International Academic Institute for Science and Technology

International Academic Journal of Social Sciences
Vol. 13, No. 1, 2026, pp. 49-57.

ISSN 2454-3918

International Academic Journal of Social Sciences

www.iaiest.com

The Impact of Globalization on Cultural Identity and the Dynamics of Race and Power

Nilufar Rajabova [a]

[a] *Associate Professor, Department of World History, Karshi State University, Karshi, Uzbekistan. E-mail: nilufar.rajabova.75@mail.ru, Orcid: https://orcid.org/0009-0002-9169-2729*

Abstract

Globalization has caused radical changes in cultural identities and power relations based on race throughout the world, both beneficial and problematic. Even though it has facilitated more exchange of cultures and economic developments, it has also exacerbated the existing disparities, especially in the aspects of race and cultural conservation. The paper discusses the impact of globalization on cultural identity with a focus on cultural hybridization and cultural imperialism. It explores how globalization has transformed the local cultures, resulting in the homogenization of practices as well as the imposition of Western values that endanger the integrity of cultures. The paper also explores the racial relations that have been influenced by globalization and how the power structure is still tipped towards past colonialism. Migration, labor exploitation and world financial systems are known to recreate racial disparities, with marginal communities being mostly influenced by these global changes. The case studies provided show how the concept of globalization has really affected the culture and race as far as trade agreements, international finance, and immigration are concerned. The paper has ended on a note that there is a need to have more inclusive policies that will tackle the racial and cultural disparities that have been worsened due to globalization. The interaction of globalization and other types of social identities should be investigated in future studies, with a focus on the intersectionality of race, gender, and class. With the modern world increasingly becoming a globalized phenomenon, the importance of cultural diversity conservation and the advancement of racial equality should be at the center of the global discourse.

Keywords: Globalization, Cultural Identity, Race and Power, Cultural Hybridization, Cultural Imperialism, Migration, Global Inequality.

DOI: 10.71086/IAJSS/V13I1/IAJSS1308
Received: 05 January 2026/Revised: 30 January 2026/Accepted: 26 February 2026/Published: 30 March 2026

Introduction

Globalization, as the increased interconnectedness and interdependence of nations, cultures and economies, has turned out to be one of the most typical phenomena of the contemporary world (Tehranian & Lum, 2011). It is driven by the power of technology, communication, transportation and trade that have facilitated the circulation of products, services, people and ideas among countries. Despite the numerous positive developments brought about by globalization, such as economic and technological growth and cultural exchanges, it has also raised some very important questions in the context of the impacts it has on the local cultures, identities and the power structures (Cleveland et al., 2016).

One of the largest influences is globalization and its impact on cultural identity. Cultural identity is a sense of belonging and belongingness to a particular group which is typically defined by shared language, traditions, customs, values and social norms (Rosenmann et al., 2016). Globalization calls this sense of identity into question in a variety of ways Sapiro, (2010). On the one hand, it has assisted in the transmission of ideas, cultural practices, and consumer goods, which promotes a more globalized way of life, and this leads to the integration or hybridization of cultures. On the other hand, it has also brought a problem of erosion of the old cultural practices of doing things and the superiority of Western culture, particularly in the third world (Le Ha, 2013). This tension between cultural preservation and cultural assimilation is one of the key themes in the explanation of the effects of globalization on identity (Stromquist & Monkman, 2014).

At the same time, the relationships of race and power are largely affected by globalization. As a social construct that separates people into groups with physical characteristics such as skin color and faces, race connects with the global power relations in complex ways (Lidskog, 2016). Colonialism and imperialism in the past were significant factors in creating the racial imbalances, with Western nations establishing their superiority over non-Westerners. In the current state of globalization, these relations of power have been reorganized in a manner that has the tendency to reproduce the racial inequities of the past, but it has also provided new avenues of resistance and transformation (Zhang, 2019). The impact of multinational corporations (MNCs), international organizations, and global governance institutions on the process of racial interaction and power disparities is a valuable sphere of analysis. These players on the international stage are likely to reinforce the status quo, and in the same breath, increase the mobility of the people and the sharing of ideas that can upset the racial hierarchies.

Globalization, cultural identity and race do not necessarily have a fixed relationship; it is a dynamic process influenced by both the forces of globalization and local reactions to these forces (Song, 2010). Their identities and their concept of race are negotiated as individuals' cross borders and interact with each other, creating new relationships and understandings of the world. The cultural identities can be enhanced by the international sharing of ideas or can be weakened by the overthrow of foreign cultures (Moran, 2011). Equally, globalization may either break racial bigotry and stereotypes or affirm them, depending on the reaction of various people to the worldwide exchange of ideas and capital.

The aim of the paper is to discuss the complex interrelations between globalization, cultural identity and racial and power dynamics. It will present the argument that globalization is a two-edged sword. Although it may bring chances of cultural interaction and racial equality, it also carries a big threat to cultural preservation and social justice. The discussion will incorporate the political economy concepts in order to comprehend the impacts of globalization on the allocation of power in terms of nations, races, and cultures. Finally, the paper will discuss how globalization has impacted cultural identity and race, and how these forces are still influencing the contemporary global socio-political environment.

The paper is structured as shown below: Section II discusses theoretical frameworks explaining these impacts. Section III discusses cultural identity in the globalization context. Section IV speculates on the race and power relations that are informed by the global processes. These effects are provided in Section V as case studies. Section VI includes implications and future research directions. Section VII concludes that there should be comprehensive policies to address these challenges.

Theoretical Framework

The diverse theoretical suggestions are required to understand the influence of globalization on cultural identity, race, and power relations (Hagmann & Péclard, 2010). These frameworks give a little bit of insight into the role of globalization in shaping the practice of culture, racial identity and power relations both at the global and local level. The shift in globalization in the balance of power, cultural exchange and racial organization can be described by political economy, cultural identity and race theories.

Theories of political economy look at the impact of globalization on economic and political systems. The dependency theory, which was developed in the 20th century, is the theory that assumes that due to globalization, poorer, post-colonial countries remain economically dependent on richer, industrialized countries (Butler et al., 2014). This disparity supports the existence of racial and cultural inequalities, where the economic superiority of the Global North affects both the global trade and cultural activities of the Global South. Immanuel Wallerstein has advanced a theory proposing that the world is divided into core, semi-periphery and periphery countries, which is World-systems theory, postulates that globalization is generating an unequal economic system that further reinforces racial and cultural stratifications. The core countries take advantage of the periphery countries, and this situation has seen some racial and cultural groupings marginalized in this global structure, which has only perpetuated imbalances of power.

Social constructivism defines cultural identity as a dynamic trait, which is constantly constructed through social interactions, historical context and cultural interactions (Anthias, 2011). Globalization influences cultural identity by facilitating the fusion and assimilation of cultural aspects of various societies, forming dynamic and changing identities. Nevertheless, the issue of cultural imperialism is rather important, because the prevalence of Western cultural norms and practices tends to override local culture and values. Western media, technology, and consumer goods exportation result in a cultural homogeneity that endangers the maintenance of local cultures, and globalization is a cultural change agent as well as a cultural homogenization agent.

Post-colonial theory, critical race theory, and intersectionality are discussed as the dynamics of race and power in a globalization context. According to post-colonial theory, the globalization process brings the colonial systems of power to the present, with the former colonial powers still dominating the world economically, politically, and culturally, influencing the racial processes all over the world. In this perspective, globalization is involved in perpetuating racial inequalities, particularly by exploiting resources in the Global South. According to the critical race theory, globalization tends to strengthen the existing racial boundaries in the sense that it results in the establishment of new levels of exclusion, especially within the spheres of migration, labor, and social mobility. As one instance, migrant workers have to endure a racialized history of discrimination and exploitation in their new countries, which exacerbates racial inequities in the world. Intersectionality, coined by Kimberlé Crenshaw, discusses even further the intersection of race, gender, class, and nationality, with the differences in experiences of individuals in a globalized world. This model shows that members of the disadvantaged groups, including women of color or refugees, are subject to a number of layers of oppression, which is further exacerbated by the impact of globalization.

The glocalization concept focuses on the interplay between globalization and local cultures, where the forces of globalization are not imposed but are modified to suit local cultures. Globalization comes with the concepts, practices and technologies that influence local cultures, but do not passively absorb these influences, the local cultures actively reform and redefine global norms. This results in the formation of hybrid identities that indicate both the global and local aspects. As an example, local businesses can use global branding strategies and tailor them to local preferences to produce a distinct cultural product that combines global capitalism with local culture. Glocalization emphasizes the strength of local cultures to retain their uniqueness amid the forces of globalization.

Globalization And Cultural Identity

Globalization has significantly influenced the identity of culture both negatively and positively by transforming the way people and communities define and express themselves in the globalized world. The more the people, ideas, and technologies flow across borders, the more the local cultural practices and beliefs are exposed to foreign influences. Although this has the potential to result in the enhancement and diversification of cultural identities, there are also some challenges regarding the preservation of culture, its authenticity, and traditional values.

Cultural Hybridization and Global Exchange

Cultural hybridization is one of the most important processes through which globalization affects cultural identity, where various cultural elements are being fused to form new, dynamic cultural forms. This mixing is made possible by the interaction of people across cultures, sharing ideas, practices and technologies. As an illustration, food, fashion, music and language are all subject to major changes in reaction to the influence of the world. Hip-hop, reggae, and electronic dance music are the most popular music genres that have developed as a result of blending local traditions with international music trends and forming new subcultures and identities. In the same manner, the rise of global cities where people of different cultural backgrounds meet leads to the establishment of multicultural identities that uphold the locality as well as the global affiliations.

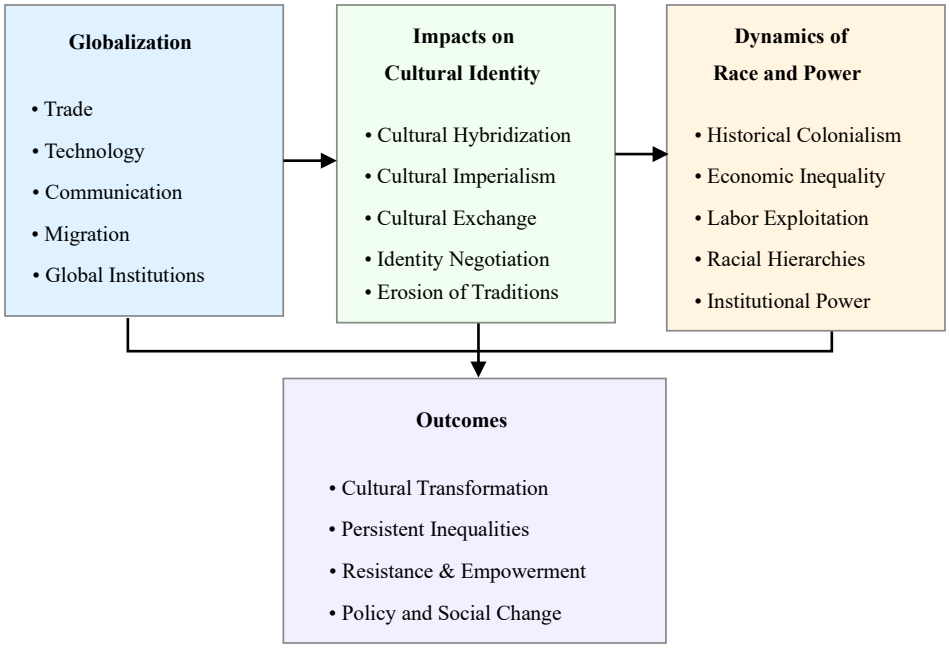


Fig. 1: Conceptual Framework for Understanding the Impact of Globalization on Cultural Identity and Race Dynamics

Fig. 1 is a conceptual model representing how globalization, cultural identity, and race and power dynamics are interconnected. The processes of cultural hybridization, cultural imperialism and identity negotiation are all outcomes of the impact of globalization (through trade, technology, communication, migration and global institutions) on cultural identity. These effects are also informed by the dynamics of race and power, such as past colonialism, economic disparities, exploitation of labor, and racial hierarchies. As demonstrated in the framework, such interconnected forces culminate in some of the most important outcomes, including cultural change, long-standing inequalities, resistance and empowerment, policy and social change.

Cultural Homogenization and Western Influence

But there is no controversial aspect regarding this cultural hybridization. Most critics claim that it results in cultural homogenization, whereby the most popular cultures in the world, especially Western culture, have a greater influence over the local cultures and their values. This is of particular concern in developing nations where the traditional values and language can be replaced with the overwhelming presence of global consumerism, Western media, and technological progress. The globalization of international brands such as McDonald's, Coca-Cola and Apple has been seen as a form of cultural imperialism since, besides selling a product, these firms also export the Western versions of cultural beliefs and lifestyles to the other half of the world. As a result, the local cultures may not be capable of maintaining their originality and counteract the overwhelming influences of globalization.

Cultural Resilience and Preservation

At the same time, globalization can also establish cultural fortitude, whereby communities use global resources and networks to preserve and renew their culture. One such example is social media, which has proven to be a good tool to maintain cultures and create identities, in that people can now share their cultures and celebrate with people spread all over the world. Indigenous people use social media to establish awareness of their cultural activities, environmental concerns, and political struggles. These communities are able to overcome the stereotypes, to insist on their rights to their culture and to create the intercultural discourse in the digital world. In this way, globalization becomes a menace and an opportunity for cultural identity, depending on how the local communities are oriented through it.

Language, Globalization, and Identity

Possibly, the impact of globalization on cultural identity is directly connected with the issue of language. One of the most important elements of cultural identity is language, and the spread of multinational languages, particularly the English language, has implications that are of very high significance to linguistic diversity. As the use of English as a lingua franca in the world is on the increase, other native languages and dialects are facing extinction. This is particularly of much concern in places that have high linguistic differences, such as Africa, Southeast Asia and the

Pacific Islands. The reflective cultural practices, values, and thinking that are present in those languages are often eroded due to the loss of language. However, globalization has also offered an avenue to the revival of language through digital media as well as through international collaboration in which communities can find common ground to document, teach and market the dying languages.

Diasporas and the Creation of Hybrid Identities

Also, as a consequence of globalization, there has been a diasporic migration of different cultural groups, with the net effect of creating new cultural identities in transnational environments. Migration, be it voluntary or involuntary, exposes the migrants to new cultural settings and thus gives rise to hybrid identities that integrate the cultural norms and practices of both the host and home nations. This is especially noticeable in cities, where immigrant groups add to the multicultural landscape. Such communities are usually involved in the cultural negotiation whereby they have to compromise between the need to maintain their cultural practices and the requirement to assimilate into the mainstream society. Here, globalization is seen not only to be a challenge to cultural identity, but also to offer a platform where identity can be reinvented in a globalized world.

Race And Power in Globalization

Globalization has not only changed cultural identities but also racial relations and power relations in the world. The transnational migration of people, ideas, and capital has exaggerated racial disparities and reshaped the dynamics of world power. Although it has resulted in increased cross-cultural contacts, it has also strengthened the existing racial stratifications and economic imbalances, so race and power are at the center of appreciating the effects of globalization.

Globalization, History of Race and Power

The contemporary phenomena of globalization are highly shaped by the history of colonialism and imperialism that led to the establishment of the hierarchies based on race, which continue to exist in the modern global regimes. The former colonial powers still have a huge influence on their former colonies, and most of the time, globalization enhances such power structures, which lead to inequalities in race and economy. The given historical context can be used to understand why racial and power relations are still biased towards Western countries even in the globalized world.

Globalization and the Strengthening of Racial Inequalities

Globalization has not eradicated racial inequalities but, in most instances, has strengthened them. With the rise of multinational corporations and the globalization of the economy, which encourages the spread of racial minorities, particularly in the Global South, racial minority groups are frequently exploited through the tasks of low-wage labor, low social mobility and discrimination. Critical race theory posits that such inequalities are internalized in the world order of power, in which racialized individuals continue to be marginalized, despite increasing globalization in terms of trade and technology.

Migration, Race, and the Global Workforce

Migration is one of the characteristics of globalization that emphasizes the racialized character of the world labor force. The migrants, especially those of the Global South, are usually subject to racial discrimination and exploitation in the host nations. Although migrants, particularly those of color, are employed in vital labor industries, they are often pushed to low-paying, precarious jobs, further increasing racial disparities both in the destination and home countries. These processes highlight how globalization has the potential to bring new types of racial exclusion.

Intersectionality and Race on the International Level

Intersectionality is an idea that gives beneficial information about the interaction of race with other social identity traits, including gender, class, and nationality. The effect of globalization on racial relations is not evenly felt but rather depends on the overlap of the identities. Indeed, women of color tend to be doubly discriminated, racially and gender-wise, particularly in international labor markets, as an example, which underlines the multifaceted manifestations of the intersection of race and power in the globalized world.

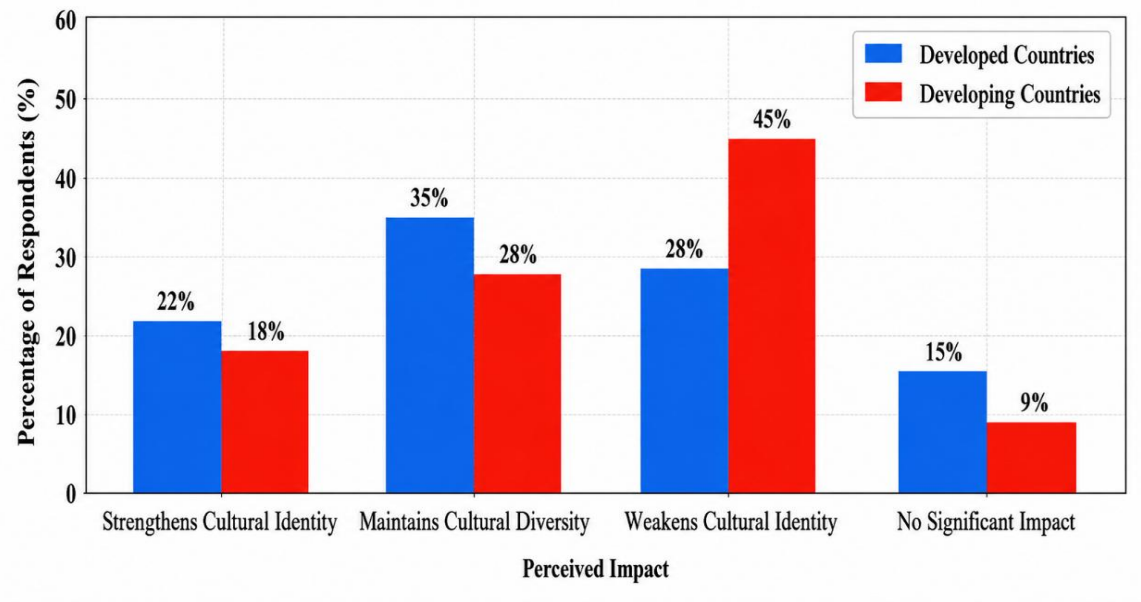


Fig. 2: Cultural Hybridization vs. Cultural Imperialism

Fig. 2 presents the results of the surveys concerning the influence of globalization on cultural identity and compares the results of the developed countries (blue) and developing countries (red). It shows that respondents from developed countries are more likely to believe that globalization is reinforcing cultural identity (22%), whereas respondents from developing countries think globalization is undermining cultural identity (45%). The figure shows that there are differences in the way globalization affects cultural preservation and transformation across the regions.

Global Governance, Race, and Power Structures

World governance organizations, including the United Nations and the World Bank, tend to pursue the interests of the strong Western countries, which continue to perpetuate the existence of racial and economic inequality. These institutions play a major role in influencing economic policies in the world, thus excluding the interests of the countries and the communities of color. With the growing process of globalization, the impact of these global bodies on racial power structures remains significant and tends to entrench the power of the Global North and restricts the agency of the oppressed racial groups in the Global South.

Case Studies

Case studies are useful in providing details regarding the processes of globalization on cultural identity and racial relations within a particular setting. It is possible to interpret the larger implications of globalization on race, power and culture by analyzing actual cases. The section provides some of the major case studies that explain the influence of globalization on cultural identity, race, and power relations in various regions and fields.

Trade Agreement Power

The process of globalization is based on the trade agreements, which shape the economic relations between states and, in most cases, strengthen the existing power inequity. The most notable one is the North American Free Trade Agreement (NAFTA) that was adopted in 1994 between the United States, Canada, and Mexico. As NAFTA resulted in more trade and economic integration, it also caused economic inequalities and solidified racialized labor hierarchies. The accord established a competition in the low wage race, as workers in Mexico, mostly of marginalized indigenous and rural background, were exposed to low labor standards and salaries. The U.S. and Canada were the world economic giants and this further marginalized the Mexican workers and this goes to show that trade agreements can reinforce inequalities and influence cultural identities that are related to work and access to economic opportunities.

Power Games in International Finance

The financial system of the whole world, which is controlled by such organizations as the International Monetary Fund (IMF) and the World Bank, reflects the power relations of globalization frequently. These institutions have a huge influence on the economic policies of the developing economies, especially the austerity measures and structural adjustment programs. An illustration would be the effect of the debt crisis of the 1980s in the Latin American countries, where nations such as Argentina and Brazil were consigned by the IMF to debt repayment schemes and this resulted in the reduction of social services and economic oppression of the majority of the marginalized racial groups. Power relations in international finance have strengthened the racialized form of world economy as African, Asian, and Latin American countries tend to be victims of economic policies that target their poorest and most racialized populations disproportionately.

Table 1: Key Case Studies on Globalization's Impact on Cultural Identity and Race

Case Study	Globalization Effect	Impact on Cultural Identity	Racial Power Dynamics
NAFTA (North American Free Trade Agreement)	Increased trade and economic integration between U.S., Canada, and Mexico.	Cultural exchange leading to hybridization in food, media, and lifestyle.	Reinforced labor hierarchies, with marginalized indigenous Mexican workers in low-wage sectors.
Global Financial System (IMF, World Bank)	Economic policies and financial systems dominated by Western institutions.	Influence on local economies and cultural norms, particularly through Western financial practices.	Racialized exploitation in developing nations, as African, Asian, and Latin American countries bear the brunt of global economic policies.
Global Development Initiatives (Foreign Aid)	Economic and social development programs led by international organizations.	Influence on local cultures, sometimes undermining indigenous practices and knowledge systems.	Neo-colonial power relations, as donor nations (predominantly Western) maintain control over cultural and economic development in post-colonial nations.

In table 1, major case studies discussing the effects of globalization on cultural identity and racial dynamics are summarized. It draws parallels between diverse world trends like NAFTA, the world financial structure, migration, and global development projects and their impact on cultural identity and racial power relations. Both case studies emphasize that globalization affects local cultures, usually resulting in cultural hybridization, but also in support of racial inequalities and power imbalances especially in developing nations. The table is a good guide to the practical implications of globalization in various global situations.

Racial Politics of Global Development Programs

Global development programs usually led by international agencies or multi-national companies are intended to solve the problems of poverty, education and health within the developing world. Nevertheless, such efforts may also serve to strengthen the status quo in certain cases. A case in point is the contribution of foreign aid in Africa, especially in the post-colonial development. Although the international development programs have been able to achieve improvements in both the economy and society, they have been accused of perpetuating paternalistic relations between the donor nations and the African countries with the racial and power dynamics taking a center stage. Western-dominated institutions tend to disaffirm local knowledge systems and systems and reinforce neo-colonial power relations by impacting local cultures and economies. This way, global development practices can empower and marginalize the local communities, depending on the manner in which the power is negotiated.

Implications And Future Directions

The effects of globalization on cultural identity and race are severe, as they tend to marginalize the local cultures and support the racial inequalities. With globalization, the balance of power between the Global North and South is becoming even more settled and economic, political as well as cultural superiority is still held by a few. This inequality is usually associated with the decline of traditional customs, cultural homogenization, and exploitation of racial minorities in the international labor markets. To address such issues, more inclusive global policies that incorporate fair trade, cultural preservation and anti-discrimination should be implemented to ensure that the benefits of globalization are spread equally among the different groups.

The long-term implications of globalization on the cultural identities and racial processes must be understood in future research. The studies may also focus on the way communities in the region manage the pressures of globalization and ways in which cultures can be resilient amidst global pressures. In addition, how digital platforms can preserve cultural heritage and develop new identities in the world should be explored. By examining these dynamic forces, new scholarship can provide the long-awaited knowledge on how globalization can be bargained in order to create globalization that promotes diversity of culture, racial equality, and a fairer world order.

Conclusion

Globalization has revolutionized cultures, race and power relations in a considerable way. Although it has led to increased cultural exchange, economic development and social interconnectedness, it has also increased inequalities particularly racial and cultural. This paper has discussed the impact of globalization on cultural identity in terms of hybridization and cultural imperialism and also discussed how disparities of power are strengthened in the global trade, migration, and governance. Through globalization, cultures can become mixed to generate dynamic identities, which embody both local and global cultures. Nevertheless, it also endangers cultural authenticity, especially with the domination of Western culture. Regardless of these predicaments, globalization presents a chance to cultural resilience, with marginalized groups using digital platforms and other global resources to maintain and assert their cultural identity. Race and power are still the focus of globalization. Although it has helped to improve the flow of people and ideas, it has also strengthened racial hierarchies, which were created in the course of colonialism. Migrants and racial minorities tend to be exploited in labor markets and denied a chance to advance socially, as the world institutions still influence the policies in favor of the mighty, mostly Western, countries. Among the case studies that depict the role of globalization in influencing race and power are trade agreements, international finance, and migration. The provided examples prove that it is necessary to work on more just systems with the focus on social justice, cultural diversity, and empowering the marginalized communities. In conclusion, globalization is a complex phenomenon that has both prospects and challenges. To ensure that the benefits of globalization are more equally spread, future research and policy should seek to foster inclusive globalization, racial and cultural inequity and build the institutions that can facilitate cultural preservation and justice in the globalized world.

References

Tehranian, M., & Lum, B. J. (Eds.). (2011). *Globalization and identity: cultural diversity, religion, and citizenship* (Vol. 1). Transaction Publishers.

Rosenmann, A., Reese, G., & Cameron, J. E. (2016). Social identities in a globalized world: Challenges and opportunities for collective action. *Perspectives on psychological science*, *11*(2), 202-221. https://doi.org/10.1177/1745691615621272

Cleveland, M., Rojas-Méndez, J. I., Laroche, M., & Papadopoulos, N. (2016). Identity, culture, dispositions and behavior: A cross-national examination of globalization and culture change. *Journal of business research*, *69*(3), 1090-1102. https://doi.org/10.1016/j.jbusres.2015.08.025

Lidskog, R. (2016). The role of music in ethnic identity formation in diaspora: A research review. *International Social Science Journal*, *66*(219-220), 23-38. https://doi.org/10.1111/issj.12091

Butler, G., Khoo-Lattimore, C., & Mura, P. (2014). Heritage tourism in Malaysia: Fostering a collective national identity in an ethnically diverse country. *Asia Pacific Journal of Tourism Research*, *19*(2), 199-218. https://doi.org/10.1080/10941665.2012.735682

Le Ha, P. (2013). Issues surrounding English, the internationalisation of higher education and national cultural identity in Asia: A focus on Japan. *Critical Studies in Education*, *54*(2), 160-175. https://doi.org/10.1080/17508487.2013.781047

Hagmann, T., & Péclard, D. (2010). Negotiating statehood: Dynamics of power and domination in Africa. *Development and change*, *41*(4), 539-562. https://doi.org/10.1111/j.1467-7660.2010.01656.x

Moran, A. (2011). Multiculturalism as nation-building in Australia: Inclusive national identity and the embrace of diversity. *Ethnic and racial studies*, *34*(12), 2153-2172. https://doi.org/10.1080/01419870.2011.573081

Sapiro, G. (2010). Globalization and cultural diversity in the book market: The case of literary translations in the US and in France. *Poetics*, *38*(4), 419-439. https://doi.org/10.1016/j.poetic.2010.05.001

Stromquist, N. P., & Monkman, K. (2014). Defining globalization and assessing its implications for knowledge and education, revisited. *Globalization and education: Integration and contestation across cultures*, *1*, 1-21. https://doi.org/10.5040/9798881822835.ch-1

Zhang, J. (2019). Educational diversity and ethnic cultural heritage in the process of globalization. *International Journal of Anthropology and Ethnology*, *3*(1), 7. https://doi.org/10.1186/s41257-019-0022-x

Song, J. (2010). Language ideology and identity in transnational space: Globalization, migration, and bilingualism among Korean families in the USA. *International Journal of Bilingual Education and Bilingualism*, *13*(1), 23-42. https://doi.org/10.1080/13670050902748778

Anthias, F. (2011). Intersections and translocations: New paradigms for thinking about cultural diversity and social identities. *European Educational Research Journal*, *10*(2), 204-217. https://doi.org/10.2304/eerj.2011.10.2.204