

Cultural Globalization and the Transformation of Everyday Family Culture: An Anthropological Study.

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Abstract

Cultural globalization has significantly influenced the everyday culture of contemporary families through the rapid circulation of values, symbols, and lifestyles across societies. This paper examines the impact of cultural globalization on the transformation of everyday family culture from a cultural anthropological perspective. Using a descriptive-analytical approach based on a review of relevant literature, the study analyzes how global cultural flows interact with local family practices. The findings indicate that cultural globalization has reshaped patterns of communication, socialization, and everyday practices within the family while highlighting the dynamic interaction between global influences and local cultural values.

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1. *Introduction:*

The contemporary world is undergoing profound and accelerating transformations across the economic, political, social, and cultural spheres, driven by unprecedented advances in information and communication technologies (ICTs), the digital revolution, and the expansion of global networks of interaction. These developments have fundamentally reshaped patterns of interaction among societies by reducing geographical and cultural barriers and fostering an increasingly interconnected and interdependent world. Within this context, globalization has emerged as one of the defining phenomena of the twenty-first century, extending its influence far beyond economic and political domains to encompass the cultural and social dimensions of human life. Consequently, globalization has become a major force influencing systems of values, symbolic meanings, social practices, and everyday patterns of behavior.

Cultural globalization represents one of the most prominent manifestations of this broader process. It has accelerated the transnational circulation of ideas, cultural symbols, lifestyles, and cultural products through the widespread diffusion of digital media, social networking platforms, and global communication technologies. These developments have intensified cross-cultural interactions and contributed to the

emergence of a global cultural environment in which local traditions increasingly intersect with transnational cultural flows. While this process has created new opportunities for cultural exchange and mutual understanding, it has also generated important debates concerning the preservation of cultural identities, the continuity of local traditions, and the future of cultural diversity in an increasingly interconnected world.

Among the social institutions most profoundly affected by these transformations is the family, which serves as the primary institution of cultural transmission and intergenerational socialization. Within the family, individuals acquire fundamental values, norms, beliefs, and cultural practices that shape their identities and guide their participation in society. Everyday family life provides the social context in which communication patterns, social relationships, child-rearing practices, and shared cultural meanings are continuously produced and reproduced. However, the rapid expansion of digital communication technologies and global media has diversified the sources of cultural influence, reducing the family's exclusive role in transmitting cultural values. Today, digital platforms, social media, and transnational media networks increasingly participate in shaping individuals' worldviews, lifestyles, and everyday

practices, thereby transforming patterns of interaction and cultural reproduction within the family.

From this perspective, cultural anthropology offers a particularly valuable theoretical and analytical framework for examining these transformations. Rather than viewing culture as a fixed or static system, cultural anthropology conceptualizes it as a dynamic process that is continuously created, negotiated, and reconstructed through everyday social practices and interactions. This perspective makes it possible to understand how families actively interpret, negotiate, and adapt global cultural influences while maintaining elements of their own cultural traditions. Accordingly, anthropological analysis moves beyond deterministic interpretations that portray globalization solely as either cultural domination or cultural decline, emphasizing instead the complex processes through which continuity and change coexist within everyday cultural life.

Against this background, the present study investigates the impact of cultural globalization on the transformation of everyday family culture from the perspective of cultural anthropology. It seeks to examine the dynamic interaction between local cultural traditions and global cultural influences and to analyze how this interaction reshapes values, symbols, communication patterns, and

everyday social practices within the family. In doing so, the study aims to contribute to a deeper scholarly understanding of the dynamics of cultural change and the evolving nature of family life in contemporary societies.

Research Problem:

Cultural globalization has become one of the most prominent topics in the social sciences and humanities due to its profound impact on the social and cultural structures of contemporary societies. The rapid expansion of the digital revolution, information and communication technologies (ICTs), and global communication networks has intensified cross-cultural interactions, enabling the unprecedented circulation of ideas, values, symbols, and lifestyles across geographical boundaries. As a result, cultural systems are no longer confined to local contexts but are increasingly shaped within a global environment where local and transnational cultural influences continuously intersect. This dynamic has generated new forms of cultural expression, social interaction, and everyday practices.

The family has been among the social institutions most profoundly affected by these transformations, as it constitutes the primary setting in which culture is acquired, transmitted, and reproduced across generations. Through everyday

family life, individuals develop social identities, internalize cultural values, and learn norms, traditions, and patterns of social behavior. However, the widespread adoption of digital media, social networking platforms, and global communication technologies has diversified the sources of cultural influence, transforming communication patterns, consumption practices, child-rearing strategies, and intergenerational relationships. Consequently, everyday family culture has become a dynamic arena in which local cultural traditions continuously interact with global cultural influences.

From the perspective of cultural anthropology, these developments are understood not as a simple process of cultural replacement or conflict, but rather as complex processes of cultural negotiation, adaptation, and transformation. Cultural anthropology emphasizes that local cultures actively reinterpret and reconstruct external cultural influences according to their own historical, social, and cultural contexts. Accordingly, the study of everyday family culture provides an important analytical framework for understanding how families negotiate global cultural transformations while simultaneously maintaining elements of cultural continuity and identity.

Despite the growing body of literature on globalization, existing research has

focused predominantly on its economic, political, technological, and media dimensions. Comparatively limited attention has been devoted to examining its implications for everyday family culture from a cultural anthropological perspective, particularly within Arab societies. This gap highlights the need for a deeper investigation into the ways cultural globalization reshapes everyday family practices and the mechanisms through which local cultural traditions interact with global cultural flows.

Accordingly, this study seeks to address the following principal research question:

How has cultural globalization contributed to the transformation of everyday family culture from a cultural anthropological perspective?

2. Significance of the Study:

The significance of this study lies in addressing cultural globalization as one of the most influential contemporary phenomena shaping the cultural and social structures of modern societies. Its effects have extended to everyday family culture, as the family remains the primary institution responsible for cultural transmission and the intergenerational transfer of values. This study is also significant for its application of a cultural anthropological perspective to examine the dynamic interaction between local cultural traditions and global cultural influences, and to analyze the

transformations affecting family values, symbols, and everyday practices. Furthermore, the study contributes to the theoretical development of Arabic scholarship in cultural anthropology and provides a foundation for future research on the cultural transformations of the family in the context of globalization.

3. Objectives of the Study:

This study aims to:

- ✚ *Examine the concept of cultural globalization, its defining characteristics, and its major manifestations.*
- ✚ *Clarify the concept of everyday family culture from the perspective of cultural anthropology.*
- ✚ *Analyze the transformations brought about by cultural globalization in family values, practices, and cultural symbols.*
- ✚ *Explain the nature of the interaction between local cultural traditions and global cultural influences from a cultural anthropological perspective.*
- ✚ *Contribute to a deeper understanding of the cultural transformations experienced by the contemporary family in the context of globalization.*

5. Previous Studies:

The relationship between cultural globalization and the family has attracted increasing scholarly attention over the past decades. However, the majority of existing studies have examined this issue from sociological, educational, or media perspectives, while comparatively limited attention has been devoted to everyday family culture from the standpoint of cultural anthropology, particularly within the context of Arab societies.

First Study. Abu Shariah (2018), in a study entitled *Cultural Globalization and Arab Culture*, examined the concept of cultural globalization and its intellectual dimensions, with particular emphasis on the challenges it poses to Arab culture. Employing a descriptive-analytical approach, the study concluded that cultural globalization has reinforced the predominance of Western cultural models, thereby posing significant challenges to the preservation of Arab cultural identity. Nevertheless, it emphasized the importance of engaging constructively with the positive aspects of globalization while safeguarding cultural specificity.

Second Study. Al Dwakat (2023), in *The Educational Role of the Arab Family: Challenges of Cultural Globalization*, investigated the educational role of the Arab family in responding to the challenges of cultural globalization. Using an analytical approach, the study found that the family continues to serve as the primary institution of socialization.

However, digital transformation and global media have introduced new challenges that require the development of educational and parenting strategies capable of preserving cultural identity while enabling younger generations to engage effectively with global developments.

Third Study. *The Influence of Globalization on Family Traditions and Values* (2024) provided a theoretical analysis of the impact of globalization on family traditions and values. The study concluded that globalization does not merely generate cultural change; rather, it initiates parallel processes of adaptation, continuity, and the reconstruction of cultural values. Furthermore, it argued that families are not passive recipients of global cultural influences but actively select, reinterpret, and integrate external cultural elements in ways that correspond to their own social and cultural contexts.

Fourth Study. Al Gharaibeh (2023), in *Globalization and the Arab Family System*, examined the impact of globalization on the structure of the Arab family, focusing on transformations in family relationships, social values, marriage patterns, and socialization practices. The findings indicated that globalization has contributed to significant social, cultural, and economic changes within Arab families. However, these effects vary according to the cultural and social characteristics of each society,

highlighting the family as a dynamic arena in which local traditions and global influences continuously interact.

Synthesis of Previous Studies

The review of previous studies demonstrates that existing scholarship has primarily focused on the cultural, educational, and social implications of globalization, as well as its relationship with cultural identity and the Arab family in general. Nevertheless, relatively few studies have examined **everyday family culture** as an independent unit of analysis from a **cultural anthropological perspective**. Moreover, limited attention has been paid to the mechanisms through which families negotiate global cultural influences and reproduce their everyday cultural practices. Consequently, the present study seeks to address this gap by employing a cultural anthropological framework to examine how families reconstruct their everyday cultural practices through the continuous interaction between global cultural flows and local cultural traditions, thereby contributing to a deeper understanding of cultural change in contemporary societies.

Section One: Conceptual Definitions

1. Globalization

The term **globalization** is derived from the English word *Globalization* and the French term *Mondialisation*. In Arabic, it has been translated as *al-kawkabah*

(globalization in the sense of global integration), *al-kawniyyah* (universality), and *al-'awlama* (globalization), the latter being the most widely adopted term in contemporary Arabic academic literature. Etymologically, the concept originates from the word *global*, meaning "worldwide" or "international." Conceptually, globalization refers to the growing interconnectedness of the world, often described metaphorically as the transformation of the world into a "global village."

The concept of globalization has been defined from multiple disciplinary perspectives. Some scholars view it as a process through which the world acquires a unified character by integrating economic, social, political, and cultural activities across nations, irrespective of differences in religion, culture, nationality, or ethnicity. Others define globalization as **"the evident interpenetration of economic, social, political, cultural, and behavioral spheres with diminishing significance of national political borders, sovereign statehood, territorial affiliation, and governmental restrictions"** (Al-Fatlawi, 2009, p. 40).

Another perspective conceptualizes globalization as **"the increasing degree of interdependence among societies through the movement of goods, capital, production technologies, people, and information across national boundaries"** (Al-Dulaimi, 2004, p. 16).

2. Cultural Globalization:

Cultural globalization refers to the emergence of culture as a global commodity that is produced, circulated, and marketed in much the same way as other commercial goods. This process has contributed to the dissemination of globally shared values, perceptions, concepts, symbols, and cultural media, thereby fostering the development of a global cultural consciousness (Khraisan, 2001, p. 20).

From another perspective, cultural globalization is viewed as an attempt to place the world's societies within a unified cultural and ideological framework, thereby distancing them from their indigenous cultures and historical heritage. In this sense, globalization transcends the traditional boundaries of the state, the nation, and national identity, seeking to diminish geographical and cultural barriers while promoting forms of cultural integration that reshape collective identities. According to this perspective, such processes may contribute to the fragmentation of established cultural affiliations and encourage the emergence of transnational identities.

Al-Jabri (1998, p. 19) argues that cultural normalization, hegemonic influence, and cultural dependency may weaken individuals' sense of belonging to their nation and cultural community, ultimately

leading to the erosion of cultural identity and its traditional foundations.

2.1. Objectives of Cultural Globalization:

According to a critical perspective in the literature, the objectives of cultural globalization can be summarized as follows:

- Promoting forms of cultural penetration based on normalization, cultural hegemony, and the reinforcement of cultural dependency, which may weaken individuals' sense of belonging to their nation or cultural community and contribute to the erosion of cultural identity.
- Encouraging the diffusion of Western patterns of consumption and social behavior. Some scholars argue that global media, satellite television, digital communication networks, and commercial advertising facilitate the dissemination of cultural content that may influence value systems, particularly among younger generations, with potential implications for social norms and patterns of behavior.
- Contributing to the weakening of Islamic cultural identity through the widespread diffusion of Western consumer products, fashion, and

the increasing visibility of the English language in commercial spaces, consumer goods, children's products, and youth fashion, thereby reinforcing the symbolic presence of Western cultural models (Hamad, 2012, pp. 37–38).

- Promoting the emergence of a dominant global culture, often characterized in the literature as reflecting the influence of American cultural models at the expense of cultural diversity.
- Facilitating the diffusion of Western values and ethical norms, which, according to some scholars, may challenge established Arab and Islamic cultural values.
- Influencing family cohesion by increasing individuals' engagement with digital communication technologies and virtual environments, thereby reducing direct family interaction and potentially affecting patterns of family relationships.

2.2. Channels and Mechanisms of Cultural Globalization:

The dissemination of cultural globalization occurs through a variety of interconnected channels and mechanisms, the most prominent of which include:

- **Mass media:** Traditional and digital media—including television, satellite broadcasting, newspapers, magazines, telecommunication networks, and the Internet—have played a pivotal role in facilitating the global circulation of information, cultural values, and symbolic representations, contributing to the emergence of a new international media system.
- **Information and knowledge technologies:** Advances in information and communication technologies constitute a major driving force behind cultural globalization by accelerating the production, dissemination, and exchange of knowledge and cultural content across national boundaries (Al-Tuwaijri, 2002, p. 18).
- **Cultural and artistic media:** Music, cinema, television productions, and animated films serve as influential vehicles for transmitting cultural values, lifestyles, and symbolic meanings to diverse audiences worldwide.
- **Linguistic channels:** The growing use of foreign languages, particularly English and French, has facilitated the diffusion of cultural globalization through several mechanisms, including:
 - the expansion of multinational corporations in developing countries;
 - international economic assistance and development programs;
 - the increasing presence of foreign cultural centers and international universities, such as the American University in several Arab countries, together with their educational and cultural activities;
 - international academic exchange programs and overseas educational scholarships, particularly for university students; and
 - development initiatives sponsored by international organizations, including the **United Nations (UN)** and the **United Nations Educational, Scientific and Cultural Organization (UNESCO)**. An example is the **Programme to Support the Reform of the Algerian Education System (PARE)**, coordinated by UNESCO with financial support from the Government of Japan (UNESCO Regional Office for the Maghreb, Rabat).

2.3. Characteristics and Manifestations of Cultural Globalization

The literature identifies several characteristics and manifestations of cultural globalization, including the following:

- The transformation of value systems resulting from the growing influence of global media, which, according to some scholars, has promoted Western cultural models as dominant references for contemporary social and cultural life.
- The emergence of a new social order that shapes relationships within families, social groups, institutions, and international communities. From this perspective, culture is closely linked to economic structures, and societies with weaker economic resilience may experience greater vulnerability to external cultural influences, thereby increasing the likelihood of cultural transformation under globalization (Al-Tuwaijri, 2002, p. 22).
- The weakening of national cultural identity as a consequence of intensified cross-cultural interactions and the increasing circulation of global cultural products.
- The diffusion of cultural content related to sexuality and changing norms governing interpersonal relationships through global media and digital communication platforms.
- The expanding use of foreign languages, particularly English, in education, business, technology, and everyday communication, which may reduce the relative prominence of the Arabic language in certain social and cultural contexts.
- The increasing exposure of children and young people to transnational digital media and communication technologies, which may influence their perceptions, attitudes, and patterns of cultural interaction.

3. Everyday Family Culture:

Culture is one of the fundamental concepts in cultural anthropology, serving as the framework through which societies organize patterns of thought, behavior, and social relationships. It extends beyond beliefs and knowledge to encompass an integrated system of values, symbols, customs, language, and practices that individuals acquire as members of society and continuously reproduce through social interaction (Kottak, 2020, p. 48).

Building on this understanding, the concept of **everyday culture** has emerged as a key analytical framework for explaining how culture is manifested in the daily lives of individuals and communities. Everyday culture encompasses routine practices such as communication patterns, dietary habits, consumption behaviors, dress codes,

socialization processes, and family relationships. Consequently, it represents a living expression of the prevailing cultural system while simultaneously reflecting the transformations resulting from changing social and technological conditions (Balzani & Besnier, 2021, p. 66).

The family constitutes the primary setting in which everyday culture is constructed and reproduced. As the first institution of socialization, it is responsible for transmitting values, norms, and customs across generations and plays a central role in shaping individuals' cultural identities. Through everyday interactions among family members, social practices are continuously negotiated and reconstructed, making the family both a producer and a reproducer of culture (Eriksen, 2020, p. 74).

With the accelerating pace of cultural globalization, everyday family culture has become increasingly exposed to external influences through the widespread use of digital media, social networking platforms, and the global circulation of cultural content. These developments have enabled families to engage with diverse values and lifestyles, contributing to transformations in communication patterns, consumption practices, socialization processes, and intergenerational relationships. However, these changes do not necessarily imply the disappearance of local culture; rather, they involve the reinterpretation and

reconstruction of cultural practices within new social and cultural contexts (Hornborg, 2024, p. 45).

From a cultural anthropological perspective, these transformations should not be understood as the replacement of one culture by another. Instead, they represent an ongoing process of cultural interaction in which continuity and change coexist. Families continuously negotiate and reinterpret their values and everyday practices in response to global transformations while maintaining their cultural distinctiveness. Consequently, the study of everyday family culture provides an essential analytical lens for understanding the dynamics of cultural change in contemporary societies and the ways in which local cultures interact with global cultural influences.

Section Two: Cultural Globalization and the Transformation of Everyday Family Culture

The digital revolution and the rapid advancement of information and communication technologies since the late twentieth century have fundamentally transformed the nature of social and cultural interactions worldwide. Digital technologies have significantly reduced the constraints of time and space that once limited the circulation of ideas, values, and cultural symbols across societies. As a result, a global cultural space has emerged in which local cultures increasingly

interact with transnational cultural flows, making cultural globalization one of the most influential forces reshaping the everyday lives of individuals and communities (Appadurai, 1996; Eriksen, 2020).

From the perspective of cultural anthropology, globalization is understood as a complex socio-cultural process that extends beyond the movement of goods and information to encompass the circulation of meanings, symbols, values, social practices, and ways of life. In this context, **Arjun Appadurai** argues that globalization is driven by multiple global flows—including ethnoscap, mediascapes, technoscapes, financescapes, and ideoscapes—which have created new cultural landscapes that influence how individuals perceive the world and construct their cultural identities. Rather than eliminating local cultures, these global flows contribute to their continuous reinterpretation and transformation through ongoing interaction with global influences (Appadurai, 1996).

Similarly, **Thomas Hylland Eriksen** maintains that contemporary societies are characterized by an increasingly dynamic relationship between the local and the global. In his view, culture is no longer a closed and self-contained system but an open and evolving process shaped by digital technologies, global communication, and intensified cross-cultural encounters. This continuous

interaction generates new cultural forms through the negotiation between local traditions and global cultural influences, highlighting the dynamic and adaptive nature of culture (Eriksen, 2020).

Among all social institutions, the family has been particularly affected by these transformations because it represents the primary environment in which language, values, norms, and patterns of behavior are transmitted across generations. Everyday family culture is expressed through communication practices, socialization processes, family roles, food traditions, consumption patterns, and leisure activities. However, the widespread adoption of the Internet, smartphones, and social media platforms has significantly altered these everyday practices by exposing family members to multiple cultural reference points that extend beyond the household and the local community. Consequently, new forms of communication, interaction, and cultural learning have emerged within contemporary families (Miller, 2021).

From an anthropological perspective, these developments should not be interpreted as evidence of cultural loss or the replacement of local cultures by a homogeneous global culture. Instead, they reflect an ongoing process of cultural negotiation through which families selectively appropriate, reinterpret, and adapt global cultural elements in ways that remain compatible with their own social

values and cultural traditions. In this regard, **Tim Ingold** emphasizes that culture is not transmitted as a fixed body of knowledge but is continuously created and recreated through everyday practice and people's engagement with their social environment. Consequently, everyday life provides one of the most appropriate contexts for understanding contemporary processes of cultural transformation (Ingold, 2022).

Furthermore, cultural globalization has diversified the sources of cultural socialization. The family and the school are no longer the sole institutions responsible for transmitting values and knowledge; digital platforms, social media influencers, and global media have become increasingly influential in shaping perceptions, attitudes, and patterns of behavior. This transformation has redefined the roles of traditional socialization institutions and generated new forms of interaction between generations within the family. At the same time, anthropological research suggests that families are not passive recipients of global cultural influences. Rather, they actively negotiate, reinterpret, and selectively integrate new cultural elements in ways that reflect their own cultural contexts and social realities (Rapport & Overing, 2023).

Accordingly, everyday family culture has become a dynamic arena in which local cultural traditions intersect with global

cultural influences. These interactions are reflected in communication patterns, family relationships, consumption practices, language use, digital engagement, and everyday social practices. Cultural anthropology therefore argues that these transformations should be understood not as inherently beneficial or detrimental, but as complex processes of cultural adaptation through which families continuously reproduce and redefine their everyday culture within an increasingly interconnected global environment.

Conclusion:

This study concludes that cultural globalization represents one of the most significant forces reshaping everyday family culture through the transformative effects of the digital revolution and modern communication technologies on social interaction, the circulation of values and symbols, socialization processes, and patterns of cultural consumption. From a cultural anthropological perspective, these changes do not necessarily imply the decline of local cultures or the disappearance of cultural distinctiveness. Rather, they reflect continuous processes of cultural interaction, reinterpretation, and reconstruction in response to global transformations.

The findings further demonstrate that the family continues to serve as the primary institution for cultural transmission and

intergenerational socialization. However, this role is now exercised within a context characterized by multiple cultural reference points and an expanding range of influences, giving rise to new forms of family relationships and everyday cultural practices. Consequently, understanding the transformation of everyday family culture requires moving beyond reductionist interpretations that portray globalization solely as either a force of domination or a source of cultural decline. Instead, it should be understood as a complex socio-cultural process in which continuity and change coexist.

Finally, the study highlights the value of cultural anthropology as an analytical framework for examining how families negotiate, adapt to, and reinterpret global cultural influences while maintaining their cultural particularities. It also underscores the need for further empirical research on the transformation of everyday family culture in Arab societies to deepen scholarly understanding of the cultural implications of globalization and to enrich anthropological research on contemporary family life.

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