โอกาสในการพัฒนาและความท้าทายในการพัฒนาของวัฒนธรรมดั้งเดิมของกลุ่มชาติพันธุ์ในบริบทของโลกาภิวัฒน์ทางวัฒนธรรม

The Development Opportunities and Development Challenges of Ethnic Traditional Culture in the context of "Cultural Globalization"

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บทคัดย่อ

ในยุคของการพัฒนาทางวิทยาศาสตร์และเทคโนโลยี แห่งศตวรรษที่ 21 ปรากฏการณ์ของโลกาภิวัฒน์ทางวัฒนธรรมกลายเป็นหัวข้อพูดคุยสำคัญ โลกาภิวัฒน์ทางวัฒนธรรมไม่ใช่สิ่งที่เกิดขึ้นชั่วพริบตา แต่ทว่าเป็นปรากฏการณ์ที่เกิดขึ้นผ่านขั้นตอนมากมายของกระบวนการพัฒนา ตราบใดที่เราสามารถคว้าโอกาสในการพัฒนาไว้ได้ แล้วเอาชนะความท้าทายในการพัฒนาได้อย่างเป็นเหตุเป็นผล ไม่ว่าจะเป็นวัฒนธรรมดั้งเดิมของกลุ่มชาติพันธุ์ใด ๆ ก็สามารถได้รับโอกาสในการพัฒนาอย่างมั่นคงในอนาคต วัตถุประสงค์ของบทความฉบับนี้คือเพื่อตอบคำถามต่อไปนี้ คือ โลกาภิวัฒน์ทางวัฒนธรรมคืออะไร โลกาภิวัฒน์ทางวัฒนธรรมจะส่งผลอย่างไรต่อวัฒนธรรมดั้งเดิมของกลุ่มชาติพันธุ์ และหนทางการแก้ปัญหาของวัฒนธรรมดั้งเดิมของกลุ่มชาติพันธุ์ในการรับมือกับโลกาภิวัฒน์ทางวัฒนธรรมคืออะไร ผู้เขียนหวังเป็นอย่างยิ่งว่าบทความฉบับนี้จะสามารถก่อให้เกิดการแลกเปลี่ยนแนวคิดและความรู้ในหมู่ผู้อ่านที่สนใจในด้านการศึกษาเกี่ยวกับวัฒนธรรม

คำสำคัญ: โลกาภิวัฒน์ทางวัฒนธรรม, วัฒนธรรมดั้งเดิมของกลุ่มชาติพันธุ์, โอกาสในการพัฒนา ความท้าทายในการพัฒนา

Abstract

In the era of science and technology development in the 21st century, the phenomenon of Cultural Globalization has become an important topic of discussion. Cultural Globalization is not something that happens in the blink of an eye, but it is the phenomenon which occurrs through many stages of development. As long as we can grasp development opportunities, and rationally overcome the development challenges, any Ethnic Traditional Culture is able to get a

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chance to develop healthily in the future. The purpose of this article is to answer the questions: what is the Cultural Globalization; how the Cultural Globalization impact to Ethnic Traditional Culture; what is the solutions of Ethnic Traditional Culture to cope with the Cultural Globalization. I hope that this article is able to provide some mutual exchange of ideas and knowledge to the readers interested in cultural studies.

Keywords : The Cultural Globalization, Ethnic Traditional Culture, development opportunities, development challenges

"The Cultural Globalization" refers to the strength of impacts, cooperation and interactions among countries of the world that are in the process of the development of the global economy and cultural exchange. These make cultural styles with commonness gradually popularized, and become trends or a state of worldwide standards (Bao Zhonghao, 2002). From the dimension of time, we can separate the development process of the cultural globalization in to three stages. The first, the embryonic stage of cultural globalization, it appeared during the late 15th century to the late 16th century. In the east, there were the seven voyages of Chinese admiral Zheng He. In the west, there was a period of great nautical voyages. These events made culture available to the outside world and laid the foundation for the seed of cultural globalization. The second, the highly developed stage of cultural globalization appeared during the 17th century to the late 19th century. Westerners have twice been through Industrial Revolution,. They completed the overall evolution from economic development to science and technology development. In this period, the capitalist countries utilized their advanced military technology to open the doors of the unopened countries, and export their

technology, revolution, religion and products. The third, the forming stage of cultural globalization, appeared during the early 20th century till now. While two world wars were destroying human social orders, the level of human technology was pushed to a higher level. Communication technology (telephone, internet) developed rapidly. These provided a more convenient channel to propagate ideologies and cultures. The resulting unity of language also greatly contributed to the propagation of capitalist culture worldwide. The depth and breadth of cultural globalization has seen unprecedented development.

Contemporary cultural globalization consists of three major features. The first, technical characteristics, the development of internet, information technology and telecommunication technology have made people able to get the latest information wherever there are. Moreover, they are also able to share their information with other people with almost zero cost. The second, homogeneity, it mainly appear in the form of language using, festival, norms and organizations, universal value, etc. The third, diversification, the cultural globalization is actually a diverse coexistence of cultural systems. This comprises the univer-

sality of cultural values which relate to human common destiny and the diversity of each national culture, local culture that does not deny the individuality of each geographical area and culture of each ethnic group (Jin Minqing, 2004). In the aspect of value, cultural globalization has a profound connotation, which is the basis of the existence and development of cultural globalization. It can be separated into three dimensions. The first, "cultural globalization and globalization", cultural globalization is one of the important components of globalization. It coordinates with economic globalization and political globalization to push the development of globalization. The second, cultural globalization is a group of processes. It is not an independent state, but, it is a group of continuous processes. In these processes, all the countries and ethnic groups in the world can be able to communicate and interact in the aspect of ethnic value and language in-depth. The third, cultural globalization is diversification. Due to our society containing a diversification of cultures, the differentiation of political forms and demands of the benefits, an uncomplicated cultural system cannot be complied, but only diversified cultural system and living together with peace will be the ultimate cultural pattern.

Getting along with the continuous development of science and technology, cultural globalization, led by the western culture, which has already prepared for modernization, has become a development challenge for developing countries' Ethnic Traditional Cultures. In some areas, there is "western capitalist cultural hegemony" which tries to replace "globalization" with "westernization".

This also led to "the identity orientation's problem in those Ethnic Traditional Cultures". As a famous Philosopher and Sociologist has said, some people have sharply pointed out that China is losing Chinese characters now. That means, the core of the crisis, which Chinese people currently face, is a "self-character identity crisis (Ding Yi, 1996). If we just adapt the overall westernization to follow the modernization, and ignore the clear understanding of our culture without internal and external cultural dialectical thinking, it means, we are transmitting some wrong idea about how to accomplish the cultural modernization to our young generations. This will cause "the ethnic traditional cultural identity crisis" among the youth, and this will lead to less respect and protection on the Ethnic Traditional Culture. Therefore, we cannot ensure the sustainable development of Ethnic Traditional Culture. Ultimately, it will affect the ethnic traditional cultural security. The Chinese current president, Mr. Xi Jinping, had a speech at the 1st meeting of the national security of the Central Security Committee on April the 15th of 2004. He emphasized that "we must insist on our national security concept, treat the people's security as the aim, treat the political security as the important key, treat the economic security as the basis, treat the military, cultural and social security as the guarantee, see the international security boost as the thing which should rely on, to create a national security concept with Chinese characteristics (Xi Jinping, 2014).

From the overall perspective, the process of Cultural Globalization not only brings Ethnic Traditional Culture development challenges, but

also brings Ethnic Traditional Culture the development opportunities which can be separated in three points. The first is to provide the development impetus for the Ethnic Traditional Cultures. Due to the technological characteristics of cultural globalization, provide new communication technology for the Ethnic Traditional Cultures. As Bill Gates said, "the information superhighway will break the national boundaries, and may promote the development of a world culture, or at least promote the sharing of a cultural activity and cultural values" (Hua Jian, 2001). In addition, while Cultural globalization is providing Ethnic Traditional Cultures the development opportunities, it is also bringing Ethnic Traditional Cultures new development ideas and concepts. The second, to guide Ethnic Traditional Cultures to develop a new trend by promoting Ethnic Traditional Cultures to change themselves from being closed to opened, from single to diversity. The third, to create two new patterns of culture for development of Ethnic Traditional Cultures. These would be network culture and market culture. The convenience of the internet network permits people to break through the limit of time and space. Market culture, which is born by the market economy, introduces a competitive and effective concept to the Ethnic Traditional Cultures. These will promote the development of Ethnic Traditional Cultures.

Globalization is a development necessity for human society. In terms of weak culture, Cultural Globalization is both the opportunities and the challenges. While Cultural Globalization provides a new development impetus and new development patterns for Ethnic Traditional Cultures, it also brings Ethnic Traditional Cultures some development challenges, such as, ethnic identity orientation's problem, cultural identity crisis, Ethnic Traditional Culture security's problem, etc.

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