

**People's Democratic Republic of Algeria**

Ministry of Higher Education and Scientific Research  
Kasdi Merbah Ouargla University

**Faculty of Letters and Languages**

*Department of Letters and English Language*



Dissertation submitted in partial fulfilment of the requirement for the Master's Degree in the Field  
of English Language and Literature

Speciality: **Literature and Civilization**

# The Cultural Effects of Globalization on African Countries

## Algeria as a Case

Presented and publicly defended by:

Djeghel Salima & Nour El Houda Abassi

Supervised by:

Prof. Abdelaziz Bousbai

Academic Year:

2022-2023

## **Dedication**

I dedicate this work

To My lovely mother and my dear father

To my dear sisters Aicha, Fatiha, Ahlem, Salwa, Fatima, and Ouarda

To my lovely brother Khaled

To all my friends Khaoula, Imane, Aicha, Rihab and Saliha

Djeghel Salima

## **Dedication**

I dedicate this work  
To my lovely mother and dear father.

Nour El Houda Abbassi

## **Acknowledgements**

Most thanks go to “Allah” for helping us to do this work.

We extended our thanks, appreciation and gratitude to our supervisor prof. Bousbai Abdel Aziz for his comments, instructions and guidance for accomplishing this work.

Also, we would like to express our gratitude and thanks to the members of the jury for proofreading and examining our paper.

## **Abstract**

This study investigates the phenomenon of globalization and its cultural effects on the Algerian society since culture is considered as an essential element in shaping the identity of individuals that should be preserved from the Western cultural dominance and intervention. The study depends on the descriptive analytical method in order to achieve its main aims which are analyzing the implications of the Western culture hegemony over the Algerian culture as well as showing the extent Algeria is influenced by this foreign culture in addition highlighting how the Algerian would protect their cultural identity and keep on with their local traditions, language, religion customs, values and beliefs. Finally, the findings gained from this study confirm that the Western culture has prevailed in the Algerian society and has left negative impacts on the Algerian cultural heritage.

**Key words:** Globalization, Culture, Living standards, North-south relations, Cultural Identity.

## List of Abbreviations

- END:** European Nuclear Disarmament
- IMF:** International Monetary Fund
- WTO:** World Trade Organization
- NGOs:** Non Governmental Organizations
- VIH:** Human immuneDeficiency Virus
- BBC:** British Broadcasting Corporation
- MBC:** Middle East Broadcasting Center
- CN:** Cartoon Network
- USA:** United States of America
- WHO:** World Health Organization
- ILO:** International Labor organization
- ICT:** Information and communication Technology
- NATO:** North Atlantic Treaty Organization
- UNICEF:** United Nations Children's Fund

## Table of Contents

<b>Dedication</b> .....	I
<b>Acknowledgements</b> .....	III
<b>Abstract</b> .....	IV
<b>List of Abbreviations</b> .....	V
<b>Table of Contents</b> .....	VI
<b>General Introduction</b> .....	1
<b>Chapter One: Globalization and Its Impact on the African Countries</b> .....	
List of Content .....	4
Introduction .....	5
1-History of Globalization .....	5
2-Definitions of Globalization.....	6
3-Dimensions of Globalization.....	8
3.1. Political Globalization.....	8
3.2. Economic Globalization.....	10
3.3. Cultural Globalization.....	12
3.4. Technological Globalization.....	13
4. Advantages and Disadvantages of Globalization.....	14
5.The Impact of Globalization on the African Countries.....	16
5.1. On Politics.....	16
5.2. On Economy.....	18
5.3. On Culture.....	19
6-The Cultural Impact of Globalization on the African Countries.....	20
6.1. The Dominance of the Western Culture.....	20
6.2. Cultural Globalization Vs African Culture.....	21
Conclusion.....	23
<b>Chapter Two: The Cultural Impact of Globalization on the Algerian Society</b> .....	
List of Contents.....	25
Introduction.....	26
1. Cultural Globalization vs Algerian Cultural Identity.....	26

2. Analyzing the Cultural Effects of Globalization on the Algerian Society.....	28
Negative Impacts.....	28
1.1. On Algerian Lifestyle and Values.....	28
1.2. On Algerian Religion and Language.....	30
1.3. On Algerian Educational System.....	32
1.4. On the Algerian Families.....	34
Positive Impacts.....	35
Conclusion.....	38
<b>General Conclusion.....</b>	<b>39</b>
<b>General Bibliography.....</b>	<b>41</b>



# **General Introduction**

## **General Introduction**

### **1. Study Background**

Globalization started many thousands years ago when people travel at great distance in order to buy and sell products from different places. Nowadays, this process has made countries closer than ever before and led the world to be unified and integrated by the interchange of the world vision in economics, politics, and culture as well as other aspects for instance knowledge, ideas, information, goods, services. Also, it is considered as an essential and controversial phenomenon that has brought new perspective to the modern world due to the advanced technologies and profound developments, it has greatly affected many countries in Africa and Algeria is no exception.

### **2. Statement of Problem**

Cultural globalization has played a major role in the transmission of ideas, values, customs, and beliefs of the Western countries to the rest parts of the world including the African countries. This study attempts to highlight the cultural effects of globalization on the Algerian society.

### **3. Main Research Questions**

1. How did globalization emerge?
2. How does cultural globalization affect Algeria?
3. Is there any change in the Algerian society due to the spread of the cultural globalization?

### **4. Aims**

This study attempts to:

1. Explore the concept of globalization.
2. Find out the cultural effects of globalization on African countries.
3. Highlight the cultural effects of globalization on Algeria.

## **5. Rationale**

Globalization is a topic worth being studied as long as it is seen as a phenomenon that has led to many changes in various domains such as economics, politics and culture. Though globalization is considered as an essential process that helps in making strong relationships among nations and enable them to share different cultures, it is viewed as a great threat and challenge to most of the Arab traditional cultures. That is why our study is undertaking such a topic. Moreover, globalization is considered as a form of colonialism that makes the world under the dominance of the United States of America and enables it to spread its imperialism throughout the world. Consequently, this process has left a deep impact on our society in many different aspects of life, notably culture.

## **6. Methodology**

This study adopts a descriptive analytical research method to study the phenomenon of globalization by using the content analytical tool which permits us to collect data from different resources such as books, articles and webcites in order to analyze the cultural effects of globalization on Algeria.

## **7. The Dissertation Structure**

This dissertation consists of two chapters. The first chapter makes the theoretical part which starts with the history of globalization and provides many definitions to this phenomenon and also explains its major dimensions. Then, it highlights the impact of globalization on African countries and finally focuses on cultural implications of globalization on those countries. The second chapter is the practical part which gives a detailed analysis of the cultural impacts of globalization on the Algerian society.

## **Chapter One**

# **Globalization and its Impact on the African Countries**

## **Globalization and its Impact on the African Countries**

### **List of Content**

#### **Introduction**

#### **1- History of Globalization**

#### **2- Definitions of Globalization**

#### **3- Dimensions of Globalization**

##### **3.1. Political Globalization**

##### **3.2. Economic Globalization**

##### **3.3. Cultural Globalization**

##### **3.4. Technological Globalization**

#### **4- The Advantages and Disadvantages of Globalization**

#### **5- Impact of Globalization On African countries**

##### **5.1. On Politics**

##### **5.2. On Economy**

##### **5.3. On Culture**

#### **6- The Cultural Impact of Globalization on African Countries**

##### **6.1. Definition of Culture**

##### **6.2. The Dominance of Western Culture**

##### **6.3. The Impact of Globalization on African Countries**

#### **Conclusion**

## **Introduction**

In the modern world today, the advancement of science and technology plays a crucial role in minimizing distances among countries in addition to making various activities more faster, closer, and easier than they had ever been. They are also considered as the main drivers of the process of globalization which causes many different changes in the globe. Undoubtedly, globalization is an colossal phenomena that increases connectedness and interdependence of the world cultures and economies; it helps in the speed up of movements and exchanges of ideas, knowledge, and information as well as goods, capital and services, it influences many countries especially Algeria.

## **1-History of Globalization**

In Arjit Biswas (2002) research intituled "what is globalization and history of globalization [4 phases]", he explains that Globalization is not a new phenomenon; it occurred from ancient years when people start travelling to different places around the world such as migrants and merchants which they exchange ideas, customs, skills, goods, and services. It has developed through different phases.

The first phase of globalization began from around 1<sup>st</sup> century BC, it was concerned only with trade; people exchange products and goods from different places. At that time, silk was the important and expensive product that was traded between East and West from Asia to Europe; Eurasia is one of the important routes for trade that links from China to Europe in which China used this route for exchanging its products. This route or path is called today as Silk Road. Traders were not only attached to trade but also they shared culture, ideas, and information.

After the Silk Road trade another wave of globalization appeared from the 7<sup>th</sup> until the 15<sup>th</sup> countries. During this time, people exchange new product which is spices, the Islamic merchant traded spices from the Middle East to East Asia through the sea. Moreover, the Islamic merchants purpose was to spread their culture and religion in different countries in Asia.

The third phase of globalization began from 15<sup>th</sup> to 18<sup>th</sup> centuries; it is called Age of Discovery. During this period new places were discovered by the Europeans in which it connected them with different places from East to the West, some people thought that Columbus' discovery of America was the beginning of the modern globalization. Also, this phase focused on three main elements. Firstly, Christianity that represents the Western civilization and is considered as the most prevalent religion in the world. Secondly, Western civilization which is widely known and spread by Christianity culture, they are very rich and dominant. Thirdly, commerce which is the last element to ensure the Western superiority through various products that attract many countries.

The fourth phase of globalization began from 19<sup>th</sup> century until the beginning of the First World War. As a result of Industrial Revolution, many different inventions were made such as steam engine, industrial weaving machines, and more accelerated trade worldwide. Moreover, people started to use advanced machines instead of using their hands in order to produce different things and products, in addition to the methods of transportation that help in the movement of goods more quickly and inexpensively over long distances. Great Britain was the super market of the world through its inventions and it took huge advantages.

With the coming of the First World War 1914, all countries close their borders in which it caused lack of commodity exchanges and trade among countries. Then, after the Cold World War, USA became the leadership of the world with the capitalist system in which it attempts to adopt free trade in order to facilitate the commercial exchanges among countries in the world as a result of this, the World Trade Organization was created to help in increasing and strengthening the global economy. Globalization has not ended yet, but it continues until now.

## **2-Definitions of Globalization**

The term "Globalization" is broadly used to mean various issues, it is more complicated to be clearly defined.

Previously, globalization refers only to the commercial exchanges of goods and products among different nations from one place to another. Then, after the Cold War in the early 1990s, the concept began to be popular and widely used to describe the world becoming more interconnected in its economical and informational dimension, it reflects the growing interdependence of the world's economies, cultures, and population that results from free trade of goods and services, technology, and flows of the investment, people, and information. These movements are facilitated through the constant economic partnership among countries. Again, the process of globalization promotes these cooperative arrangements that shape modern every day life and it is also concerned with many other fields (Kolb, 2018.p. 1). As (Friedman, 1990, cited in, wells,2001.p.1) states "Globalization is not a phenomenon. It is not just some passing trend. Today it is the overarching international system shaping the domestic politics and foreign relations of virtual every country, and we need to understand it as such". According to Friedman, globalization is not a phenomenon, but it is about the application and expansion of the capitalist system of the super powerful country the United States of America. Also, Friedman's globalization is mainly concerned with six major dimensions which are politics, culture, technology, finance (and trade), national security, and ecology through which boundaries between these dimensions are disappearing due to the process of globalization.

Additionally, the radical changes that came with the cold war brought complexity and many other interpretations to the term "Globalization ". According to Scholte, globalization can be categorized into five main classifications:

Internationalization which means globalization that is based on the growing flows of movement of trade, capital investment, people, messages, information, and ideas between countries.

Liberalization which means globalization that refers to the process of removing or reducing government-imposed regularity controls or restrictions of movement of people, goods, capital, and services between countries.



Universalization which means globalization that is about the worldwide spread of culture ideas, objects and experience.

Deterritorialization which sees globalization as social process in which the constraint of geography on social and cultural arrangements recede and in which people also increasingly become aware that they are receding.

Westernization which means globalization that is about colonialization and modernization which emphasize the Western dominance on the whole world, in other words, it is the spread of the American imperialism that seeks to impose its hegemony on other subjugated and exploited nations in many ways (Scholte, 2000, cited in Adefarasin,2023.p.5 ).

### **3-Dimensions of Globalization**

Globalization is significant global phenomenon that touches various domains, it has many various dimensions including :

#### **3.1. Political Globalization**

Globalization refers to the integration and interaction among different nations in which it works on reducing the barriers that exist among them and also rise the intensification of the world exchange in economic, cultural and also political relations across the globe.

Political globalization refers to the integration and cooperation among different countries in order to solve problems, avoid conflicts and spread peace among countries, this makes the political system more stable(Cao et al, 2007.p.6).

After the Cold World War that was between the two super powers the Soviet Union and the United States of America which ended with the collapse of the Soviet Union in 1991,the world become linked to a single political system under the dominance of the USA(Yilmaz, 2008.pp.44-47). In which the democracy has become the acceptable form of government universally.

The political scope has become global and no longer confined to the national boundaries which means that any thing happens somewhere the whole globe will know about it. The problems that faced people are not concerned only with the national level but also with the global level so, any thing that happens on one side it affects people in the other side, by that people become more aware about what is happening in the entire world.

political globalization seeks to make the government create a global institutions and organizations which allows different countries to participate in these organizations in order to strengthen the relations and interdependence among nations and leads the political situation become more stable than ever before in addition to reducing the risk of conflicts, problems and making peace in the world as well as it increased external intervention and interaction between governments (Cao et al , 2007.pp. 4-8). Now, nation's leaders are able to talk and contact each other in the time of crisis and problems in order to resolve the issue together and help each other under the basis of political globalization. Hence, a lot of international governmental organizations and unions are created to find solutions for any problem such as human rights and terrorism in which these organizations and unions offers a single unified set of policies for instance Green Peace, END, the international institute for Environmental and Development and human rights groups such as "Amnesty " in addition to different unions such as UN and EU (Laurd, 1990,p. 16).

Years ago, political system gives priority to the nation-states to control and made decisions, they are the dominant actors in the international arena along with the politics of military security which also take a place over politics of economic and social affairs, it is the political system that was shaped before the coming of globalization (Rifai, 2013.p. 89). This system preserves the nation's sovereignty and eliminates the outsider controls and interventions over the country's own decision, but after the emergence of globalization phenomenon; the political system has changed completely than it had ever been because of globalization permits outside forces to take decisions and interfere in economical, political, and social affairs of other countries.

The nation-state is becoming threatened by global economy, Othman said that “The uncomfortable truth is that, in terms of global economy, nation-states have become little more than bit actors “(1996.12, cited in Ritzer and Dean, 2019.p. 178). He means that nation-states are unable to control the country because of economic globalization encourages the outsider interventions which led to the weakness of nation-states decision-making as well as reducing the responsiveness between the government and its citizens. As (Strange, 1996:13-14) states “The accelerated integration of national economies into one single global market economy “(cited in Ritzer and Dean, 2019.p. 178). Here the global markets that resulted from economic integration takes precedence to control the country rather than the states in addition to the appearance of international organizations such as IMF, the world Bank, WTO, and NGOs that have economic dimensions; and are able to intervene into country’s affairs (Rifai, 2013.p. 89). Giddens (1999) conclude that the nation-states capacity in controlling and governing the country is no longer exist along with political leaders who have less influence over citizens; all of this means that the political system which tends to maintain sovereignty in the country has become useless (cited in Rifai, 2013.p.89).

### **3.2. Economic Globalization**

Economic globalization is one of the most powerful forces to have shaped the Post-War World. In particular, international trade in goods and services has become increasingly important over the last 50 years, and international financial flows over the last 30 years (Frankel, 2000.p. 02). Moreover, this type of globalization is considered as the most notable one because it has greatly offer a wide expansion of one’s country market to be a part of the global economy; it also helps in trade and growing productivity in the whole world.

Economic globalization refers to the increasing interdependence of world economies as a result of the growing scale of cross-border trade of commodities and services, flow of international capital and wide and rapid spread of technologies. It was mainly driven by marketization and growing productive activities. Further, the fast globalization of the world’s economies in recent years is largely based on the

rapid development of science and technologies which has reduced the cost of transportation and communication, making economic globalization more possible.

The process of economic globalization reflects the continuing expansion and mutual integration of market frontiers among different countries in the world (Shangquan, 2000,p. 01). In addition to the increasing of various forms of interactions and ongoing transections of international flows of trade, capital, and labour, between national economies (Walle, 1998.p. 09).

In recent decades, economic globalization has facilitated the international trade in which countries exchange products, goods, and services due to the elimination and reducing of trade barriers such as import tariffs which led to the growing imports make consumers access easily to other countries goods in lower prices as well as maintaining flexible economic growth for developing nations, creating jobs for people as result of industries sell different products, commodities, and goods beyond its international borders.

The two major drivers of economic globalization are free trade and capital mobility. Firstly, free trade encourages competitions among domestic industries, and helps in simulating foreign investment. This latter helps in reducing unemployment in the local work places and brings new technologies and innovations. Global market also provides opportunities for people to benefit from various products that came from different markets around the world. This means that people easily get access to new technologies, capital and cheaper imports provided by these markets (IMF Staff, 2008.p. 2). International trade has a significant impact on domestic economies, as it helps in the growth of these economies specifically by allowing trade for some services that were untradeable earlier because of logistical difficulty in exporting those services to an overseas client as well as because of some national legal,technical,and cultural norms. Moreover, those services should be transferred from legal and accountancy expertise to insurance and banking in order to rise the integration of domestic economies. In addition, those economies has to adopt common norms, procedures, and serves and with the help of the of the advancement of information technologies, they will enhance exchanges in services such as banking,

insurance, and transportation in order to maintain economic integration among them (Walle, 1998.p. 12).

Secondly, global capital flows or the rise in financial markets which help in increasing economic growth among countries in the world. The appearance of international organizations such as the WTO, the World bank and the IMF increase capital flows (Rifai, 2013.p. 88). Among different countries, but this increase was only experienced by advanced economies unlike the developing countries which are less benefited (IMF, 2008.p. 04). Also the great depression and second World War has reduced the international capital movements, they were greatly hampered by stick national controls which led to high and middle income countries dominate these international flows, while low-income economies of Asia and Africa had access only to public flows (Walle,1998.p.11).Further, all countries should strengthen their financial markets in order to attract more capital investments which enable a boarder entrepreneurial class to develop, facilitate a more effective distribution of capital, promote international risk sharing, and faster their economic growth (IMF staff,2008.p.04).

### **3.3. Cultural Globalization**

The term culture used to be defined as all perceptions, ideas, objects, thoughts, art that people share in common; it is tool for, communication, and learning between individuals in society (Held et al 1999 in Sanderson, ND, cited in Rifai, 2013.p.89). As illustration, culture is all the key elements encompassing beliefs, values, tradition, thoughts, language and religion that distinguishes one society from another in addition to this culture is characterized by privacy as each country or society has its own traditions, beliefs and principles that must not be touched and changed.

The world today is more interconnected than ever before due to the advancement of technology and science which allows people from different countries to communicate and interact with each other, they share ideas, information, knowledge and beliefs. Moreover, cultural globalization is defined by Castells as “The emergence of a specific set of values and beliefs that are largely shared around the planet” (2009,p. 117, cited in Movius,2010.p.01). Likewise, Paul Hopper states

“There is something of consensus among cultural globalization writers that contemporary processes and technologies are resulting in the greater mobility and fluidity of culture “(2007,p. 43), he sees that the fast spread of culture is as a result of the appearance of new technologies such as mass media and internet which help in increasing flows of information and transmission of thoughts in the globe. Here, cultural globalization is positive because it creates uniformity among societies and open people up to new cultures (Drew, 2023). Also, cultural globalization means the spread and mixture of cultures around the world which allows cooperation and exchanging of knowledge and information among people from different societies. Additionally, cultural globalization promotes connections between many cultures in the globe and growing of hybrid of mixture identities; globalization ensure the dominance of worldwide culture that is characterized by certain standards, as in Coca colonization and MC Donaldization (Rifai, 2013,p. 89).

However, cultural globalization is negative, it is considered as a form of Western hegemony “Westernization “which implies particularly the dominance of the American culture all over the world through different ways for instance American films, movies, music, television programs, foods, and clothes, all of these make people highly inspired and addicted to the Western content which brings threat to their local culture and lead to the loss of identity. As it is expressed “Cultural globalization implies a form of cultural imperialism: the spread of the Western capitalist-particularly American-culture to every part of the globe, and the consequent threat of a loss of distinct non Western cultural traditions” (Ritzer,2016.p.355).

### **3.4. Technological Globalization**

In Chris Drew research entitled "Technological globalization\_Examples, pro and cons", he said that During the 21<sup>st</sup> ceuntry, the world has witnessed a fast growth of technology and innovations in which life of individuals is becoming more easier and comfortable as well as the vast spread of various means of transportation that make smooth movement of those technologies across borders help in narrowing distances among different nations and create strong relationships in economics, politics and culture. Moreover, the process of technological globalization refers to

the increase extension and participation of various technologies in the globe which has resulted from the increased interconnection of political relations among nations in addition to the rise of global economy that permits free trade of these technologies from one place to another.

Technological globalization is the phenomenon through which advanced technologies are spread and moved from developed countries to the developing nations in order to make them accelerate their economy and improve living standards of their populations(2023). Also, technology has built a strongest communication bridge among people in the world with the appearance of internet and advanced devices people can communicate with each other from different parts in the globe through social media platforms such as Facebook, Instagram, Snapchat and ect, in addition to rising the economic growth through the smooth flow of products, good, and services that move easily by using more sophisticated and advanced vehicles for instance huge steamers as well as means of transportation like buses, cars, planes, and trains. The process of globalization accelerates and make ease exchanging of these technologies around the globe (Aslam et al. 2018, cited in Pentag, 2021.p.28).

#### **4. Advantages and Disadvantages of Globalization**

Globalization is the key word of having this world becoming very small, unified, and interconnected than ever before, it is the process that leads to radical transformations in different fields. Additionally, it has some advantages and disadvantages. On one hand, the process globalization has made many benefits to the whole world in various domains. Globalization make societies integrated and close in which individuals become more open and tolerant to each other, they exchange knowledge, ideas, and learn about other cultures, in addition to solve problems such as poverty and unemployment by providing better life conditions for workers to experience their skills. Further, globalization rises the economic growth as a result of free trade of goods, capital, technology, and services which facilities access to products of different countries; it also promotes developing nations to exchange technology and investments with developed countries which help them to progress and to be a part of global economy as well as making ease movement for labour to

travel from one place to another and gives them opportunities to work and improve their abilities (Collins, 2015.pp.1-2).

On the other hand, the phenomenon of globalization has brought many problems and risks to the whole world. Globalization causes inequality between societies in which people from developed countries are living a better life and in luxury while people in the developing countries are suffering from exploitation and other social problems for instance unsafety, injustice, bad working conditions, and are treated unfairly. Also, it has contributed in the incursion of many diseases such as VIH. In particular, globalization has affected the world politics in which it leads to the weakness of governments decision-making in addition to puts the world in danger by giving priority to powerful countries to rule the globe (ibid, pp. 3-4). According to Mazrui (2006) globalization has been accelerated through the development of science and technology, international economic systems, religious revivalism, and expansion of empire. These are the major forces for the spread of globalization (cited in Ibrahim Kawuley and Ainuddin Iskandar, 2017.p.5). Also, democratization process that came with the cold war has played a significant role in driving political globalization (Huntington, 1996, cited in Ibrahim Kawuley and Ainuddin Iskandar, 2017.pp.5-6).

Globalization makes better life for people and maintain stability in the world in which it attracts the attention of the international organizations and institutions that provide aids for all communities in the world(Rothkopf,1997, cited in Ibrahim Kawuley and Ainuddin Iskandar ,2017.p. 6). These global institutions and organizations include the united nations in the maintenance of peace and ensuring stability; ILO in encouraging more suitable and comfortable work environment as well as WHO in improving the health sector and health conditions(Stilgitz, 2002, cited in Ibrahim Kawuley and Ainuddin Iskandar, 2017.p.6). All of these organizations assist people around the world.

Apart from this, the process of globalization encourages cultural integration in which it facilitates the spread of notions and thoughts (Mazrui, 2006, cited in Ibrahim Kawuley and Ainuddin, 2017. P. 6).However, this process exposes to all



societies how foreign cultures are working and exploiting different countries in the world throughout their ideologies and processes, it also attempts to show how foreign cultures bring changes to local cultures, norms, values, and traditions (cited in Ibrahim Kawuley and Ainuddin Iskandar 2017.p.6). Moreover, globalization has an important role and strong effect on culture; this process has a negative impact on national identity and culture of the people from Middle East such as (Iraq, Syria, Jordan, Palestine, Saudi Arabia, Yemen, ect) because it seek to spread and impose one single culture, so it breaks cultural diversity among nations and paves the way for one global culture to control and dominate over all local cultures, in addition to this it encourages the spread of principles of enjoyment of freedom of thought and uniqueness of privacy which really affects the Arabic culture and identity (Al-Rawashdeh, 2014, cited in Ibrahim Kawuley and Ainuddin Iskandar, 2017.p. 6). As well as the existence and spread of one global culture with its theories, practices, ideology, beliefs, traditions, language, and ideas that are in contrast with local cultural values and religious practices in countries of Middle East and Asian communities and left a negative impact on their traditional cultural heritage (Ibrahim Kawuley and Ainuddin Iskandar , 2017.p. 6).

In the era of globalization, millions of people and societies are controlled under the dominance of the super powerful country which is the United States of America which is allowed to practice its hegemony through many inducements and intimidation towards many countries in the globe (Marzui,2006, cited in Ibrahim Kawuley and Ainuddin Iskandar,2017.p.6).

## **5.The Impact of Globalization on the African Countries**

The scope of globalization has greatly and rapidly expanded throughout the whole world, it touches different parts and places. Despite all the benefits that was brought by the process of globalization, its negative effects could not be denied. Moreover, this process has led to the deep changes in The African politics, economics, and culture.

### **5.1. On Politics**

The African continent has been attached more specifically by political globalization. Beginning with the Cold War which was between the two most powerful countries the Soviet Union and the United States of America which led to the emergence of the authoritarian regimes of every party to keep African countries under their control, this has caused less international negotiating power of Africa in the world. The Cold War has also reduced economic development and came against democracy in Africa (Tenden, 1998, cited in Alhaji, 2013.p. 87).

Previously, Africa used to have stability in its political system, each society or region in the continent has its own system of governance that suits her and its citizens, in addition to; African political system is basically built to serve the needs of the Africans and it was mainly ruled by nations-states along with the military which took the priority to govern and make decisions, but with the coming of colonization into the African continent; the political system has changed according to the colonial leaders own desires and interests who intended to exploit the Africans and impose colonial imperialism over the country (Ibrahim Kawuley and Ainuddin Iskandar, 2017.p. 10). Further, the Western imperialism continues to spread in Africa and left a negative effect on the country and its population.

Recently, globalization has paved the way for the Western hegemony all over the world in various domains including the political system, as the United States of America has got the capacity to control the whole world; democracy has become the most popular system of governance that was imposed over many countries including the African ones in addition to the democratic system was considered as the final form of government that should be taken by all countries (Fukuyama, 1992, cited in Ibrahim Kawuley and Ainuddin Iskandar, 2017.p.10). This means that the new system of democracy has eliminated the prior system of governance on Africa that was centering on giving the precedence for nations-states to control the country. Moreover, democracy allows the illegitimate leaders to make decisions and run all the country's affairs which led to less development in the whole continent as well as most of those leaders are less experienced and work only to serve their own interests; this tragedy takes a place in Africa more specifically for some old African leaders

such as Yoweri Musaveni in Uganda, Idris Derby in Chad, and Pierre Nkuruziza in Burundi (Ibrahim Kawuley and Ainuddin Iskandar, 2017.p. 10).

Political globalization has reduced the ability of the government to control events and make decisions in their countries; in addition to less responsiveness between people and government due to some process and rules that are taken far from democratic (Alhaji, 2013.p. 88). Further, colonization led to the weakness of sovereignty and governance in many African countries through the dictatorial rule that was imposed by the colonial leaders on society and aimed at preventing African traditional leadership to practice their own governmental system, as well as reduce their authority and responsiveness to their people with the sake of establishing new colonial system in the continent. But nowadays, Africa lost its position in the world because of the process of globalization which makes it under the control and dominance of the super world powers the USA, international organizations, and the international community (Ibrahim Kawuley and Ainuddin Iskandar, 2017.p. 08).

## **5.2. On Economy**

One of the problems that results from economic globalization is that it supports inequality between the rich and the poor, this means developed countries are the ones who are largely benefited from global wealth, while developing countries do not gain any privileges and suffer from economic stagnation (Lawal, 2005.217, cited Edet et al,2022.p.127). Also, Okonjo-Lweala and Coulibaly have the same idea in which they emphasize that globalization has brought economic inequality between Africa and high-income countries which has to be taken into consideration and create policies in order to facilitate regional integration in addition to the development of labour skills and infrastructure in Africa(2019).

In the modern era of globalization, the advancement of new information and communication technology has reduced the costs of distance among countries in the world which led to the emergence of complex global value chains that strongly help in strengthening industrial production in many countries such as China, India, Indonesia, Poland, South Korea, Taiwan, and Singapore enabling them to narrow the gap with advanced economies, whereas African countries have been excluded from

this process (2019), because of Africa has witnessed slow pace in its technological progress, skills, industrialization, and transport in addition to the absence of in ICT, infrastructure which prevent it from obtaining economic growth.(Gurgul and Lach 2014;Latif et al, 2018, cited in Beri et al,2022.p.2).

However, globalization has made ease access to African products, commodities, and natural resources which were earlier neglected, they become more popular and in a huge demand. In addition, the process of globalization contributed in the transmission of knowledge and information, enabling African countries to improve living standards by new technologies and innovations(Okonjo-Lweala and Coulibaly, 2019). Additionally, globalization causes inequality and poverty in Africa due to the continent joining into the capitalist economic system (Bash, 2015,cited in Ibrahim Kawuley and Ainuddin Iskandar, 2017.p. 10). Globalization led to the huge of multi-national companies in Africa which caused a collapse of local economy and led to the Africans dependence on Western countries(Tar, 1999, cited in Ibrahim Kawuley and Ainuddin Iskandar,2017.p.10-11);in addition to the foreign imports of some commodities and products has made African prefer to consume and buy them rather than their local products (Lawal,2005, cited in Edet et al,2022.p.128).

### **5.3. On Culture**

Every society has its own unique culture which distinct it from the others, it is an important part of identity that must be protected.

In the era of globalization, the American culture has become the dominant culture that is imposed on the whole world through different ways. Undoubtedly, the American cultural hegemony has greatly expanded and influenced the African countries by various seductive commercials, films, Tv programs, and products which do not go with traditional African values (Dramola and Oyinade, 2015.p. 36). Moreover, Bello and Adesemoye support this idea by saying “teenagers and youths are vital segment of the society who could be instrumental in promoting African culture. But unfortunately, the mentality and lifestyle of the teenagers in African societies have been grossly affected by exposure to Western culture “(2012, cited in Ugban et al 2014.p.66). It indicates that Africans teenagers and youths are greatly

inspired and obsessed by the Western films, Tv shows, and programs, videos, and movies, all of these encourage them to follow, imitate, and promote the Western culture instead of their local culture, this has led to the exclusion of the African customs, beliefs, and traditional values.

The Western imperialism hegemony in the African continent has led to an inferior and primitive feel (Yankuzo,2013.p.3-4).

## **6-The Cultural Impact of Globalization on the African Countries**

### **6.1. The Dominance of the Western Culture**

The Western culture hegemony firstly began when the Western colonizers settled in many parts of the world particularly in the African continent with the sake of spreading Christianity more widely; this process has greatly succeeded since many Africans abandoned their religion and replaced it with Christianity. It was a turning point for the Western culture to be the idea and chosen culture to be followed by the Africans and other people in the world. Further, the African people then started to imitate the colonizers' lifestyle which appears in their way of eating, dressing and behaving similar to the Western colonial's and consider that as a sign of sophistication and belonging to the Western culture. Additionally, the Western colonization continue to extend all over the world to reach America, Asia, and Oceania, but the most affected continent was Africa, as the Western colonization takes control over more than 90% lands in Africa as well as the destruction of local African culture. It should be noted that, the European main aim was to spread the Western culture as much as possible. Moreover, the foreign languages such as English and French take priority over all other languages in the world depending on their popularity and dominance.

In previous decades after the independence of many African countries, the African people spoke foreign languages according to the Western colonizers in addition to that English and French are continuing to become the most spoken languages in the world especially English of more than 1.5 billion people who speak in English as well as this latter becomes an obligatory subject to be taught in many

schools all over the world. Also, English and French are languages of business used by the United Nation and many other international organizations such as UNICEF and NATO along with other international events for instance the World Cup and Olympics. Importantly, the Western clothes also take place in many countries; men all over the world prefer to wear suit with a tie because of its designed in the British style for instance the North Korean president “Jim Jong Oun “often wears a suit as well as the Japan president like to wear and design his suit according to the British kings style, this kind of clothes is originally from Britain and spreads throughout the world due to the extension of British colonization (Ruhul,2019.pp.1-3). In addition to that, people nowadays prefer to wear suits in formal occasions and so on instead of wearing traditional clothes which indicate that they are strongly influenced by the Western life standards as Niall Ferguson states “Are they dressing like us because they want to be like us? Because after all, this is about much more than just clothes. It’s about a whole popular culture carries with the subtle message “(cited in, Ruhul, 2019.p.3). He means that the Western culture has succeeded to reach every single part of the world with the aim of making people accept and adapt this new culture and that the Western culture will remain the ideal one that should be immortal.

## **6.2. Cultural Globalization Vs African Culture**

Cultural globalization has been negative for African, it has greatly changed the behaviours of people and encouraged the spread of foreign food, music, art, attitudes, and films among individuals in the African community. This happens through social media platforms that play a crucial role in the transferring of Western social values, norms, culture, beliefs and more. Furthermore, they have deeply affected the African society in terms of its social habits, manners and religious rites, and techniques of preparing foods(Casty, 1982,cited in Dramola and Oyinade,2015.p.34). Consequently, this alien culture has destroyed the local culture and made the Africans loose their identity, the best example is the Nigerian movies makers who could not find a name by their own for their movie industry so they named it “Nollywood” almost identical with the American “Hollywood “(Dramola and Oyinade, 2015.pp. 32-37). As well as wearing torn clothes or rags, earrings and

nose rings for men while most of the Africans women are half-dressed(Ibrahim Kawuley and Ainuddin Iskandar, 2017.p. 09).

The effects of Cultural globalization on Africa have been reached both of language and educational system.

In fact, language is an important communicative tool that marks the human cultural identity It helps people to share their opinions, customs, values, and thoughts. Importantly, globalization has given the opportunity for Africans to know and speak foreign languages such as French, English, and Portuguese so they feel shy to speak their native language. This dominance of the Western languages led to the exclusion of some African local languages such as the Igbo language in Nigeria (Ibrahim Kawuley and Ainuddin Iskandar, 2017.pp. 11-12).

It should be noted that colonialism has played a major role in making African languages ignored and less valued in many domains such as economy and education unlike the colonial languages which were dominant and more worthy.(Obioha,2010.06, cited in Obinyan and Onobhaydo, 2017.p. 404).

Besides, the Western imperialism forced Africans to follow their system of education in schools in which it does not include any of the African customs or cultural values in addition to depraving them of formulating the curriculum by themselves which fit their local culture, all of this washed the brains of the Africans and makes them follows the Western ideology (Ake, 1985,cited in Ibrahim Kawuley and Ainuddin Iskandar, 2017.p.12). Moreover, the Western system of education has contributed in the exit of skills and capabilities from Africa who were able to run institutions and organizations in various domains which may benefit the country ( Ibrahim Kawuley and Ainuddin Iskandar, 2017.p. 12). Without a doubt, the Western colonialism brings many changes to the African educational system through adopting the idea of speaking and writing in English language as a basic standard of high competency, this process has changed the educational system of Africa to be a place of competition for prestige (Obinyan and Onobhaydo, 2017.p.403).

## **Conclusion**

Globalization is modern debated phenomenon that has got many different interpretation it has made a lot of changes and transformation in various fields including politics, economics and culture. Moreover, this phenomenon has brought a new perspective to the whole world which is centred on the domination of the Western countries particularly the united states of America in politics, with its political system which is democracy; in economics, by the spread of multi-national companies as well as the Western products, commodities, and services that dominate the global market; in culture, by the Western cultural hegemony in many ways encompassing the promotion of Western films, music, food, architecture, art, ideas, thoughts, beliefs, and lifestyle. All of these elements play a major role in the collapse of local cultural heritage of many countries namely the African ones, as the African youths exaggerate in following and imitating the American way of life which affects their beliefs and values negatively. Although globalization has caused many negative effects in the globe, it had many advantages such as making lower costs to some products, providing access to new cultures, and facilitating the spread of technologies and innovations.



## **Chapter Two**

# **The Cultural Impact of Globalization on the Algerian Society**

## **The Cultural Impact of Globalization on the Algerian Society**

### **List of Content**

**1- Cultural Globalization vs Algerian Cultural identity**

**2- Analyzing the Cultural Effects of Globalization on the Algerian Society**

**-Negative Impact**

**2.1. On Algerian Lifestyle and Values**

**2.1. On the Algerian Language and Religion**

**2.3. On Algerian Families**

**-Positive Impact**

**Conclusion**

## **Introduction**

Culture is an essential part of human's identity, it consists of a set of values and beliefs that people and individuals interact and share with each other in a certain society which gives them a sense of belongingness and honors. Indeed, globalization highly makes societies very close and integrated which help in the exchange and intermingling of different cultures all over the globe. Despite of the existence of many various and rich culture, the world witnessed the domination of one culture which is The Western culture “ This latter has greatly influenced and attracted many countries by its ideologies and policies. Moreover, the Western culture attempts to destroy and exclude the traditional cultures through many ways such as films, products, music, art, food, and clothes, all of these processes attend to promote and impose the Western mentality. Importantly, this alien culture has succeeded in penetrating widely in most of the Arab's societies; it also made deep changes in their traditional values, customs, language, religion and lifestyle. Algeria is among the Arab's societies that is extremely affected by the western culture. It is clear that Algerian culture is facing a big challenge to deal with these transformations.

### **1. Cultural Globalization vs Algerian Cultural Identity**

The process of globalization links all countries to each other in which the world becomes as a small village where all people belong to one global society. Albrew emphasize this idea by saying that globalization “refers to all those process by which the peoples of the world are incorporated into a single world society, global society “. (cited in shimemura, 2002.p.1).

Globalization has not only facilities the flows of products and commodities but also help in spreading and exchanging cultures among nations. However, this process confirmed that there should be one global culture that expresses the dominance of the United States of America over all countries in the world which brings a big threat to the local cultures. Undoubtedly, there is a close relationship between cultural globalization and cultural identity, as cultural globalization negatively affects the cultural identity because it tends to eliminate its existence by imposing and spreading the American culture which brings extraneous ideas,

thoughts, and beliefs that seeks to destroy the foundations of the indigenous culture encompassing customs, languages, values, and religion. John Tomlinson focuses on the idea of the extension of the western culture more specifically the American culture that occur through different ways and process, he said that “..... there is a wealth of evidence that western cultural taste and practices are becoming global ones. Take any index, from clothes or food to music to film and television to architecture and there is no ignoring the sheer massive presence of Western (meaning here North America, Western European, possibly Australia) cultural goods, practices and styles, in every inhabited area of the world. And one could be more specific. Isn't global mass culture...actually predominantly American culture? “ (1997, cited in Shimemura, 2002.p.81). Here, Tomlinson is trying to say that the American cultural domination is necessarily done depending on variety of process and policies that help in the continuing expansion of Western imperialism throughout the world, these processes include the spread of Western films, products, music, food, and clothes.

The Western or the American cultural hegemony strongly appears in the Arab societies including the Algerian society, as many people more specifically the Algerian youths and teenagers are highly inspired by the American lifestyle, they prefer to eat fast food such as burger, and pizza as well as wearing blue jeans with modern hair cuts, all of these indicates that the American culture takes place in the Algerian society. In addition, people are increasingly getting far from their local traditions customs, and values as well as being in physiological struggle of weather they stick to their indigenous cultural identity which they belong to or to succumb to the temptations of the Western culture because of the two cultures are totally different, as the Algerian culture intends to fix noble values, and morals in the souls of the Algerian youths as well as guiding their behaviors and actions on the basis of respecting the Islamic regulations unlike the American culture which adopt the absolute freedom that paves the way for them to do whatever they want without taking into account their basic principles of the Algerian culture they belong to.

To sum up, cultural globalization attempts to eliminate the Algerian cultural identity and replacing it with global culture.

## **2. Analyzing the Cultural Effects of Globalization on the Algerian Society**

Algeria is among the Arab societies that are characterized by its rich and diverse cultural heritage which referred to various colonizers who settled the region thousand years ago. Moreover, the Algerian culture consists of many different features which are language; which is Arabic in addition to some other dialects such as Chaoui, Matmata, Mzabet and Amazigh, music--for instance Rai and Andalusian; cuisine, there are variety of meals and dishes that are well-known and famous in Algeria like couscous, Dohara, Chakhchoukha and Hrira; clothes, the Algerian clothing style is unique and differ according to certain regions, many traditional dresses are mostly used by people such as Hayek, Burnous, Amama, Karaku and Djelaba. Despite the existence of such diversified culture, it should not be denied that cultural globalization has contributed to remarkable changes in Algeria because it exposes and encourages the diffusion of the Western cultural features among individuals in the Algerian society which led to the disruption in the Algerian cultural heritage.

### **Negative Impacts**

#### **1.1. On Algerian Lifestyle and Values**

Every society has a set of beliefs and principles that govern individuals' actions and behaviours which make their lives well organized. All of these are expressed in the word "Value" which is the core element of human identity, it is the inner emotion that controls his reaction towards something (Sofiane B 2001-2001, cited in Benattou, 2022.p.779). The Anthropologist Linton shows his opinion by saying that globalization contributes to the invasion of civilizations by bringing certain values and ideas that are different from the basic core traditions and customs of societies which mark the identity of its members and their affiliations(Belkacemi and Meziane, 2012.p. 50).Without a doubt, the Algerian culture is specifically attached by Western Cultural invasion, Algerian youths and teenegers are the most affected ones, this highly appears in the spread of moral degradation in the Algerian society in addition to some people are getting far from the Islamic religion. Also, the

Western culture has washed the minds of individuals to the extent they become less aware about their religion and historical background for instance teenagers and youths are interested in watching the Western movies, films, and Tv shows instead of watching Islamic and national channels (Belkacemi and Meziane, 2012,p. 53). As an illustration, the variety and wide spread of Western content has pushed the Algerians to follow many Western channels such as BBC, MBC, and CN that show various films and cartoons for instance Tom& Gerry, Clarence, gumball, and sponjpop in addition to listening to Western music such as pop and rap songs like Eminem, Billie Eilish, and tupac ect, these contents brought many beliefs and ideas that are alien to the original culture of the country and influence people's manners and core values.

The consumption of the American products has made great number of individuals become more obsessed and inspired by the western culture and fashion, many young people follow the Western lifestyle by wearing clothes that contains bad and malign words which intended to offend the Islamic religion and morals (Elroukab, 2008,p. 38, cited in Belkacemi and Meziane, 2012,p.53), the rapid influx of these products in Algeria has changed lifestyle of people particularly in food and clothing, as an example Algerians prefer to eat fast food such as pizza, burger, and drinks Coke and Pepsi (Belkacemi and Meziane, 2012,p. 53), these new food concepts has made people ignore and no longer think of their traditional food such as Couscous, Mhajib, and Chakhchoukha. It also breaks the habit of family gathering making people become isolated and far from each other, today most of the Algerians go outside home to eat fast food in restaurants. Furthermore, in the Algerian society women like to wear prevealing and tight clothes while men wear bule jeans with modern hair cuts.

The advancement of science and technology has played a major role in the extension of the Western culture, as Hopper states "Global communication has been aided by number of technological advances in the contemporary period. In particular, the internet, email, fax, mobile phones and text messaging have made it much easier to communicate with different parts of the world"(67, cited in Guerarra, 2014.p.30). As these communication instruments facilitates the interaction and connection among

nations, the expansion of the Western culture increasingly happened and get through the Algerian society, it is obvious that social media platforms such as Facebook, Twitter, Instagram, and Youtube become highly important in humans' social life because it permits them to share opinions and information, but unfortunately it contributes in the transfer and promotion of pornographic ideas and violence which disrupt the Islamic religion of the country, in addition to that many Algerian teenagers spend a lot of time using the social media with the aim of making imaginary Friendships and adopting the idea of absolute freedom which has led to parental disobedience, family problems, neglect, and suicide in the Algerian society.(Belkacemi and Meziane, 2012,p. 54).

### **1.2.On Algerian Religion and Language**

Religion is the basic foundation on which societies are built, it must be protected from distortion. Bruce defined it as “Religion then, consists of beliefs, actions, and institutions which assume the existence of supernatural entities with powers of action, or impersonal powers or processes possessed of moral purpose “(1995.p. xi, cited in larbi, 2021.p263). Religion is the universal social system that consists of beliefs, faith, worship and actions which guide humans' moral attitude and power, religion is one of the main elements that has divided this world mainly into Christians, Muslims, Jews, Hindus and ect. In the Arabs societies, Islamic religion takes priority and respect in which all Muslims adhere the Islamic rituals such as Hajj and Umrah, perform the five daily prayers, and fasting Ramadan as well as Muslims womens wear Al hijab and decorous clothes. In addition to, Islam has basic rules and regulations such as the prohibition of drinking alcohol, using drugs, and eating pork (Larbi, 2021,p. 263).The Algerians were more committed to these regulations before the appearance of globalization phenomenon.

In fact, cultural globalization has made a great threat to the Islamic religion in Algeria, as it brings many oppositional elements in the name of modernization which are not in line with Islam in the Arabs countries (El-Kebbar, 2014.p. 22). In this case, Islam and globalization are in conflict because of many beliefs, ideas, and thoughts accompanied with the era of modernity that have nothing to do with Islamic rules, regulations, and rituals which aimed at building society in harmony and controlling

human behaviours in a good way. Further, in Algeria people are used to respect and follow their religion more properly, but with the radical transformations and changes that came with modernization which particularly reinforce western concepts such as absolute freedom, friendships between women and men, suicide, drinking alcohol, drug abuse, romantic relationships, and wearing indecent clothes, people have become in a psychological struggle of whether they respect and obey the basic beliefs and values of their religion or to follow what modern technology carry from new ideas and temptations to keep pace with era of globalization and development. Unfortunately. All of these extraneous concepts gradually lead to lack of religious faith and immorality in the Algerian society as an example Algerian teenagers are making romantic relationships with girls under the name of love.

Language is a set of signs and symbols that are expressed orally, it is considered as an essential tool in communication and interaction between people in addition to that language is one of the basic and significant elements in culture. As it is defined by Brown “A language is a part of culture and culture is a part of language, the two are intricately interwoven so that one can not separate the two without losing the significance of either language or culture “(1994.p. 165, cited in Larbi, 2020.p263). Also, language is one of the fundamental components of culture that marks the identity of the Arabs societies including Algeria, it helps members and individuals to communicate with each other, convey their ideas and express their desires, so language makes the Arab nation unified and integrated (El khouri,2005.p. 34, cited in El Fatni , 2021.p. 1201).

Undoubtedly, the Arabic language for Arabs is not only a tool used for transmitting information, but rather it is the language of thought and part of the Arab’s heritage that must be preserved (Kassi, 2016.p. 215, cited in El Fatni , 2021.p. 1201).Moreover, Algeria is considered as one of the Arabs countries that is characterized by cultural diversity and the existence of languages such as English and French as well as many local dialects like Amazigh, Chaoui, Tauareg, Matmata, and Tomzabt dialect. It should be noted that Arabic is the official language not only in Algeria but also in the Arab world, it expresses its cultural identity and



belongingness in addition to this, Arabic is the language of the Holy Quran that must be adhered and respected (El Fatni, 2021.p. 1201).

Recently, cultural globalization has played a crucial role in the promotion and spread of foreign languages as the first means of communication which has led to the reduction of the Arabic language value in the Arab societies specifically the Algerian society, as most people tended to use foreign languages especially French as an essential tool for communication and exchanging ideas and information with friends and relatives (Chahrour, 2008,cited in Belkacemi and Meziane, 2012.p. 52).To clarify, Algerians are speaking French fluently in their social life on the basis of their great influence of French colonization.

Today, the English language has become the official and the most widely spoken language all over the world, it is used by the Arab countries in dealing with foreigners, in addition to that Algeria currently uses English as a second foreign language in many fields in particular education.(Larbi, 2020,p. 265).Globalization attempts to impose and generalize the English language in all domains and eliminate the Arabic language to the extent that pupils and students could not formulate a clear and correct sentence in Arabic. This process is done with the sake of exclude the Arabic language and Islam (Achour and Ramdani, cited in Safiani and Casal, 2017.p.60).

### **1.3. On Algerian Educational System**

The scope of globalization was previously limited to the economic domain, but now it is also concerned with cultural and intellectual aspects as well (Roberston 1992, cite in Ali Rabah and Raouti, 2021.p. 997). Moreover, the process of cultural globalization highly influenced Algeria, this appears in the adaptation of new educational system which is known as LMD and is mainly related to Western countries particularly USA.

The application of LMD system in Algeria was limited earlier to some universities until the coming of 2010 which was finally accepted by all universities. However, some universities did not stop working under the classical system for

instance Moulay Tahar University in Saida. As the LMD system faces many challenges in Algeria, it was difficult to be actually applied (Ali Rabah, Raouti, 2021.p. 997). Further, Algeria has faced many obstacles and problems in implementing the LMD system because it suffers from the lack of human and material resources such as laboratory tools, computers, and some advanced devices in addition to the insufficient funds that must be used to meet students' needs, unsophisticated infrastructure as well as the absence of communication technologies. All of these have greatly hampered the success of the system in Algeria.

In order to maintain the success of LMD system in Algeria, policy makers had to make reformations in pedagogy and didactics in order to make the system in harmony with the rules and regulations of higher education institutions in the country (Toualbi-Thaalibi, 2006,Tawil, 2006, cited in Ali Rabah and Raouti, 2012.pp. 996-97). But unfortunately, the weakness of the Algerian mechanism made it difficult to move from the old classical system to the new LMD system which caused many problems for instance there are conflicts for jobs opportunities between the students who studied with the old classical system and the students who have recently graduated from the LMD system in addition to the ministry of higher education could not find suitable solutions for these problems ( Ali Rabhi and Raouti, 2012.pp. 996-98).

Globalization has led to the disruption of the educational system in Algeria because it makes Algeria adopt the competence-based approach in which it faces many problems since this new system needs to be applied according to certain aims that do not go with its values and beliefs.

Moreover, Algeria depends on this new educational system to keep pace with the era of globalization, but the weakness of the Algerian mechanism has led to learners are less benefited from the learning process. In addition to this, they became uncreative and empty-minded and unable to think, criticize, interpret and analyze any piece of writing. All of these resulted in the weakness of relationships between the teacher and students as well as making Algerian learners a victim of violence of educational system adopted by the country which did not give much importance to

the Algerian linguistic identity and civilization despite the existence of advanced educational programs (Hawamed, 2012, cited in Safiani and Casal, 2017.p.59).

#### **1.4. On the Algerian Families**

Before the coming of technology, the Algerian family was characterized by its adherence to the local traditions, customs, beliefs, and values which describe the sense of belonging and honor to the rooted identity; it was also consisted of group of individuals and relatives who live together and share common relationships, duties, and obligations (El Djazairia, 1984, cited in Safiani and Casal , 2017.p. 53). In the era of globalization, however, the contemporary Algerian family is completely different from the traditional one due to the radical changes in economics, politics, society, and especially culture (Safiani and Casal, 2017.p.53); this is because of the life conditions and circumstances have changed from what they had ever been which led to a shift in the family structure in addition to the transformation of traditions, beliefs, customs, and values. In particular, the contemporary Algerian family structure is based only on the father, mother, and children in addition to the father authority is no longer exist; children prefer to spend a lot of time in the internet and social media, so they are gradually becoming isolated (Khaouli, 2011, cited in Safiani and Casal , 2017.p.54). More than this, the Algerian family is exposed to many advanced technologies such as television, media, and specifically the internet which highly influence and destroy the noble values that the family rely on in order to build and prepare a good generation (Safiani and Casal, 2017.p. 53).

Television is among the advanced technologies which extremely affects the family in negative ways. Firstly, the Algerian youths become obsessed in watching TV programs that show various films about cinematic characters who are addicted to drinking alcohol and killing others along with the existence of bad models that negatively affect those people, so that they imitate what they see on television(El Sayed an Abdulrahman,1999, cited in Safiani and Casal ,2017.p.54).Also, it encourages marital infidelity, romantic relationships in addition to pornographic content through films and series which results in the disruption of noble values of

individuals. Additionally, television created psychological damage for children who watched drama at an early age which make them aggressive when they grow up (Al Rifai, 2011, cited in Safiani and Casal, 2017.p.55). The Western programs push Muslim women to follow new concepts such as working in all domains of life under the name of freedom and openness (Safiani and Casal, 2017.p.56), as well as Algerian girls like to imitate the Western women in lifestyle, as an example they prefer to wear fashionable clothes out of freedom and equality with men (Farhat, cited in Safiani and Casal, 2017.p.55).

The cell phone also plays a significant role in transmitting malign content that are harmful which makes the Algerian youths not think about marriage (Nessifi, 2006, cited in Safiani and Casal, 2017.p.55). Secondly, the internet makes the Algerians more isolated which they do not spend a lot of time with their families and relatives (Tiloui and Achour, 2013, cited in Safiani and Casal, 2017.p.57). Finally, the social media reduce the communication and contact among the Algerian families and make their relation no more than technological relation (Safiani and Casal, 2017.p.58). As an illustration, the Algerian families used to visit each other on occasions and holidays, but with the advent of modern technologies they become more isolated from each other and prefer to call and send messages by using cell phones.

### **Positive Impacts**

The phenomenon of cultural globalization permits the mixture and exchange of different cultures in the world and facilitates the flow of information, knowledge, and ideas. Recently, youths and teenagers have overcome their despair, their view of life has changed positively, and they become more aware of what is happening in the whole world in comparison to previous years. Algerians today are more open-minded and enlightened (Amina B and Mohamed M, 2012, cited in Benattou, 2022.p. 781). As an illustration, globalization has provided ease access to the Algerian culture for instance people from different parts of the world are able to visit Algeria and explore its cultural features such as traditional foods, clothes, architecture, art, and traditions

in addition to that the process of globalization at the same time has allowed the Algerian people to know more about the other cultures.

People benefited from modern technology that came with the phenomenon of globalization, which in turn led to facilitating their lives and helps them to gain better experiences and build their characters (Fouzia el biker, 2004, cited in Belkacemi& Meziane, 2012.p. 51).It is obvious that the Algerian youths has become well educated due to the availability of technological devices encompassing computers, smart phones, and Internet which allow the transfer of information, ideas, and knowledge more faster and easier, in addition to social media platforms that help in narrowing the distances among different parts of the world, Algerians are able to connect and communicate with other people from various societies so that they can learn new things and share experiences.

One of the most notable positive impact of cultural globalization is that it helps in the emergence of multiple satellite channels especially the Islamic ones, this latter strongly affected the Algerian youths through which it attempts to fix the Islamic faith and worship in their souls so that they become more religious(Belkacemi and Meziane, 2012.p. 51). As an example, these Islamic channels include El Fadjer, Al Nass, and Al Hafed that show different programs with the sake of making youths well behaved and more aware about Islamic rules and regulations.

Additionally, globalization has provided Algerians with better life conditions due to technological advancement and new innovations such as television, cell phones, internet, all of these technologies contributed in facilitating the exchange of ideas and knowledge among the Algerians and other parts of the world Dyan argues that “the development of common global culture has greatly contributed to by technology such as television. This enlases free flow of information to different segments of the society “(p. 750, cited in Guerarra, 2014.p. 37). Moreover, the Algerians are able to use technologies such as cell phones; which help in narrowing distances between people and maintain permanent communication among them, Television; which makes the Algerian individuals know more about what is

happening in the world and be aware about recent news, the internet; which provides the Algerian people with access to different ideas and information and help them to do researches. All of these technologies have played a significant role in making better life conditions for the Algerians.

Globalization has worked in eliminating unemployment in Algeria by providing jobs opportunities for youths to work with the foreign and others as Rudra states

Algeria for instance suffers from the negative impact of unemployment, low political power and lack of vital skills. It challenges political leaders to be more responsible about improving social welfare programs. By highlighting the relationship between social and cultural concerns and globalization in Algeria (p. 430, cited in Guerarra, 2014.p. 37).

Previously, Algeria was suffering from a harsh economic crisis, but with the appearance of globalization, Algeria witnessed a notable economic growth due to the elimination of tariff and non-tariff barriers among many countries in the world which help in making cooperation and economic partnerships between Algeria and European countries in order to enter the global economy. Further, Barcelona convention in 1996 has encouraged strong and close relationships between the Mediterranean countries and the European union, this agreement aimed at reducing the international barriers among the countries especially those related to economic exchanges of imports and exports, Algeria is among the Mediterranean countries which has benefited from this agreement through the MEDA program which helped it to overcome many problems and rise and improve its economy better than ever before. Also, Algeria gained many advantages from this agreement in which its products and natural resources has become widely used throughout the world such as natural gas and petroleum as well as exploiting the advanced technologies in order to improve the country and rise the economic growth in all sectors ( shrait,2021.pp.81-82).

## **Conclusion**

Cultural globalization is increasingly becoming a worrying issue that has to be taken into consideration, since it touches the cultural heritage as well as the core elements of human's identity. In particular, the Western culture has left deep changes in the Arab societies, more specifically in the Algerian society.

In recent decades, the western culture continues to widely penetrate into the Algerian society in the name of modernization which is dangerous for the local traditions, customs, values, language, education, and the whole social life. In fact, most of the Algerians today are highly inspired by the western ideology and concepts; they are gradually getting far from their indigenous culture, they become blind and suffer from loss of identity. In addition, cultural globalization has brought a new view of life that is different and encourages the spread of western products that have nothing to do with the Arab Islamic culture and contributes in the destruction of the Algerian traditional culture.

## **General Conclusion**

The process of globalization refers to the increase of flows of products, commodities, goods, and services among countries throughout the world. However, this process is also concerned with the smooth movement of ideas, information, knowledge and thoughts through which all societies become more close and interconnected to each other; they share different and various cultures. Cultural globalization is when all cultures in the globe are mixed and integrated, in other words, it refers to the cultural diversity which enables individuals to exchange their beliefs, customs, religion, language, traditions and values that express their belonging to a certain distinctive culture. In addition, the development of technology and science has played an effective role in reshaping the world, as some powerful countries such as USA seeks to expand and impose its imperialism not only in terms of economy and politics but also in culture. The vast gap between the developed countries namely the USA and the other developing countries in the world highly appears in the ability of the Western culture to dominate all over the world. Further, the continuing expansion of this foreign culture led to the exclusion and collapse of many local cultures including the African ones; it also influences the other aspects such as economics and politics.

Since Algeria is among the African countries affected by the Western ideology, it is important to investigate the extent the Algerian society is influenced by the Western cultural hegemony.

In an attempt to analyze cultural effects of globalization in Algeria, there are results which show that the Algerian society is particularly attached to its core cultural elements such as religion, language, values, customs, education and life style.

The study also tries to show how the Western culture more specifically the American one has succeeded to get into the Algerian society by using different processes and ways such as spreading its content through social media and TV shows to impose its imperialism.



Finally, this study came out with the conviction that culture is an essential element which must be protected from any distortions because it is a part of society's identity that shows its distinctiveness. Further, the coming of the cultural globalization has led to the destruction of the Algerian indigenous cultural heritage, as many Algerians are no longer think of and care about their core values, traditions, religion, language and customs. Also, the findings obtained from this study emphasized the idea that cultural globalization has resulted in significant negative effects on the Algerian society.

## General Bibliography

### 1-Journals Articles

Alli, A. M., Winter, G. S., May, D. L.(2007). Globalization: Its Effects. International Business and Economics Research Journal, 6(1), 89-96.

[https://scholar.google.com/scholar\\_url?url=https://www.clutejournals.com/index.php/IBER/article/download/3339/3386&hl=ar&sa=X&ei=n9l0ZNreCIb8mgHbqbWgBg&scisig=AGlGAW8ylWITKLvzv5Sq8PIMZ0L6&oi=scholar](https://scholar.google.com/scholar_url?url=https://www.clutejournals.com/index.php/IBER/article/download/3339/3386&hl=ar&sa=X&ei=n9l0ZNreCIb8mgHbqbWgBg&scisig=AGlGAW8ylWITKLvzv5Sq8PIMZ0L6&oi=scholar)

Adefarasin,Vo.(2023). Impact of Globalization on African Culture. Philosophy International Journal, 6(2), 1-11.Retrieved from:

<https://medwinpublishers.com/PhIJ/impact-of-globalization-on-african-culture.pdf>

Beri, P. B., Mhonyera, G.&Nugbong, G. F.,(2022). Globalization and Economic Growth in Africa: New Evidence from The Past Two Decades. South Africa Journal of Economic and Management Science, 25(1), 1-12.Retrieved from:

<https://sajems.org/index.php/sajems/article/view/4515>

Benattou, S.(2022). The Effects of the New World System on Algerian Society. Journal of Social and Human Science Studies, 11(2), 773-784. Retrieved from:

<https://www.asjp.cerist.dz/en/article/183798>

Boudia, S., Khalki, S.(2021). The Algerian cultural heritage in the world Heritage list (1972-1992). Algerian Journal of Research and Studies, 4(4), 603-612.

Retrieved from: <https://www.asjp.cerist.dz/en/article/167659>

Cohen, L., Manion, L., Morrison, K.(2007). Research Methods in Education.

Retrieved from:

<https://www.taylorfrancis.com/books/edit/10.4324/9781315456539/research-methods-education-lawrence-manion-louis-cohen-keith-morrison>

Cao,S., Zheng, X., Zhang, J.(2017). Challenge of political Globalization, 10.1177/0961463x177166550,1-10.Retrieved from:

[https://www.researchgate.net/publication/318024458\\_Challenge\\_of\\_political\\_globalization](https://www.researchgate.net/publication/318024458_Challenge_of_political_globalization)

Dramola, I, Oyinade, B.(2015). Impact of Cultural Globalization on Africa: The Role of Western Media, International Journal of Education and Research, 3(3), 31-46.Retrieved from: <https://www.ijern.com/journal/2015/March-2015/04.pdf>

Edet, L. A., Akah & Odey, p.(2022). Africa and the Challenges of Globalization: An Overview PINISI Journal of Art, Humanity and Social Studies, 2(3), 124-132.Retrieved from:

<https://ojs.unm.ac.id/PJAHSS/article/download/39211/18485#:~:text=SOCIAL%20CHALLENGES,Armed%20militias%20and%20still%20counting.>

IMF Staff.(2008). Globalization: A Brief Overview. International Monetary Fund, 2(8), 1-8. Retrieved from: <https://www.imf.org/external/np/exr/ib/2008/pdf/053008.pdf>

Lebrón, A., MBA., DBA.(2013). What is Culture?. Merit Research Journal of Education and Review, 1(6), 126-132.Retrieved from: <https://meritresearchjournals.org/er/content/2013/July/Lebr%F3n.pdf>

Larbi, Q.(2021). Investigating the Effects of Cultural Globalization on Reshaping the Algerian Society, Natayu Al Fikar Review, 5(2), 259-271.Retrieved from: [https://www.researchgate.net/publication/353946981\\_Investigating\\_the\\_Effects\\_of\\_Cultural\\_Globalization\\_on\\_Reshaping\\_the\\_Algerian\\_Society](https://www.researchgate.net/publication/353946981_Investigating_the_Effects_of_Cultural_Globalization_on_Reshaping_the_Algerian_Society)

Movius, L.(2010). Cultural Globalization and challenges to Traditional Communication Theories, Journal of Media and Communication, 2(1), 6-18.Retrieved from: [https://www.researchgate.net/publication/267254633\\_Cultural\\_Globalisation\\_and\\_Challenges\\_to\\_traditional\\_Communication\\_theories](https://www.researchgate.net/publication/267254633_Cultural_Globalisation_and_Challenges_to_traditional_Communication_theories)

Kawuley I. Ainuddin, I.(2017). The Impact of Globalization on African Culture and Politics. Journal of International studies, 13,1-14.Retrieved from: <http://jis.uum.edu.my/images/pdf2/1jis2017.pdf>

- Okoli, N. J.(2021). Effects of Globalization on Education in Africa (1983-2008). Savap Journal, 2(1), 656-663.Retrieved from:  
[http://www.savap.org.pk/journals/ARInt./Vol.2\(1\)/2012\(2.1-63\).pdf](http://www.savap.org.pk/journals/ARInt./Vol.2(1)/2012(2.1-63).pdf)
- Osaro, O. A.(2022). Globalization and development in Africa. Afro Eurasian Studies, 10(1), 47-57. Retrieved from:  
<https://dergipark.org.tr/en/pub/afes/issue/69298/1100952>
- Obinyan, Onobhayedo, V. E., Osemeamhen, A.(2017). Globalization and Culture modification: Reshaping the Instruments of Socialization towards African Societal Development. Studia nad strukturą I rozwojem pojęć filozoficznych, 29(1), 393-414.Retrieved from:  
[https://repozytorium.uwb.edu.pl/jspui/bitstream/11320/6665/1/Idea\\_29\\_1\\_2017\\_Valentine\\_Ehichioya\\_Obinyan\\_Globalization\\_and\\_culture\\_modification.pdf](https://repozytorium.uwb.edu.pl/jspui/bitstream/11320/6665/1/Idea_29_1_2017_Valentine_Ehichioya_Obinyan_Globalization_and_culture_modification.pdf)
- Pentag, J.(2021). Technological Dimensions of Globalization across Organizations: Inferences for instruction and Research. International Educational scientific Research Journal, 7(7), 28-32.Retrieved from:  
[https://www.researchgate.net/publication/353556220\\_Technological\\_Dimensions\\_of\\_Globalization\\_across\\_Organizations\\_Inferences\\_for\\_Instruction\\_and\\_Research](https://www.researchgate.net/publication/353556220_Technological_Dimensions_of_Globalization_across_Organizations_Inferences_for_Instruction_and_Research)
- Rahul,A.(2019).Dominance of European Culture in all over the World, Journal Research Initiatives, 5(1), 1-5 .Retrieved from:  
<https://digitalcommons.uncfsu.edu/cgi/viewcontent.cgi?article=1206&context=jri>
- Rifai, I.(2013). Various Dimensions of Globalization and their Implications for their Leadership and Management of Education. Journal Lingua Cultura, 7(2), 87-91.Retrieved from:  
<https://media.neliti.com/media/publications/166503-EN-various-dimensions-of-globalization-and.pdf>

Rabah, N., Raouti, R.(2021). The Impact of Globalization on Higher Education in Algeria. El Meiyar Journal, 25(58), 994-1001.Retrieved from:

<https://www.asjp.cerist.dz/en/article/163863>

Shimemura, Y.(2002). Globalization vs. Americanization: Is the World Being Americanized by the Dominance of American culture, Comparative Civilizations Review, 47(47), 80-91.Retrieved from:

[https://scholarsarchive.byu.edu/cgi/viewcontent.cgi?article=1552&context=cr\\_cr](https://scholarsarchive.byu.edu/cgi/viewcontent.cgi?article=1552&context=cr_cr)

Ugban, O., Chuku, B., Ogbo, A.(2014).The Effects of Globalization on African Culture: The Nigerian Perspective. Journal of Business and Management, 16(4), 62-71.Retrieved from:

<https://www.iosrjournals.org/iosr-jbm/papers/Vol16-issue4/Version-1/1016416271.pdf>

Yilmaz, M.(2008). The New World Order: An Outline of the Post-Cold War Era. Turkish Journal of International Relations, 7(4), 44-58.Retrieved from:

<https://dergipark.org.tr/tr/download/article-file/19517>

Yankuzo, I.(2014). Impact of Globalization on the traditional African Culture. International Letters of Social and Humanistic Science, 15,1-8.Retrieved from:

<https://dergipark.org.tr/tr/download/article-file/19517>

### **2-E-Books**

Hopper, p.(2007). Understanding Cultural Globalization. Polity Press.

Retrieved from:

[https://books.google.dz/books?hl=fr&lr=&id=H6WBPQU9GUoC&oi=fnd&pg=PR4&dq=info:4Gbaohu6Aw0J:scholar.google.com/&ots=SnQRVyu0EU&sig=kC\\_BOLXBIDa5ixEAqf6rpT\\_AWtA&redir\\_esc=y#v=onepage&q&f=false](https://books.google.dz/books?hl=fr&lr=&id=H6WBPQU9GUoC&oi=fnd&pg=PR4&dq=info:4Gbaohu6Aw0J:scholar.google.com/&ots=SnQRVyu0EU&sig=kC_BOLXBIDa5ixEAqf6rpT_AWtA&redir_esc=y#v=onepage&q&f=false)

Kolb, M.(2018). What is Globalization? And How has the Global Economy

Shaped the United States. Retrieved from:

<https://www.piie.com/microsites/globalization/what-is-globalization>

Laurd, E.(1990). The Globalization of Politics: The Changed Focused of Political

Action in the Modern World. Retrieved from:

[https://books.google.dz/books?hl=fr&lr=&id=t--DAAAQBAJ&oi=fnd&pg=PR6&dq=info:mVqe2SU-ooAJ:scholar.google.com/&ots=LUBXATUrla&sig=5oGlq11\\_E\\_Z6I75J\\_p1V1aFeRKA&redir\\_esc=y#v=onepage&q&f=false](https://books.google.dz/books?hl=fr&lr=&id=t--DAAAQBAJ&oi=fnd&pg=PR6&dq=info:mVqe2SU-ooAJ:scholar.google.com/&ots=LUBXATUrla&sig=5oGlq11_E_Z6I75J_p1V1aFeRKA&redir_esc=y#v=onepage&q&f=false)

Pandey, P., Pandey, M.(2015). Research Methodology: Tools and Techniques.

Ritzer, G.(2016). The Blackwell Companion to Globalization. John Wiley& Sons,

Ltd. Retrieved

from:[https://books.google.dz/books?hl=fr&lr=&id=qsQ7CwAAQBAJ&oi=fnd&pg=PR8&dq=info:CgTn80yh1xkJ:scholar.google.com/&ots=tA4DJuZ0CI&sig=t0arhgjSy551px1AcetdjUIyrkI&redir\\_esc=y#v=onepage&q&f=false](https://books.google.dz/books?hl=fr&lr=&id=qsQ7CwAAQBAJ&oi=fnd&pg=PR8&dq=info:CgTn80yh1xkJ:scholar.google.com/&ots=tA4DJuZ0CI&sig=t0arhgjSy551px1AcetdjUIyrkI&redir_esc=y#v=onepage&q&f=false)

Ritzer, G., Dean, P.(2019). Globalization: The Essentials.

Walle, N.(1998). Economic Globalization and Political Stability in

Developing Countries.

### 3-Web Sites

Biswas, A.(2020,september, 13). What is Globalization and History of Globalization

[4Phases]. Retrieved from: [https://schoolofpoliticalscience.com/meaning-and-](https://schoolofpoliticalscience.com/meaning-and-history-of-globalization/)

[history-of-globalization/](https://schoolofpoliticalscience.com/meaning-and-history-of-globalization/)

Drew, C.(2023,May, 18). Cultural Globalization (Example, Pro, Cons). Retrieved

from: <https://helpfulprofessor.com/cultural-globalization-examples-pros-cons/>

Drew, C.(2023,May, 18). Technological Globalization-Example, pro, cons.

Retrieved from:

<https://helpfulprofessor.com/technological-globalization-exmaples-pros-cons/#:~:text=Conclusion-Definition,from%20developed%20to%20developing%20nations.>

Lweala, N., Coulibaly, B.(2019,May, 30). Making Globalization Work for Africa.

Retrieved from:

<https://www.brookings.edu/opinions/making-globalization-work-for-africa/>

#### **4-Working Paper**

Frankel, J.(2000). Globalization of the Economy. NBER Working paper series No. 7858. Massachusetts Avenue Available at: “Globalization of the Economy | NBER” <https://www.nber.org/papers/w7858>

Shangquan, G.(2000). Economic Globalization: Trends, Risks and Risk Preventing. CDP Background Paper No. 1.New York. Available at:

[https://www.un.org/en/development/desa/policy/cdp/cdp\\_background\\_papers/bp2000\\_1.pdf](https://www.un.org/en/development/desa/policy/cdp/cdp_background_papers/bp2000_1.pdf)

#### **5-Report**

Wells, G.(2001). The Issue of Globalization-An Overview. R130955.Retrieved from:  
[https://www.everycrsreport.com/files/20010503\\_RL30955\\_1255a3dddd8937a82a5336800d57997ade21102a.pdf](https://www.everycrsreport.com/files/20010503_RL30955_1255a3dddd8937a82a5336800d57997ade21102a.pdf)

#### **6-Dissertations**

EL-Kebbar, N.(2014). The Impact of Globalization on Algeria during the 21<sup>st</sup> century.[Master’s thesis, University of Tlemcen].

Guerarra, A.(2015). Cultural Globalization and Its Impact on the Algerian Society.[Master’s thesis, Larbi Ben M’Hidi University of Oum-El Bougi].

## 7-Arabic Sources

أمنة ياسين قاسمي، محمد مزيان(2012)، العولمة الثقافية وتأثيراتها على هوية الشباب والمراهقين الجزائريين، مجلة العلوم الإنسانية والإجتماعية، جامعة وهران(الجزائر)، العدد الثامن، جوان 2012.

قصال سميرة، صفياني سعيدة، تأثير العولمة على التربية والتعليم في الجزائر، مذكرة ماستر في الفلسفة، جامعة الجيلالي بونعامة بخميس مليانة، كلية العلوم الإنسانية والإجتماعية، 2-115، ص 52-60.

شريط وليد أثر العولمة المالية على إقتصاديات الدول العربية: حالة الجزائر، مذكرة ماستر، جامعة محمد بوضياف-المسيلة، كلية العلوم الإقتصادية والتجارية وعلوم التسيير،(5-133)، ص 81-82.

صديقة الفتني (2021)، الهوية الثقافية الجزائرية في زمن العولمة الثقافية-التحديات وسبل المواجهة، مجلة العلوم القانونية والسياسية، جامعة بسكرة (الجزائر)، العدد 01، المجلد 12، أبريل 2021.



## الملخص

تهدف هذه المذكرة الى دراسة ظاهرة العولمة و آثارها الثقافية على المجتمع الجزائري وذلك لأن الثقافة تعتبر جزءا أساسيا من هوية الأفراد التي يجب حمايتها من السيطرة والتدخل الثقافي الغربي. علاوة على ذلك، فإن هذه الدراسة تعتمد على المنهج التحليلي الوصفي لتحقيق أهدافها الرئيسية والتي تتمثل في تحليل أثار هيمنة الثقافة الغربية على الثقافة الجزائرية وكذا إظهار مدى تأثير الجزائر بهذه الثقافة الأجنبية الى جانب التركيز على كيفية حماية الجزائريين لهويتهم الثقافية والإستمرار على معتقداتهم ولغتهم وقيمهم ، و في الأخير النتائج المتحصل عليها من هذه الدراسة تؤكد أن الثقافة الغربية قد أخذت مجراها في المجتمع الجزائري وقد خلفت آثارها السلبية على التراث الثقافي الجزائري.

**الكلمات المفتاحية:** العولمة، الثقافة، معايير المجتمع، علاقات شمال بالجنوب، الهوية الثقافية.

## Résumé

Ce mémoire étudie le phénomène de la mondialisation et ses effets culturels sur la société algérienne, puisque la culture est considérée comme un élément essentiel pour façonner l'identité des individus qui devrait être préservée de la domination et de l'intervention culturelle occidentale. En outre, l'étude dépend de la méthode analytique descriptive afin d'atteindre ses objectifs principaux qui analysent les implications de l'hégémonie de la culture occidentale sur la culture algérienne ainsi que de montrer dans quelle mesure l'Algérie est influencée par cette culture étrangère ; en plus de soulignant comment les Algériens protégeraient leur identité culturelle et maintiendraient leurs traditions locales, la langue, les coutumes religieuses, les valeurs et les croyances. Enfin, les résultats de cette étude confirment que la culture occidentale a propagé dans la société algérienne et a laissé des impacts négatifs sur le patrimoine culturel algérien.

**Mots clés :** Mondialisation, Culture, Niveau de vie, Relations Nord-Sud, Identité culturelle.