AN EXPLORATION ON THE EFFECTS OF GLOBALISATION ON CULTURE: A STUDY OF MASVINGO DISTRICT

Chingombe Shamiso Iline[1], Magwa Simuforosa[2]

Department of Educational Foundations, Great Zimbabwe University, Masvingo, ZIMBABWE.

[1]magwasf@gmail.com, [2] schingombe21@gmail.com

ABSTRACT

The study explored the extent to which globalisation has eroded the African culture. The study was guided by Vygotsky's socio cultural theory and Bandura's social learning theory. Language, education and religion were outlined to be the determinants of culture. A phenomelogical research design was adopted. Ten participants were purposively selected in the study. Most participants indicated that the culture has been largely affected by globalisation. The indications were that the way some adolescence is dressing is totally against the expectations of their culture. Boys are seen dropping down some trousers. Some girls are seen half naked as a result they are more susceptible to abuse. They were imitating some models they see on television and their mobile phones. They indicated that some dressing is meant for acting but the youths are seen roaming around the streets in that attire .Some elders were complaining bitterly that the young generation is no longer valuing their presence. They blamed them for not showing any respect towards them. They felt that some young bosses do not respect their subordinates regardless of the fact that they are older than them. Cultural pressures of more influential language communities have resulted in marginalization or eclipse of vernacular languages. On a positive note globalisation has been noted to promote unity among different cultures as they share some common interests through technology. The researchers recommended that there is need to ensure that aspect of Ubuntu is not gulped down by globilisation. They also proposed that every citizen has a role to play in uplifting the virtues of our societies.

Keywords: culture diversity, globalisation, ideologies, integration, communitarian, society, diverse, collectivism.

INTRODUCTION

Emanating from the Great Zimbabwe University's niche which aims to provide cultural enrichment as a strategy for solving real life developmental existential problems (Great Zimbabwe University Prospectus, 2011),   the researchers sought to establish how globalisation affect culture. The interaction of people from conflicting cultures poses some conflicting ideologies. Bearing in mind that learning institutions are miniature societies they are obliged to impart knowledge on culture. Mamimini, Siyakwazi and Chifunyise (1994) acknowledge that without culture, education will not transmit knowledge and values from their respective communities. Students in China show great respect to their teachers in general who are considered to be in authority. On another hand, in United States of America education students treat college professors as equals (Tausch, 2008). This shows different cultures have diverse perceptions over cultural issues. The Chinese respect those in authority yet the American do not value or appreciate those in authority. They strongly feel that they are at an equal footing with their teachers. The diversity of cultures in Zimbabwe is witnessed through mixed tribes each having its own unique language and cultural norms and values.

Corroding of one's identity will be manifested if education is divorced from culture. Globalisation seems to cripple the cultures of developing countries.

RESEARCH QUESTIONS

1. Which are the determinants of culture?
2. To what extent has globalisation eroded the African culture?

THEORETICAL FRAMEWORK

This study employed Vygotsky's socio cultural theory and Bandura's social learning theory. Socio –cultural theory endeavor to explicate cognitive development in the provisions of guidance, support and structure provided by the culture. Snowman, McCown and Biehler (2009) highlights that Vygotsky's theory this theory is refers to as a socio cultural in the sense that it maintains that the way people think is a function of both the social and cultural forces. Principally, the school and home environment mold children's thought processes to replicate that which is valued by their culture (Santrock, 2014). The aspects that generally differentiate a socio cultural perception from others are communal activities that can be understood only within a given cultural background. Vygotsky is the complimentary to the work of Bandura on social learning. According to Bandura children watch the people around them behaving in diverse behaviors (Eggen & Kauchak, 2010). Afterwards they are likely to imitate the observed behaviours regardless of whether the behavior is 'culture appropriate' or not (McLeod, 2011). According to Bandura people can imitate some behaviour imitated by some role models (Santrock, 2014). The young generation is bound to model the behaviour they see through the media regardless of the fact that it's socially acceptable or not.

LITERATURE REVIEW

This section reviews literature on the effects of globalisation on culture.

Determinants of Culture

Maminimini et al (1994) suggest that culture is the crucial environment in which lifelong education takes place as a continuous process of education for all. Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving (Smith and Ward,2000).Thus culture is transmitted through communication. It is like mental software and has accordingly been defined as the collective programming of the mind that distinguishes the members of one group or category of people from others (Hofstede 1997). Culture is not inherent. It is transmitted from one generation to the other. This reflects that there is a shared goal from a relatively large group of people.

Culture purposefully disseminated in a society through diverse institutions. It distinguishes the members of one group or category of people from another (Donald, Lazarus and Lolwana, 2010). Exchange of ideas between different countries is quite rampant. Students prefer to study in other countries for them to enjoy and experience culture diversity. This necessitates broadening of horizons and adopting of new cultural experiences from these countries. Culture is also viewed as the integrated system of socially acquired values, beliefs and rules of conduct which delimit the range of accepted behaviours in any given society (Triandis, 2006). Uniqueness of people is manifested through the way people feel and act in conformity with their culture. As a result there is no yardstick to measure the superiority or inferiority of

diverse groups. Individuals are obliged to value and respect different viewpoints within cultures.
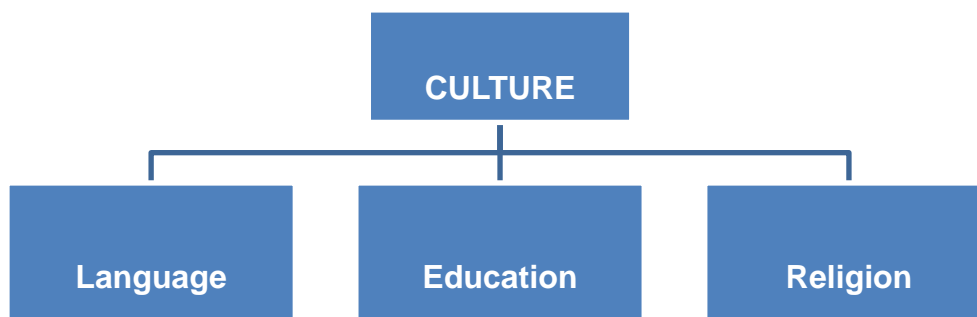
DETERMINANTS OF CULTURE

Fig 1: Determinants of culture

Language is used as a thinking tool. Vygotsky believed that universally the most important learning tool is the specific language of each society because language provides a powerful means of learning through social interaction (Santrock, 2014).   He further argued that with the mastery of language children's thinking acquires unique potential enabling them to express their thoughts and ideas to social partners and in turn absorbs the ideas of others and culture at large into their own thinking. Globalisation is alleged to marginalise some languages and may even cause some languages to die out (UNESCO, 2009). Language is considered to be the carrier of identity not as a mode of communication alone. Since the world´s overriding nations speak English, they are seen as the chief perpetrators in making other languages less significant. Cultural multiplicity supported by assorted languages encourages the creation of a multihued. However, some languages are under pressure as a result the speakers shift to a different dominant language in response to cultural pressure (UNESCO, 2009).

 The contemporary education composition is blamed for reflecting some western viewpoints. Kanuka (2008) explains that e-learning technologies perpetuate colonisation by designing curriculum that mimics the cognitive styles of the dominant culture. Thus, the dominant culture dictates what ought to be learnt by people from less fortunate humanity. The 21st century has been dominated by the technological advancement (Chingombe and Dzimiri, 2015). On a positive note restitution of cultural maintenance on nations is revitalised by technology. Thus the support of information sharing is promoted. However, globalization has created an interdependency (Dunklin, 2005), rather than a dependency, and allowed some cultures to thrive rather than wither. Dominant nations regard their cultures to be more significant than others.

Through globilisation the spread of religions across the globe has been recorded (Mawere and Chitanana (2014). They further noted that these religions interacted with and often disrupted and displaced indigenous form of education and skills. Societies progressively become more contemporary, as a result religion becomes less and less important. Globilisation has allowed people to fall back on religion for moral and social support (Khaled, 2007). It has attributed to class differences. Global village has allowed the erosion of cultural, ethnic and religious differences.

The extent to which globalisation has eroded the African Culture

Globalisation is the clash of local cultures Princová (2010). Globalisation is the process of international incorporation arising from exchanging of varying features of traditions. It thus focuses on developing of worldwide organisation. Globalization can thus be defined as the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa (Moahi, 2007). It tries to do away with individualism. This concurs with Mwamwenda's (2004) view that the emphasis of survival as dependent on group solidarity is highly celebrated in communal life and is a principle that fosters team spirit. Thus by the time people from different cultures communicate and share ideas the spirit of oneness will be uplifted. Santrock (2004) reflects that communitarian spirit takes into account the value of collectivism. A global culture has been necessitated by the use of technology. This has been facilitated by frequent   use of face book, twitter, you tube, whatsapp and television. People from all walks of life can easily communicate with one another. As a result the cultural boundaries have been eroded. This seems to promote the spread of Western values, norms, and culture. Consequently, local cultures inevitably fall victim to globalisation. The young generation seems to be overwhelmed by technology such that they feel inferior to abide to their cultural norms and values. Those who oppose globalization are especially sensitive about loss of culture. In the African culture, greeting another person is witnessed through a handshake. However due to the influence of the Western culture people of the different sex can be seen hugging each other as a way of greeting. This has been considered to be unethical to see such acts. There are some regions which kiss each other as a sign of greeting. In most rural areas the women and girls genuflect when greeting elders. Far reaching impacts can be necessitated by the positive and negative influences of globilisation. Smith and Ward, 2000) concluded that globilisation commenced in the West. As a result the lifestyle and ideologies are being paraded and spread around the globe. The dominant cultures have a tendency to displace the minority one.

Culturally women are condemned to have an extra marital affair. They will be considered to be loose. It is accepted to be normal phenomenon for men to have extra marital affairs. The argument raised is that men are at liberty to be polygamists.   Men are well-thought-out to be the head of the family whilst women are obliged to look after the family. Women will be blamed for any misbehavior portrayed by females. According to Bandura's bobo doll experiment they are expected to be good role models (Mwamwenda 2004).

 Smith and Ward (2000) concede the new arena of cultures has been improved leading to dissolving of international boundaries, enabling globalization to occur. Cultural differences manifest themselves in different ways and differing levels of depth.

Moahi (2007) admits that globalisation intersect the world providing the data that assist in emergent of a global village. It mobilises citizens by empowering and creating employment opportunities. Socialisation among citizens is also facilitated through globalisation. People from different countries can date each other through the use of google mail and face book accounts. Loss of group identity is quite witnessed when people fall victims of Western ideologies (Triandis 2006). He further laments that the use of modern technologies has paved way for colonization in developing countries. Thus the developing countries are adopting the cultural norms and values from the developed countries. The way the people eat and dress seems to be under influences of some forces. People tend to shun their traditional food and the way they dress. Boys are seen wearing two trousers whilst the dropping the second one. Girls are seen wearing some tops leaving half their busts out. On a positive note the use of

technology has facilitated the educational and employment opportunities to be created (Stigglitz, 2006).

Donald et al (2010) suggest that culture describes the many ways in which human beings express themselves for the purposes of uniting with others. Union can be achieved by forming a group. Culture facilitates defining one's identity. The uniqueness modeled by individuals gives clear demarcation of one's culture (Stigglitz, 2002). The way people exhibit some behavioural patterns that are influenced by their culture.

One form of media that has become increasingly popular in today's society is mass media. It consists of radio, television, magazines, newspapers, and of course, the Internet. Mass media's primary objective and purpose is to inform, educate and entertain the largest possible audience. An important facet of mass media is its ownership and consumer-based motives.

METHODOLOGY

Research methodology is needed because it aids the smooth sailing of various research operations. It is the arrangement of conditions for collection and analysis of data in a manner to combine relevance to the purpose with economy in procedure (Kothari & Gaurav, 2014). A phenomenological research design was adopted. Phenomenological goal is concerned with appreciating and describing social reality from diverse subjective perspectives of the participants involved (Bhattacherjee, 2012). In concurrence, subjective evidence is assembled based from   individual views (Creswell, 2013).The researchers collected the diverse data from the participants regarding how globalisation is eroding our culture. In this situation the researchers seek to establish the meaning of a phenomenon from the views of participants (Creswell, 2007). By respecting diverse views from the participants it enabled the researchers to come up with determinants of culture. The face to face interviews from ten participants were used to solicit data the participants. Through interviews information is collected directly by verbal communication between two or more persons and he responses are noted (Avdhesh, 2014). The researchers were recording the views of the respondents through the cell phone. This was done to ensure that the researchers will not miss out some views from the participants during data analysis.

FINDINGS AND DISCUSSION

The respondents have mixed sentiments over the issue of globalisation of the culture. Some were passing on positive comments whilst some were blaming this issue. One of the respondents uttered that culture is dynamic therefore globalisation is used as a vehicle to spearhead the dynamism. Therefore the issue of globilisation should not be seen as sometime dreadful. People have had to change their living ways. One of the respondents argued that:

 Globilisation has opened the doors for education and employment opportunities so how can you as globalisation 'yakaipa' (is bad).

The above sentiment concurs with (UNESCO, 2009) which outlined that globalization has impacted education which is now available to remote cultures that previously did not have access.

 The condemnation of hugging as a way of greeting was aired by many people. They thought a hug ought to be given to someone who is your lover not every Tom and Dick. However some were applauding the exercise saying that a hug is just a simple way of greeting. It is a problem to those who have evil thoughts. To others it is a just a simple way of greeting. They argued that people must accept changes. They further indicated that the use of new technology is making life easy to the people. It is now easy to send money and messages in a

blink of an eye because of technology. Imagine it used to take over a month for a letter to be delivered from my child but now we can communicate almost on daily basis.

Regarding the issue of respecting those in authority some respondents were complaining bitterly. One of the respondents complained that those in authority these days are very young people. He further indicated that imagine the one in authority is of the same age with my last born. They should be the one who should be respecting the elders. For the young ones in authority they still feel that whether people under their authority are of the same age with their parents they still need to be respected. Their argument was that if they concentrate on respecting them they will end up forgetting their core business.

Through the use of media the individuals are likely to reproduce the wanted and unwanted behaviours (Chingombe and Dzimiri, 2015).Some respondents felt that people ought to dress according to the fashion trends. They feel that those who are not comfortable in the way they are dressing should start by wearing animal skins to reflect their African cultures. They indicated that if they are comfortable in their own clothes then they should not be bothered by the way they are dressing as well. On a daily basis we are bombarded with messages and advertising, but we are able to think critically and analyze them based on how money, values, political influence, and corporate ownership affect the content within. Advertisements on the use of condoms are done on television and on billboards. In our African culture it has been a taboo to discuss such issues in the presence of the women and kids. The situation is now worsened because in most public toilets one can find the condoms. One really wonders as to what they are trying to persuade.

One of the respondents noted that globilisation fuels culture decay especially in developing countries since they will have to copy culture of their donors. Religions interacted with and often disrupted and displaced indigenous form of education and skills (Mawere and Chitanana (2014). The issue of religion is now a controversial one. Some people are now valuing the issue of prosperity rather than preaching the gospel. Some people are now brain washed for they feel and believe that they can be safe guarded by the issue of bands and anointing water or oils. However, due to globilisation some who may fail to get the chances or opportunities to attend live church services can do so through watching television. On a positive note he applauded globilisation for promoting culture mix in the sense that people will understand other nations much better leading to foreign investment or attraction.

Through education students will be exposed to diverse knowledge through globilisation. He further argued that internalization of education is enhanced at tertiary level which will help people to understand others peoples culture and hence promote better policy and more investment. Adoption of contemporary teaching methods is encouraged through globilisation. Globalisation also promotes multiculturalism.

Through global communications people can be exposed to other cultures and religious views in the comfort of their homes. In a blink of an eye by turning on a   television, laptop or smart phones one can immediately access vast numbers of concerns, cultures and people around the globe. Religiously people have been unified through the internet sites and cell phones. Social networks and movies have helped in the spread of religion among varied nations.

CONCLUSION

The researchers concluded that globilisation has got some positive and negative effects on the culture. On the negative side the culture is being eroded . The way people are dressing leaves a lot to be desired. Through globilisation get from all walks of life can easily connect. They

can do so through the use of technology. Multiculturalism is also promoted .Education is easily accessed by all people.

RECOMMENDATIONS

The researchers recommended that there is need to ensure that aspect of Ubuntu is not gulped down by globilisation. They also proposed that every citizen has a role to play in uplifting the virtues of their societies. The school societies should ensure that the pupils exhibit recommendable behaviours. The significant others are encouraged to be good role models. People should be encouraged to mix and share with people from various cultures to promote cross pollination of ideas.

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