challenges. Many youths are migrating for better work and education opportunities which allow them to acquire greater knowledge and skills and expand their networks (United Nations, 2010). While youths benefit from the immense opportunities that accompany employment and education options available internationally, competition has also stiffened. They now need to compete with a global pool of talents, and ensure that they remain competitive internationally. A survey done in 2013 across four countries (the United States, Brazil, Switzerland and Singapore) by Credit Suisse found youths in Singapore concerned over the issue of immigration from the increased competition for jobs and housing. In the United States, organisations such as World Savvy had started pushing for students to gain global competence. Tensions may rise amongst youths who miss out on the benefits of globalisation (Brown, 2014). Globalisation brings with it diversity. The society is more diverse culturally than a generation ago.

Youth culture and identity are being changed. Rather than pledging allegiance to a single national identity, youths today are embracing hybrid cultural identities. This is part of the influence from the global youth culture and identity facilitated by the internet.

Globalization affects youth in almost every part of the world. Trade back and forth between countries, opening up of borders and the growth of the internet, and other forms of media have created a change in the youth of many countries. In the globalized world almost every country, people exchange their culture, ideas, policies, views, opinion, trends, fashion, language, life style, food habits and daily practice etc.

By looking at some key indicators it seems that the impact of globalization on youth identity can be both good and bad. I have taken a look at Vietnam, Ecuador and Russia. Throughout my research I have looked at the following key indicators:

-Technology/Internet use - to indicate exposure to other cultures, ideas, viewpoints, concepts

- **Education - to indicate future opportunities for employment**
- **Economic Growth - to indicate the wealth of the country and its people**
- **Life Expectancy - to indicate health care**
- **Local to Global Identity (Physical and Virtual)**
- **Local to global access**
- **Global exposure and opportunity**

Mainly, the media has affected me personally by changing individual views of self and others. Society has also influenced youth to develop personal identity impacting preferences on how one look, the way dress, one's taste in music and TV shows/movies, opinions on different cultures, religions, race and other people in general.

Globalization is not only the transfer of goods, but the transfer of culture. Appearance, media and the opinions of others in society affect who I am as an individual. Media is the information we are given through TV, radio, newspaper, the internet and other forms of social media such as **Facebook, Twitter and Instagram, whatsapp.**

The media has affected youth positively by shaping who I am. It influences my personal preferences on the subjects of clothing, music, and TV/movie taste. The media has negatively effected youth by making an image of how myself and others need to look and act in society.

Society and the media impacts the opinion on what a youth think and think of others. Without realizing it, one tend to judge others based on what they wear, how they look and act in society. The media creates a stereotype image that influences people to change their style, food choices, friends, and other relations in the world. An youth find that he/she is impacted this stereotypical image because it limits from what an youth can and cannot do in society. For example, the image of a "thin body figure causes an youth to watch what he eat, and he feels the need to workout to maintain this image.

Media connects us to current events going on in the world, and it creates cultural globalization. Cultural globalization is the process by which culture expressions are spread over global networks. It affects the way you see the world, and the opinions you have on others and global issues.

Youth and Identity

Along with peers, family and school, digital media plays a central role in shaping the lives of children and young people today. Increasingly, young people use digital spaces to build relationships, express opinions and assert desires. Everyday experiences in real and online spaces also involve encountering new knowledge, risks and pleasures. In what ways does this virtual society lead to the creation of new and/or multiple identities, and what does it imply for social, economic, private and political futures? This panel intends to address the multiple and fascinating ways in which consumer culture and communication technology shapes the lives of young people in urban and rural India.

Organisations and Identity

In the age of transnational corporations with globally spread apart chains of production, distribution and consumption, what is the role of identity politics of nations and nationals? What do we make of the claims of fluid identity formations and unhinged paths of transnational capitalism? Globalization is marked by workforce diversity, team work and collaborations across cultures. Multinationals may seek to impose their policies on the workforce. These may be embraced as well as resisted by employees. The interplay of multiple identities in the modern day arena of work and organisations has led to unprecedented challenges for individuals and collectives, often at the crossroads of political and socio-economic changes, and in the process continues to unravel novel dilemmas. This panel intends to highlight the ways in which organizations and related identity struggles impact each other.

Media and Identity

Global society has witnessed the phenomenon of media and its effect on individual, national and transnational identities over the past several decades and there is a paradigmatic shift in the and it is axiomatic that global interconnections enabled by digital media are playing a central role in the transformations of these identities. There remains an urgent need to advance our understanding of how media proliferates spaces- local, regional, and global. This panel accordingly, seeks to augment discussions and conversations on media, culture, and identity.

Globalization and Identity Crisis:

The integration of culture is characterized by the cross-border information and communication flows, which come mainly from the developed countries to the developing countries. The spread of Western culture increases the public concerns about the erosion of the attachment to national community and the integrity of the traditional values.

Because the youth are still undergoing the socialization process, they are amenable and sometime vulnerable to culture shocks. The crash of cultures may cause disorientation among the youth. As the youth are exposed to the globalization of culture, there are two possible reactions. One is that the youth develop a biculture identity (Arnett 2005). They may still have the existing identity but at the same time they develop a global consciousness (Giddens 1991). The other reaction is that the youth perceive the invasion of foreign culture as a threat. As a result, they tend to embrace their own culture identity more firmly and try to defend it.

Youth crisis

A person's identity thus starts to develop during youth. That youth is a transitional phase between childhood and adulthood, has a huge influence on the development of a person's identity. This is not just because it is a period of uncertainties, individuation, resistance, and differentiation. It has to a large extent to do with the fact that a transition tends to lead to an identity crisis. In this case, it leads to a youth crisis (Bucholtz 2002, 528-32; Erikson 1968, 128-30; Giddens 1991, 148, 184-5).

Erik Erikson (1968, 91-141) developed a life cycle in which he distinguishes nine life stages: from infancy to elderly. Every stage is characterised by some kind of *crisis or conflict*, but in the stage of adolescence the crisis is relatively heavy. In this stage youth is not just creating a bridge between the stages of childhood and adulthood, they are constantly thrown back and forth between the former and the subsequent stage. This crisis is revealed in the conflict between identity and role confusion. The youth is bothered by the questions Who am I? Who do I want to be? How do I fit in? Where am I going in life? During this process of identity formation and the transitional crisis, the youth encounters several paradoxes. They are looking for trust in oneself and in others, they look for people and ideas to have faith in. At the same time, however, they fear a foolish, all too trusting commitment and thus will express the need for faith in loud and cynical mistrust. Another paradox is that youth looks for opportunities to make own, independent and free decisions, but also is afraid to be forced into situations in which they would feel laughable or exposed to self-doubt. Then, it seems easier to act shamelessly in the eyes of the elders which is out of free choice, than to end up in situations that would be shameful in his/her own eyes or, more importantly, in those of peers (Erikson 1968, 12830).

The term 'globalisation' is derived from 'globalise', which means increasing interaction between nation-states through the economic growth and internationalisation of products and ideas. It paves the way for new western ideologies and permeates cultural spaces, which has significant effects on the social and cultural identities.

Globalisation, exhibited in the glittering multicultural saturation, which is easily attracting the masses of third world nations to praise new ideologies and to question their own identity.

the issues of lives of those people who are trapped in in-between-ness, cultural clash, alienation, displacement and sense of loss. Kiran Desai highlights the issues of globalisation, multiculturalism and caste system of India and the sensitive socio-political issues like hybridity, insurgency, racial discrimination, identity crisis and displacement.

Globalisation encourages masses to question their own existence and compare with others life style; western media is so good in projection of their own cultures and praising the standard of the life style, which is affecting the developing nations of the world. His alienation and rootless-ness in India was not only because of his western look, but also because of the way he was treated by his own people in his own country.

Globalisation, multiculturalism and commercialisation of production lead us towards the Identity crisis and cultural clash between generations, lack of assimilation with old cultures of our new generations and reluctance of acceptance of new cultural traits by our old generations is leading towards the chaos and crisis of identities.

Due to globalisation the purity of inherited cultural values are degrading day by day because of foreign influence and the promotion of westernisation through media channels. In Countries like India, new generation is fond of new westernised life style but the society is not ready to accept the sudden changes, which is pushing our new generation towards the reconciliation between the native and foreign cultural traits and that lead them towards the hybridity, use of creole language, changed dressing sense and fond of white skin.

Brands and foreign products have dominated the local and small markets due to the globalisation and the advertisement of multinational firms. Use of brands like Puma, Nike and many other products which

are controlling the most part of markets in developing countries that is affecting small business instalments.

❖ Identity Confusion

As local cultures change in response to globalization, most people manage to adapt to the changes and develop a bicultural or hybrid identity that provides the basis for living in their local culture and also participating in the global culture. However, for some people, adapting to the rapid changes taking place in their cultures is more difficult. The images, values, and opportunities they perceive as being part of the global culture undermine their belief in the value of local cultural practices. At the same time, the ways of the global culture seem out of reach to them, too foreign to everything they know from their direct experience. Identity confusion among young people may be reflected in ***problems such as depression, suicide, and substance use. A variety of cultures have experienced a sharp increase in suicide and substance use among their young people*** since their rapid move toward joining the global culture (e.g., Burbank, 1988; Condon, 1988; Liechty, 1995; Rubinstein, 1995).

Due to globalization there are so many type of identity crisis like **local identity crisis, local cultural crisis, local heritage crisis, colloquial language crisis, local traditional identity crisis, local socio-political identity crisis, Globalization and virtual identity.**

Theorist **ERIKSON** coined the term **IDENTITY CRISIS** and believed that it was one of the most important conflicts people face in development. According to Erikson, an identity crisis is a time of intensive analysis and exploration of different ways of looking at oneself.

Erikson described identity as "a subjective sense as well as an observable quality of personal sameness and continuity, paired with some belief in the sameness and continuity of some shared world image. As a quality of unself-conscious living, this can be gloriously obvious in a young person who has found himself as he has found his communality."

Researcher **James Marcia** (1966, 1976, 1980) has expanded upon Erikson's initial theory. According to Marcia and his colleagues, the balance between identity and confusion lies in making a commitment to an identity.

Marcia also developed an interview method to measure identity as well as four different identity statuses. This method looks at three different areas of functioning: occupational role, beliefs and values, and sexuality.

- **Identity achievement** occurs when an individual has gone through an exploration of different identities and made a commitment to one.
- **Moratorium** is the status of a person who is actively involved in exploring different identities but has not made a commitment.
- **Foreclosure** status is when a person has made a commitment without attempting identity exploration.

- **Identity diffusion** occurs when there is neither an identity crisis or commitment. Those with a status of identity diffusion tend to feel out of place in the world and don't pursue a sense of identity.