

Globalization and Cultural Conflict in Developing Countries: The South African Example

Philip O. Sijuwade

*School of Urban and Public Affairs, University of Texas, Arlington Texas, USA
E-mail: sijuwade2000@yahoo.com*

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ABSTRACT Globalization requires more than physically linking the world. For it to continue apace, there must also be a set of shared cultural understanding. Part of the process of globalization is the need to develop a culture that, in some broad way, can transcend diverse economic, ethnic, political, racial, and religious background. Such a global culture will have to be one that either seeks to transcend normal affinities for one's own cultural group or undermine them. This process of producing a global culture will not occur without difficulty and conflict, especially for developing nations. The core values of western societies, especially, as embodied in a culture that places its primary concern on the rights of the individual are in conflict with the core values of many developing countries like South Africa. Many cultures in developing countries are based on a concept of protecting the livelihood of ethnic, racial, religious groups, or those who share a common language, not individuals. This conflict can be noted in different concepts of epistemology, morality, and social values. To reveal this conflict, I focus on the Republic Of South Africa. South Africa is a microcosm of this basic cultural conflict.