



GLOBALIZING CULTURE

Kathlyn Q. Barrozo
Class of 1991, University of Santo Tomas
B.S. Medical Technology

Culture begins in the mind and the soul. Then it translates into perceptible behavior which then becomes manifested in tangible objects or creations such as writings, arts, crafts, and other related things. A race establishes its identity with the culture it possesses and passes down through its generations. Culture is both constant and dynamic. It is both static and variable according to the present generation that it is handed down to. It is both conventional and unorthodox, depending on its handlers.

Culture, as they say, defines a people. It gives a race something perceptible for others in order to gain recognition for that race.

Since time immemorial, culture has helped establish racial identities in more ways than one.

For instance, where one race is known for being deeply honorable in all aspects, another race may be known for being hard workers and fun-loving people. Where one race is recognized for their frugality and business acumen, another is known for their sought-after buying power and global influence. Where one nation is known for their citizens' laidback style of living, another is known for their serious, no-nonsense approach to living life. Indeed, depending on which race one belongs to, there will always be certain tags or connotations attached to their race.

It can be difficult to firmly establish whether one race is able to remain consistent with their culture. The world, after all, has gone global. Information and goods are transportable to almost anywhere on the globe, so influences can also be readily transmitted by a huge number of means.

Interracial marriages are common so that children born to such unions are a composition of not just mixed genes but also blended culture. We communicate our needs and desires aboard technological marvels. Not far behind is the communication of cultures that makes others aware of who and what we are.

Yes, culture has gone global. We now exchange cultural concepts at the touch of a button. The most watched video on YouTube has been shared by people all over the world and its influence resounds throughout various forms of media as well as spectrums. Yet it has remained solely its originator's property despite the sharing it has gone through.

When people think about cars, they have a wide range of concepts on which carmaker has the most dependable creation. However, the very first self-propelled road vehicle/military tractor that runs on steam has been attributed to the French, specifically Nicolas-Joseph Cugnot. But see how it has influenced the day-to-day living of so many people all over the world.

When we speak of culture, we think the same way. Culture is at once reactive (an active response to an active need) as well as static (an unchanging response to a constant need). People build culture and it absolutely identifies them. We create culture because we truly need something that'll tell others we are a people apart.

QUESTIONS FOR DISCUSSION:

1. Which race do you believe is the most culturally diverse? Justify your answer.
2. Which race is the most culturally unchanged? Justify your answer.
3. Which racial culture do you admire the most? Why so?
4. Elaborate on the many ways by which your own race has diversified.
5. Why is it vital to stay open to cultural change?