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**Identity Preservation in a Globalized World
The Case of Hispanics in the United States.**

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in Anglo-Saxon Literature and Civilization.

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Dedications

This work is dedicated to my precious parents.

My father, to whom I owe all the respect and love , his support , his help and above all his confidence in the most difficult moments where I lost confidence in myself.

My mother, the woman who has always guided me to the good path, to the one who did everything for my success.

To all those who are dear to me.

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Abstract

The action or the process that covers bigger levels of integration and interaction within people, countries and culture is globalization. The consequences of such high scale integration has had its consequences on the world's politics, economy, culture and even on people themselves. Within this context and with such a focus on the cultural side, the present dissertation aims to locate and examine the consequences or the impacts of globalization on Hispanics culture. In fact, within the globalization process, culture today is in continuous substantial change. The analysis of the literature on the impact of globalization on Hispanic identity has shown that this impact has positive as well as negative implications. This research sheds light on the Hispanic, a study that covers many phases, spheres about this majority. Though the Hispanic lifestyle and values are problematic in some ways, and are not always easy to translatable to the external, broader society, nevertheless there are some ambiguous points that push any thirsty researcher to be closer to this society.

Keywords: Globalization, Hispanic, Identity, Culture, Impact.

List of Abbreviations

CG: Cultural Globalization

EG: Economic Globalization

HC: Hispanic Culture

HHM: Hispanic Heritage Month

PG: Political Globalization

US: United States

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General introduction

No a person can ever doubt the influence of the action of globalization on generally all the sides of life over the world, as it shares in building or turning on the world to a small village together with much resemblance over nearly all the nations. Moreover, the cultural theory primarily aims by globalization over the globe. That is to say those now days we can say that there exist a global culture and identity. The phenomenon of globalization may reached all the limits, it touches all life's aspects starting from the way we live, talk, work, and behave to the way we dress , eat and celebrate. It may seem the things cited above with the easy things yet globalization is a serious matter we should be worried about.

The globalization's process or action has influenced or we can say it has lot of impacts on identity like it has been written above. Hispanic Identity, specially has highly been influenced throughout the past years and up today. Since the idea of identity is about the features or the characteristics that determine who or what a person can be or the traits and the norms of a particular person or group that make him or make them different from others.

The Hispanic Culture started losing its norms and traditions little by little because of this phenomenon unfortunately. The Hispanic identity is known for its Spanish language, colorful clothes, family values without forgetting their delicious spicy food. Globalization effected Hispanics new generations. They forget their real origins and follow others culture. Our main aim or goal of the study is to find how globalization affects Hispanic culture and identity. We tried to give an idea about the process of globalization and identity before dealing with the problematic.

This research is based on the problematic of the impact of globalization on the Hispanic identity. It is a fact that globalization influenced Hispanic life and its culture in particular yet how Hispanic started losing their norms for such action.

This problematic is fostered by three main questions:

1. What is identity and what is globalization?
2. What are the characteristics of their identity?
3. To what extent does globalization affect the Hispanic identity?

To answer the following questions, the hypotheses suggested for such research questions are ordered as follows:

- A. Hispanic can be considered as minority ethnic group.
- B. Hispanic identity may have different characteristics.
- C. Globalization may have great impact on Hispanic identity and culture.

This dissertation is divided into three chapters, chapter one we tried to give a glance or we defined the three key words which are Globalization, Identity and ethnicity because we can't deal with the problematic without knowing the meaning of each term.

Since the United States is known for its cosmopolitan population, we decided that, the second chapter should be about ethnic diversity in the U.S. we tried to give a glance about its history and the twelfth most common ethnicities in the U.S.

Chapter three is the answer of the research question too simply. Who are Hispanic people and how does globalization affect their culture and history.

To conclude, we gave some approaches to preserve the Hispanics Identity, they can protect their culture by speaking their language, wearing their clothes and celebrate their holidays. They should pass it to their coming generations.

1.1 Introduction :

Since the present dissertation is concerned with "identity preservation in the globalized world" the Hispanic case, it is important to deal first with the terms Globalization and Identity as a whole. There is no doubt that identity has been affected by the phenomenon of Globalization. Therefore, to understand the areas of effects, it is necessary to deal with those two concepts in detail. Mainly, this chapter will be centered on the definition both of Globalization and identity.

1.2 The Concept of Globalization:

Actually there is no doubts that the word Globalization is not just an easy concept that can be easily described. It is counted as the new buzzword that has come to dominate the world since the nineties of the last century by the end of the Cold War and the break-up of the former Soviet Union.

The term of Globalization according to Beck is considered as the "most used and abused most defined and probably the most misunderstood nebulous and politically spectacular over the past and future years". Beck Ulrich. What is Globalization? Polity Press Cambridge .2003, p.37

Scholars could not agree on one same or a common definition actually. Even though the immense total of literature that deals with that concept .The concept has now been used by hundreds of academics and there has been a debate on when the concept of globalization actually began.

In the same stream Walters says the Webster's Dictionary is the first major dictionary to mention the word globalization in 1961. The dictionary defines globalization as "to render global "or"the act of globalization" cited in Malcolm Walters .Globalization 2nd Edition, Routledge.2001"p.2.

Additionally Luhman gives a huge importance to communication in his opinion concerning globalization .Luhman beliefs that communication is the main reason that caused globalization so that he defines globalization as "the transition from

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integration to differentiation from territorial society to world society from identity to difference from “stratified “ differentiation to “functional”. Kim Tae Soo .Globalization Global Governance and Citizenship (Korean Association of Policy Analysis and Evaluation 2004).

Another definition was given by Larsson who considered globalization as "a process that makes the world smaller and gives the opportunity for the individual from the west of the universe to get benefit with a person from the other side of the universe" Larson Thomas The Race to the Top; The Real Story of Globalization U.S: Cato Institute ,2001, p.9.

With the same meaning globalization means lot of things to many different nations as Arjun noticed "globalization is a world of things that have different speeds, axes and origins in different nations and communities ". Appaduri Arjun. Modernity at large: Cultural Dimensions of Globalization. Vol.1. (University of Minnesota Press,1996.p.4.

What we may understand from the given or the mentioned definitions is that the concept of Globalization in its larger meaning usually back to the process of globalizing or simply making things smaller and closer .Historically Globalization had passed through a set of steps. It wasn't come just by coincidence.

1.2.1 What are the Major Areas of Globalization?

Globalization has many affects, and it is divided into three major areas which are below:

The first one is Economic Globalization: EG back to the interconnectedness of economies through trade and the exchange of resources. In other meaning it is the rising economic integration and interdependence of national, regional and local economies over the world through an intensification of cross-border movement of goods, services and technologies like globalization of trade and production. The second one is Cultural Globalization, a phenomenon by which the experience of

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everyday life as influenced by the diffusion of commodities and ideas reflects a standardization of cultural expressions over the world. CG back to the transmission of ideas meanings and values over the world are such a way as to broaden and intensify social relations like globalization of food. The third one which is Political Globalization refers to the amount of political co-operation that exists between different countries which means also that PG the growing of the worldwide political system which cover national governments, their governmental and intergovernmental organizations as well as government- independent elements of global civil society such as international non-governmental organizations and social movement organizations like World Trade Organization WTO.

1.2.2 Factors Responsible for Globalization:

There are various or we can say diverse factors that can be responsible for globalization which are:

First of all, there is globalization of technologies, it is expanding especially in transportation and communication. There is also death of distance, globalization of finance, also we have Globalization of trade, Global migration, International organized crime and Globalization of contagious diseases.

1.3 The concept of Identity:

The term identity has been defined under various definitions such as the idea of being who or what a person or thing can be. The features determining who or what a person or thing can be or who a person is or the traits of a person or group that make them different from others. Identity has been also defined as the difference or character that made an individual different from the rest of the same kind selfhood as well as a name or person (the mask or appearance one presents to the whole world) by which one is known.

A lot of psychologists had several or we can say various definitions or identity such as Identity is a concept that imprisons (as does much in sociology) nor

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detaches (as does much in philosophy and psychology) persons from their social and symbolic universes so it has with the years hold a generic force that few concepts in our field have. While Bhabha said that identity is never a prior nor a finished product it is only ever the problematic process of access to an image of totality.

All these definitions help us to understand that identity may represent the self and that each person is different from the other we are not the same. The identities differ and that they may be greatly affected by the environment a person lives in.

1.4 Types of Identity:

The concept of identity has a numerous types, yet the majority of psychologists who studied the subject come to an agreement about the ones below:

1.4.1 Personal Identity:

The problem of the determinants of personal identity has permanently been an issue for numerous philosophers. It has a relation with philosophical queries that emerge about ourselves as human beings or persons it contrast to wonder about ourselves that emerge about us being living things conscious beings material objects or the like. Lot of these queries come to most all of us now and after: who am I? What am I? When did I begin? What will happen to me when I die? Personal identity is from time to time argued beneath the protean expression self. "Self" does occasionally refer to "person". Yet it usually means a different thing: several sort of immaterial subject of consciousness, for instance (as in the phrase "the myth of the self") however the term is often used without any clear meaning at all.

Personal identity is divided into two types , first of all ,we have the Described Identity which deals with the features of identity .It means instinctive, things that we were born with and thus what we had no choice about such as : Sex , Ethnicity ,

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First Language, Social Class , Gender , Location ,Sexuality and Nationality . Then we have the second type which is the Achieved Identity which furthermore symbolize the features of our identity that we obtained with time as we start growing up and experience things. Such as Social Status position, Religious beliefs, Work role, relationship status, Family role, belonging to a particular subculture, the things that you buy.

1.4.2 Social Identity:

In 1979, Tajfel and Turner have developed the notion of Social Identity. The notion was primarily developed to comprehend the psychological standard of intergroup discrimination. The social identity notion says that a person has not just one “personal identity“ yet to some extent sundry identities that belong to various circles of group membership .Different social context can make an individual wonder, feel and act on standards of his personal , family or national “ level of self ” . An individual has numerous “social identities” far from the level of self. The individual's Self Concept, is the social identity obtained from perceived membership of social groups. It means also, it is the perception of an individual-based which illustrates the term “us” related to every internalized group membership. It may be known from the theory of personal identity from which it indicates to self-knowledge that deduces from the individual's unique attributes.

1.4.3 Collective Identity;

Alberto Melucci(1943.2001) was the one who created the notion of Collective Identity. It indicates to a person's feel of belonging to a group. The person's individual identity is a sort of the group or the collective. The point is that a person may evolve a feeling of belonging and an identity that proceed beyond the person,

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by sharing or participating in some social activities. The feeling of belonging may be so strong and powerful which it takes over other sections of the person's identity.

According to Melucci, the collective identity is a method which covers three sections: first the cognitive definitions: it has a relation with the creation of common definitions about aims, means and the field of opportunities or constructions in which action happens. Because of these common definitions that a person is capable to connect his or her beliefs to those of the large group. Thereby increasing group attachment.

Second, we have the Network of Active Relationships it means the actions that happen between the group participants for instance: when each one is participatory with each other via common practices. Finally, we have what is called an Emotional Investment to promote the senses of shared unity through the group and to motivate collective action. Collective Identity can be used to illustrate how social movements happen and sustain over time.

1.5 Race and Ethnicity:

Generally speaking the meaning are distinguished, yet it is prevalent to find both concepts "Race" and "Ethnicity" used interchangeably. Often Race can be the features of a person that can be seen, which is considered as biological referring to the physical characteristics of a person. While Ethnicity is defined as social sciences construct that describes a person's cultural identity. Ethnicity can be visual or hidden, depending on the individual's preferences while racial identities are always on display to a greater or lesser degree.

1.5.1 What Is Race?

The expression point a larger species of a distinct inhabitation. Racial features can be seen on the level of physical appearances, and it can begin from skin, eye and hair color to facial structure. In such morphology, persons of various races often

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have relatively minor differences (a branch of biology dealing with the form and structure of animals and plants) it can be also in genetics.

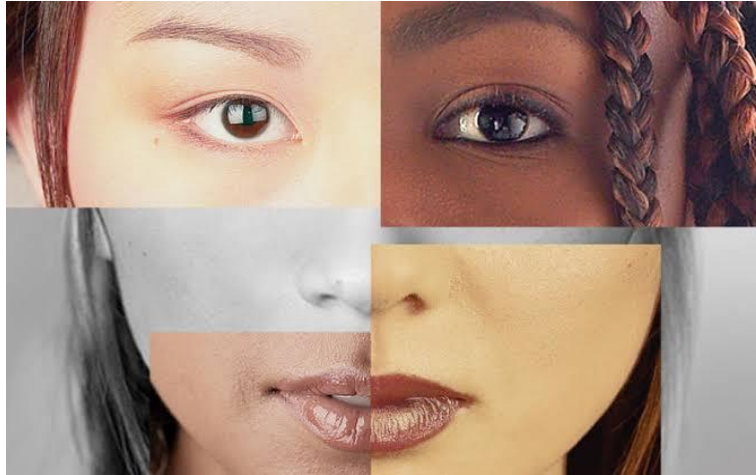


Figure one: Racial Characteristics of ethnics groups.

Source:

<https://www.google.com/search?q=what+is+race+&tbm=isch&ved=2ahUKEwi->

The figure above shows the different characteristics of race which as the skin, hair and eyes color, or the facial structure. For instance it differs from black people to the white or from Chinese to Americans...etc.

1.5.2 What Is Ethnicity?

The concept of ethnicity defines people's culture. People in a particular region, who descends from natives of that region. Religion, Language, Heritage, Nationality, Dress and Customs are included too. By wearing a sari, bindi and henna hand art Indian American women might represent their ethnicity or they could conceal it by wearing western garb.

Doing all or just some shared cultural activities means being a part of an ethnic group. Based on those shared traits, members of an ethnicity tend to identify with each other.

1.5.3 Ethnic Group:

An ethnic group means persons or a group of people in particular, who have the same culture or share a common heritage, culture and language « in the US Ethnicity can refer to Race ».

A community-type group illustrates the term of ethnic group. It means persons who share the same culture or it may refer to the next generations which are their descendants of those persons who may not share this culture but who identify themselves with this ancestral group.

The presence of at least some community institutions or organizations are included in the objective dimensions of ethnic groups. The truth of having descendants and ancestors as focus of cultural transmission and identity formation and the fact that there is (script) for cultural behavior in the form of customs, ritual and preconceptions which provides the content to culture and its transmission and is manifested in observable behavior patterns .

1.6 What Is a Minority Group?

We need mutual definitions and a mutual vocabulary for argumentation, before we start explaining the issues. First of all we start with the term « Minority Group » If we take the mathematical connotation of the term we find it a little bit misguided because it makes us think that minority groups are small. In fact quite large or even it can be a various majority of the population. That is what a Minority group can be. Women occasionally are counted to be a separate minority group, but they are numerical majority of the U.S population. As in many nations created by European colonization in South Africa, whites are a various minority "less than 10 percent of

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the population" but they have been by far the most powerful and affluent group, they retain their advantage in many ways despite all the recent changes .

Minority status has a lot of things to do with power and the distribution of resources than just with simple numbers. The explanation of Minority group is established on five important characteristics .The first characteristic is the members of group practicing a pattern of disadvantages or inequality. The second one is the members of the group share a visible traits or characteristics that differentiates them from other groups. The third one is the minority group is a self-conscious social unit. The fourth, membership on the group is often determined at birth. And the last one is members tend to marry within the group.

1.7 Conclusion:

There is no doubt that both Identity and Globalization are linked together, because Identity may be affected by Globalization nowadays. The chapter above deals with these two concepts starting from globalization with its three major areas: economic, political and cultural globalization. We gave the difference between race and ethnicity too. Also it sheds a light on Identity and its types. The next chapter will be devoted to ethnic diversity in the United States.

2.1 Introduction:

The American society was usually known for the diversity of its population, even in the colonial era it was one of its distinguishing characteristic. By European standards, America was extraordinarily diverse ethnically, religiously, and regionally. The present chapter will be about cultural diversity in the US.

Also it defines the most key words in this dissertation “race, ethnicity, ethnic group and minorities “.

2.2 History of Cultural Diversity in the United States:

A lot of different group memberships have blended with one another to make or we can say to form their history and allow them to become the society they are today. Even though all the rising aches with diversity that have cause, at times to the restrictions of immigration and nativist attitudes America, preferred being a cosmopolitan society. In other meaning America on the whole has found itself better for its diverse population.

America used and still be a cosmopolitan nation despite of all the nation in the world from the start. There were a lot of or we can say numerous Native American tribes and each interacted with the settlers differently .the very oldest settlers and colonists came from different countries, means more than one European country of origin .There were the French, the Spanish theDutch and the English all vying for control of the new continent and leaving their print. A wide swath of African cultures, by way of the slave trade, making their path forward to the new world early on. The foundations of the first settlements were already immensely diverse.

2.3 The United States: The Land of Cultural Diversity.

Since America is a very diverse country. And because of America's massive size and various heritage which leads to make it the most complex cultural identities in the world. From all over the world, hundreds of immigrants journeyed to America

since the Europeans found and settled down in the land back in the 17th and 18th century. The country became known as a “melting pot” because of the mixing of various cultural backgrounds and diverse ethnicities in America as the third largest country in both area and population, America's size has enabled the formation of subcultures within the country. As a result of settlement patterns those subcultures are usually geographical. By non-natives as well as regional weather and landscape differences.

2.3.1 Is Diversity a Strength Not Weakness?

It is mentioned "A diverse mix of people brings together complementary abilities and experiences that may lead to productivity gains". Lazear .1999. It mentioned too that "higher diversity levels lead to innovation by increasing the number of ways that groups frame problems producing a richer set of alternative solutions". Florida and Tingali "2004". They see that as much a society can be diverse as it helps it to be more creative and more innovative workforce that increase competitiveness. Interaction among different cultures encourages competition and exchange of ideas from different worldviews. Sobel, Dutta and Roy "2010" showed that "higher levels of cultural diversity increase the rate of entrepreneurship in the presence of good institutions cultural diversity in the United States and its impact on the human development". Jason VanAlstine, 2015, p.4.

2.3.2 Dimensions of Diversity:

Everyone is actually included in diversity. In a very various way, people vary from one another. In other words, diversity has a lot of various dimensions. The following are just some of the dimensions of Diversity :

Gender	Religious beliefs
Race	Material status
Ethnicity	Parental status
Age	Education
Physical and mental ability	Income
Sexual orientation	Occupation
Language	Geographic location

As we can understand from the table above diversity is very wide in scope and it includes all of us. However some dimensions of diversity have more impact than others on the opportunities people have.

The major dimensions of diversity can be categorized as primary and secondary dimensions. The primary dimensions are unalterable and are extremely powerful in their effect. The secondary dimensions are important in shaping us, but we have some measures of control over them.

2.4 Ethnicity in the United States:

America was considered as a melting pot for its various racial and ethnical diversity of its population. Over the last years as has the population in total, the number of people of various ethnic groups in the United States has been increasing rapidly. For example 35.81 million Black or African Americans were counted in the U.S in 2000 while 43.5 million Black or African Americans were counted in 2017.

The average annual family income in the United States in 2017 earned by Black families was about 50.870 U.S dollars while the average family income earned by

the Asian population was about 92,784 U.S. dollars. This is more than 15,000 U.S. dollars higher than the U.S. average family income which was 75,938 U.S. dollars.

The unemployment rates were different by ethnicity as well. In 2018 about 6.5 percent of the Black or African American population in the United States were unemployed. In contrast to that only three percent of the population with Asian origin was unemployed.

2.5 America's Racial and Ethnic Minorities:

The transformation or the changing point of the United States to a society with a rich array of racial and ethnic minorities, from a predominately white population formed in Western culture, was in the 20th century. At the beginning of the century the U.S. population was 87 percent white. The nonwhite minority was composed primarily of Black Americans living in the rural south. At the century's end non-Hispanic whites were counted for less than 75 percent of the U.S. population. The minority population is comprised of nearly as many Hispanics as Blacks, surging numbers of Asians and small but growing American Indian population. By the middle of the 21st century non-Hispanic white will make up a slim and feeding majority of Americans. Hispanics will be nearly one-fourth of the U.S. population. Blacks, Asians and American Indians together will make up close to one-fourth of the population. "Minority" is likely to have a very different meaning in the 21st century.

The increasing of Arab population was included in America's ethnic racial landscape. For instance a sizeable Jewish population and other ethnic groups. The concept of "minority" often back to four major racial and ethnic groups in the 1990s: Africans; American Indians and Alaska Natives, Asians and Pacific Islanders and Hispanics.

In some states and communities, the transformation of America's racial and ethnic profile was most visible. The four minority groups make up at least one-half of the residents in Honolulu; Los Angeles Miami San Antonio and several other

metropolitan areas. Within 25 years California, Hawaii New Mexico and Texas will be “minority majority “states in which minorities will be more than one-half the population. But many parts of the country have little racial or ethnic diversity. Minorities make up less than 5 percent of the population of Maine New Hampshire, Vermont and West Virginia for example.

The demographic changing of the nation profile has a remarkable economic and social implications. Immigration is transforming the U.S Asian and Hispanic population. Hispanics from Guatemala, El Salvador, Equador and other Central and South American countries have created communities alongside well-established Mexican, Puerto Rican and Cuban communities. The U.S Asian population was predominately Japanese, Filipino and Chinese just two decades ago. At the century's end Asian American with roots in India Vietnam or Korea outnumber Japanese Americans.

Socioeconomically, minorities are becoming much diverse. Since 1980, the number of minorities in the high income brackets has more than doubled. For example yet minorities still account for a disproportionate share of the poor. More minority politicians are being elected to public office but minorities are more likely than non-Hispanic whites to serve time in prison. More minorities are earning graduate and professional degree yet a disproportionately large percentage never finish high school.

The increase of the African American, Hispanic,Asian and American Indian populations is changing from the roots, the racial and ethnic makeup of the country's schools, workplaces and neighborhoods and it is creating a new multiracial and multicultural heritage in the United States. Manybusinesses target their products to specific minorities because they recognize that minorities are an expanding market. Aspects of Black, Hispanic Asian and AmericanIndian culture including art, food, music and style of dress are being adopted through American society.

Americans were splitted in their beliefs about the long-term effects of the increasing diversity. Few of them consider the quick increase of minorities as a key to the revitalization of America and a logical continuation of the “melting-pot” tradition. Others consider the fast increase in racial and ethnic minorities as an undesirable departure from America’s European heritage; having talks about this phenomenon occasionally become heated because the growth in the minority population is proximately related to important policy issues relating to immigration, affirmative action, welfare and education reform.

2.6 The 12 Most Common Ethnicities in America:

The majority of people living in the United States descended from European immigrants who arrived as early as the 17th century.

In fact nearly 48 million people or about 15.5 percent of the U.S population reported German ancestry according to the 2010 American Community Survey conducted by the U.S Census Bureau.

The Census Bureau defines ancestry as a “person ethnic origin or descent roots or heritage or the place of birth of the person or the person's parents or ancestors before their arrival in the United States”.

12 .The Swedish:

Swedish emigration to America was widely motivated by economic advancement during the 19th century. More than 1.2 million Swedes from 1851 to 1930 crossed the Atlantic traditionally setting in Midwest homesteads. By the turn of the century however more Swedes moved to urban centers in search of industrial jobs.

11. The Norwegian:

Between the end of the 19th century and the first decade of the 20th century, Norwegian emigration attained its peak. Between 1880, 1883, Norwegian was the second largest in Europe behind Ireland. Historically; the majority of Norwegian

Americans live in the upper Midwest especially Minnesota Western Wisconsin; northern Iowa and the Dakotas.

10. The Dutch:

In the early 17th century Dutch Immigrants were the once who helped to establish New York City originally New Amsterdam. Although Dutch immigration stopped in the 18th century, a new wave of Dutchmen came to America following World War Two. Today Dutch Americans are concentrated in several countries in Michigan and Ohio many Dutch Americans also live in California New York and Pennsylvania.

9. The Scottish:

In the 19th century, more than one million Scots left for the United States. Many in search of work in the shipping Scottish immigrants continued to trickle in through the 1920s especially as economic conditions worsened in Scotland.

8. The French:

Historically the quantity of immigrants arrived from France has been smaller than from other European nations figures may also be lower since French Americans are more specifically identified as French Canadian or Louisiana by the U.S Census.

7. The Polish:

In the United States Polish Americans are the largest of the Slavic groups. And represent some of the earliest colonists in the New World. Immigration reached new heights between the mid-19th century and World War One, when an estimated 205 million Poles entered the United States. These new arrivals who were in search of a better economic life flocked to industrial cities like New York, Buffalo, Detroit, Cleveland and Chicago.

6 .The Italian:

More than 4 million Italian immigrants mostly peasants from Southern Italy come in the United States. Between 1880 and 1920 Immigrants formed “little

Italians” in mch large northeastern cities as well as remote areas in California and Louisiana. As these communities rise and prospered Italian food entertainment and music greatly influenced American life and culture.

After World War Two which confirmed Italian American “sloyalty to the United States, another large wave of immigrants arrived.

5. The American:

Lot of persons who are of various different European ethnicities or only know part of their ancestry reported their ancestry as "American". The quantity of people who listed themselves as “American” more than doubled since 1990 when 12.4 million citizens reported their ancestry as American.

4. The English:

English Americans are discovered in various numbers in the Northwest and west according to the 2000 U.S Census .The quantity of people who reported English ancestry by at least 20 million since the 1980 U.S Census partly because more citizens of English descent have started to list themselves as "American".

3. The Mexica

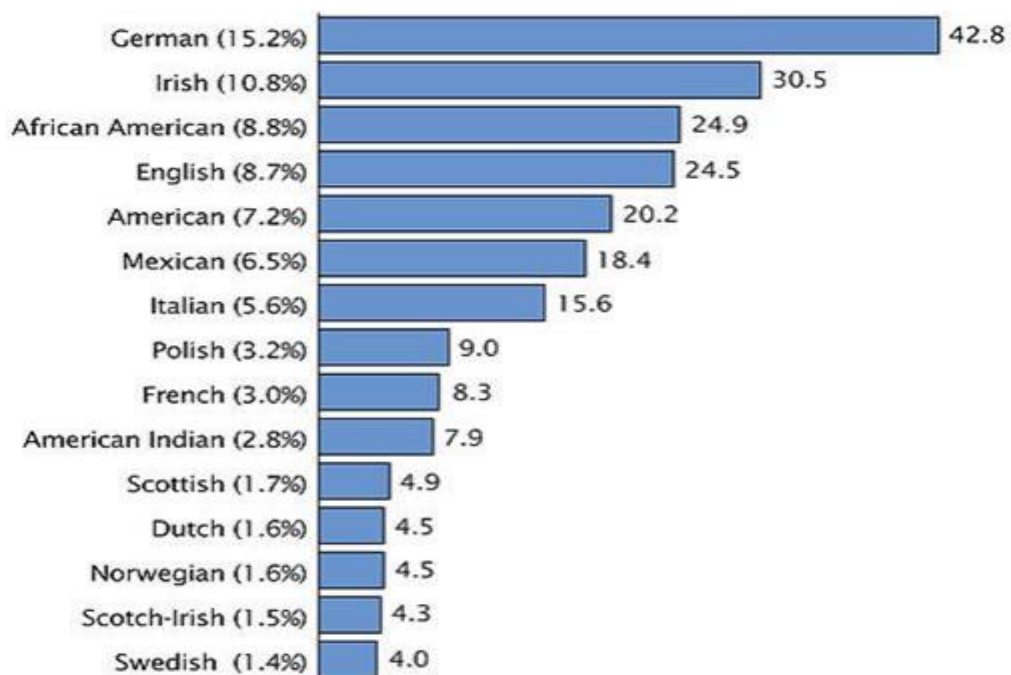
The quantity of people who reported Mexican ancestry nearly doubled in size between 1990and2000. Mexican is the most commonly reported ancestry along the southern border od the United States and leading ancestry in Los Angeles; Houston, Phoenix ; San Diego and Dallas according to the 2000 U.S Census .

2. The Irish:

The great famine of the 1840s sparked a mass exodus from Ireland .between 1820 to 1920s an estimated 4.5 million Irish moved to the United States many of whom settled in large cities like New York Boston Philadelphia Chicago and San Francisco.

1 .The German: "the silent minority"

The biggest wave of German came across to American in the middle of the 19th century facing civil unrest and high unemployment at home. Now days most of German Americans can be found in the non-coastal states with the largest number in Maricopa County Arizona.



Source: U.S. Census Bureau, Census 2000 special tabulation.

Figure Two : The Common EthnicitiesIn The U.S

Source:<https://www.google.com/search?q=ethnic+group+in+the+united+states&tbm=ilient=ms-android-hms->

The figure above shows the percentage of the most common ethnicities in the United States starting by the large ethnicity The Silent minority with a percentage of 15 percent and ending with the Swedish with a percentage of 1 percent.

2.7 Melting pot:

The melting pot notion has been used to give an idea about societies that are shaped by an assortment of immigrant cultures that eventually produce new hybrid social and cultural forms. The melting pot notion holds that like metals melted together at great heat, the melting together of various cultures will give a new compound; one that has great strength and other combined advantages. While the melting pot theory can be applied to any country that has integrated new cultures into its own, such as Brazil, Bangladesh, or even France. The theory is most commonly used to describe the United States as a new world with a distinct new breed of people amalgamated from many various groups of immigrants. Because of this, the melting pot theory has become synonymous with the process of Americanization.

2.7.1 Melting Pot or Salad bowl?

In multicultural societies there are various models of racial integration. The USA is traditionally called a melting pot because with time generations of immigrants have melted together; they have abandoned their cultures to become totally assimilated into American society. But in the UK where cultural diversity is considered a positive thing, immigrants have always been encouraged to maintain their traditions and their native language. This model of racial integration can be described as a Salad bowl.

2.7.2 A multicultural Society:

It is an ideology that promotes the institutionalization of communities containing multiple cultures. It is generally applied to the demographic make-up of a specific place e.g. schools, businesses, neighborhoods, cities or nations. In political context the term is used for a wide variety of meanings, ranging from the advocacy of equal respect for the various cultures in a society to a policy of promoting the maintenance of cultural diversity to policies in which people of various ethnic and religious groups are addressed by the authorities as defined by the group they belong to.

2.7.3 Multi Cultureless in Education:

The educational approach to multiculturalism has recently spread to the grade school system, as school system try to rework their curricula to introduce students to diversity at an earlier age. this is often on the grounds that it is important for minority students to see themselves represented in the classroom .Studies estimate that 46.3million Americans ages 14 to 24are the most diverse generation in American society .

2.8 Conclusion:

The present chapter has been devoted to ethnic diversity in US. as we all know the united states is a very diverse, multi-racial and multi- ethnic country people from around the world have been immigrating to the US for several hundred years .while the first wave of immigrants came from Western Europe, the bulk of people entering north America were from northern Europe than eastern Europe followed by Latin America and Asia. Most of these groups also suffered a period of disenfranchisement and prejudice as they went through the process of assimilation. The next chapter will be devoted to the impact of Globalization on the Hispanic identity and how should they preserve it?

3.1 Introduction:

The third chapter will give us a glance about the Hispanic their history, immigration to the US and how Hispanic people, little by little are losing their roots. People who are forgetting their past, the culture of their ancestors is disappearing into the air and with, Hispanic culture disappears day after day. Globalization is the process of interconnection of the world. Hispanics embraces cultures and territories of different nation's .Therefore, these countries are connected in multidimensional way since the 1980s which is the initiation time of globalization of Hispanics. The components of multidimensional include language, religion, culture, eating habit, sport, trade,etc. The positive effects of globalization include trade, production,

Labor market and demographic improvement, while the negative effects comprise of divergence of communities, increased transitional, cross border and rural-urban migration and infrastructural deficit. However, in recent times, Hispanic has been facing the reduction of the benefit of globalization for various reasons. The present chapter deals with the Impact of Globalization on the Hispanic identity and culture.

Hispanic: The term was created by US government in the early 1970s to name a growing population with connection to the Spanish culture from a Spanish-speaking country. Yet the term Latino is highly having more acceptances over Hispanics, which reflects the roots of the population on Latin America. They are the largest minority in the United States.

3.2HispanicHistory :

Provenance and History :

Persons with origins in Latin American countries have lived in the US from its very starting. However, their presence on the national scene was nearly unmarked. The 1970 Census was the first time Hispanics were counted and identified as a noticeable population. The very term Hispanic was given by The US Government to title a growing population that was not a racial or an ethnic group, but people

with origins in more than Twenty-Three Latin American countries and Spain, sharing a common cultural heritage and language. The term Latino emerged in the 80s as a self-given name, particularly in urban settings. This broadening of identity as Hispanics / Latinos was encouraged by robust immigration from Latin America during the 80s and 90s. Yet today, most Hispanic/Latinos still identify with their nation of origin, for example and prefer to call themselves Mexican Americans, Cuban Americans, Puerto Ricans ,etc .

The roots of the Hispanic/ Latino presence in the US go back to colonial times when most of the country's Southern flank was under Spanish rule. The first Mass celebrated in what is now the US. Took place in 1569 in St.Augustine, Florida under Spanish auspices.

The Hispanic /Latino took on a whole new dimension in the 1840s with the annexation of half of Mexico's territory to the United States as a result of the Mexican -American War. The new border crossed entire population from big and small towns, as the Mexican 'American presence was born in what now The American West and Southwest. In 1898 the Spanish-American War led to the annexation of Puerto Rico, adding its population to the growing number of US citizens of Hispanic/ latino descent.

Over the past 30 years, the Hispanic population has exhibited tremendous growth in the United States. Hispanics comprise about 11 percent of the US population including 3.6 million residing in the commonwealth of PuertoRico. Approximately 31 million individuals are identified as Hispanics.

The US Hispanics population is projected to become the largest minority group by the year 2006. Seventy percent of the Hispanic population is concentrated in four states: California, Texas, New York, and Florida. Mexican is the largest ethnic subdivision of Hispanics in the United States, comprising about 63.3 percent.

Followed by Central and South American 14.4 percent Puerto Rican 1.6 percent, Cuban 42 percent and other Hispanics 7.4 percent. Hispanic show increasing

cultural, economic and social diversity in 2015. The census bureau projected that in 2060, Hispanics will comprise 28.6 percent of the total population, with 119 million Hispanic individuals residing in the United States. There are an estimated 59.2 million Hispanic people in the United States comprising 18.3 percent of the population.

3.3 Hispanic Immigration to the United States:

Immigration/ Emigration

Fur to their homophonic similarities are often misused or misunderstood by lay persons. Persons who are born in foreign countries and enter the United States for residence are IMMIGRANTS to this country and are EMIGRANTS from their country of origin. Foreign-born and native-born residents of the United States who leave this country to seek legal residency in another country are Emigrants from the United States and Immigrants in their destination

Migration has been an essential element of human existence throughout all of history, both written and unwritten. From ancient tribal relocations motivated by climate change to the exodus of an entire ethnic group from one area of the globe to another to avoid religious persecution or to find socio-economic autonomy, human migration has shaped the epochs of history and has served as a driving force for the rise and fall of entire civilizations .this need to have the ability to migrate and seek a better habitat may seem like merely another natural component of human behavior. Yet hundreds of thousands of years into the timeline of humanity, the topic of immigration between modern nation-states is perhaps the most contentious subject matter that could arise in any family."We have to do something with this question of immigration ". Minnesota Senator Cushman K. In 1894 (Zeidel 2004) p.7 .

The United States is a nation of immigration from a historical and contemporary perspective. In fact, net international migration in the US adds one person every 31 seconds to the total population. Which is evidence of the fact that the United States accepts more legal immigrants as permanent residents than the rest of the world

combined (US population hits 300 million 2006). Nearly every new immigrant group throughout American history has received at least some derisory attention from nativists.

Americans living in smaller US cities like Arkansas, North Carolina Omaha and Nebraska are often surprised to learn that there is a Mexican consulate in their city. In fact aside from the obvious locations of consulates such as New York City, Chicago and Los Angeles in 2007 there were 47 Mexican immigrants living in the US. There are about 11 million Mexican immigrants in the United States and another 10 million US born Mexican Americans. The rapid growth of immigration to the US from Latin America has increased the overall Hispanic population of the US. The social group commonly referred to as Hispanics includes all immigrants from Latin American countries and their offspring. So large has been recent Hispanic immigration to the US that in 2002 Hispanics passed African Americans as the largest minority to the US. In that year the US Census bureau estimated that there were about 37 million Hispanics in the US compared to 36.1 million African Americans.

There is a little doubt that the current wave of Hispanic immigration to the United States will bring major economic and social changes to both source and destination countries. It will be a challenge for the US to devise a set of politics to effectively deal with this disruptive but potentially beneficial immigration episode.

3.4The Characteristics of Hispanic Immigration :

Immigration to the United States has gone through many different phases. The latest phase which covers the years since 1960s is characterized by a sharp shift in immigration source countries from Europe to Latin America and Asia. Hispanicmakeup the largest share of new arrivals. Nearly half of all foreign-born persons currently living in the United States came from Mexico Central America or the Spanish-speaking Caribbean countries. Over 30 percent of foreign-born Americans are natives of Mexico. This is a very high share for one single country

the concentration of the sources of immigration has fuelled fears rather than assimilate into the dominant culture.

Many of those expect Mexican and other Hispanic immigrants to eventually assimilate like all other immigrant groups have done in the past nevertheless still fear that the massive inflow of people from one single foreign country will substantially change American Culture.

Another reason the Hispanic immigration may generate more openly expressed concerns is that it has been highly concentrated in few states such as California, New York, Florida and Texas. This geographic concentrated effectively amplifies the cultural influence of immigrants in those areas. It is not clear yet whether this wide dispersion of Hispanic immigrants merely makes new regions of the US more aware of immigration or whether it reduces the fear that Hispanic immigration will establish a permanent parallel culture in the US.

3.5 Hispanic Community:

3.5.1 Ritual and Religion:

In the Hispanic world, religion has traditionally played a significant role in the daily activity. More than 90 percent of the Spanish-speaking world is Roman Catholic. In recent years, other faith denominations have experienced growth within the US Hispanic community. The church influences family life and community affairs, giving spiritual meaning to the Hispanic culture. Each local community celebrates its patron Saint's Day and Altar, virgin of Guadalupe with greater importance and ceremony than individuals do for personal birthdays.

3.5.2 Celebration and Holidays:

Hispanic countries celebrate the more popular international holidays, notably Easter, Christmas Eve, Christmas, New Year's Day and the three king's days. In

addition each country celebrates it El Dia De Independencia. The term Fiesta National that may be held only one day or may last several days. Most holidays are centred on or have their origins in religion. Many celebrations of the Catholic Church are officially designated by the government as holidays. National government offices may be closed or have limited hours for local or regional holidays.

3.5.3 Family values:

Traditionally, the Hispanic family is a close-knit and most important social unit . The term Familia usually goes beyond the nuclear family. The Hispanic family unit includes not only parents and children but also extended family. In most Hispanic families, the father is the head of the family, and the mother is responsible for the home. Individuals within a family have a moral responsibility to aid other members of the family experiencing financial problems, unemployment, poor health conditions and other life issues.

3.5.4 Eating Habits:

In Hispanic countries, a light meal is served for breakfast. Lunch referred as El Almuerzo usually is the main meal of the day for Spanish-speakers. In some countries, it is customary adult family members and children to come to home from work or school for about two hours to be together for this meal. La Siesta which is a rest period taken after lunch is known to be a common practice among adult Hispanic. In the early evening La Merienda a light snack of coffee and rolls or sandwiches is served. In the evening often as late as 9:00 PM La Cena a small supper concludes the day's meal. Once settled in the United States most Hispanics adopt the three meal system: Midday and evening meals are important family or social events. Especially when guests are present , the meal by be followed by The Soberness, a time to linger and talk over coffee or perhaps an after-dinner drink . Usually when food or additional servings are offered to Hispanic they tend to accept only after it is offered a second or third time.

3.5.5 Etiquette:

Spanish speakers tend toward formality in their treatment of one another. A firm handshake is a common practice between people a greeting and for leave-taking. A hug and a light kiss on a cheek are also common greetings practices between women and men, men and women who are close friends or family. The Spanish language provides forms of formal and non formal address different use of Usted VS Tu (tu for the pronoun you , polite and familiar commands the use of title of respect before people's first name such as DON and DONA). In non formal settings, conversations between Spanish speakers are usually loud, fast and adorned with animated gestures and body language to better convey points.

3.5.6 Hispanic Language:

It is known that 17.8 percent of the population is Hispanic and that more than 70 percent of Hispanic families use the Spanish language at home means that the new generations are not losing the language of their grandparents. More than 70 percent of Hispanic speaks Spanish at home. It was noted that the concern of English-speaking authorities because the numbers of those who speak English as their mother tongue are not rising. The opposite of what is happening with Spanish. The second group of speakers includes those who with (limited competence) who manage to speak the language with some difficulty. The final groups of Hispanic speakers are the student learning the language.

3.6 Hispanic Heritage Month:

HHP is an official celebration of American citizens whose ancestry can be tracked back to Spain, Mexico, central and South America and the Caribbean.

The festival now lasts from September 15 to October 15 every year, but it first started out just a weeklong celebration of an 1968. Twenty years later, in 1988 it expanded to dedicate a whole four weeks for the celebration of being Hispanic. The celebration starts in the middle of the month as opposed to the end because the 15th

Marks the independence days of give Latin America countries : Costa Rica , El Salvador , Guatemala, Honduras and Nicaragua, Mexico , Chile and Belize follow shortly after on the 16th , 18th and 21st .

HHP particularly celebrates Hispanic arts and culture and is therefore supported by The Library Of Congress, national archives and records administration national endowment for the humanities, national park service and the United States holocaust memorial museum. HHP made especially to honor Hispanic people and appreciate Hispanic art by reading Hispanic Literature, listen to the music of talented Hispanic performers also discover Hispanic American history and dine the Hispanic way .

3.7 Hispanic Wedding Tradition:

Lasso in Hispanic ceremonies the spiritual bond of the couple is celebrated by joining them together physically with silver rope while Mexican couples use a long rosary. There is also Las Arras, it is widely popular in Hispanic cultures are Las Arras , in this custom 13 gold coins are blessed by the priest and given to the bride by the groom during the wedding ceremony, the coins represent his commitment to supporting her while the number 13 symbolizes Jesus and the 12 apostles also. There is another tradition called Bachelor shoes in Hispanic weddings, single men hide their shoes underneath the bride's gown. The groom then reaches under her dress and selects a shoe the owner of which is believed to be the next man to marry. Hispanic brides frequently wear black wedding gowns to symbolize that only death can part them and their new husbands.



Local identity is established on the core values shared on a living society “language, dressing style, way of talking, habits and many others.

Global identity is established when people get exposed to outer world's fashion in terms of their dressing styles, way of talking, food etc...

Global Identity dominates local identity in people’s attitude then they will bring outer culture more in the Hispanic society, as well as mixing with the Hispanic culture to transform it and generate new types of styles. Yet local identity dominates global identity in people’s attitude then they will take inner culture more in global world as well as mixing with global culture to transform it and generate new types of style for instance, number of Latin Songs like "Salsa, Samba, Merengue, Rumba...,etc . Are decreasing , local Artifacts and art traditions are losing markets, western clothing and end of wearing likeHuipil, Rebozo and Mexican skirts, Westernization of Hispanic food culture through entrance of McDonald’s.. ,etc. Rising individualism and declining collectivism like, lesser contact among relatives, becoming artificial by following artificial lifestyle, also loss of morality and

affection. Attachment To the family becoming less interested to know about one's traditions and customs.

Parents are considered burden on children, parents fulfill their responsibility and children when they grow up, consider them a burden.

Before dealing with the impact of globalization on Hispanic Identity, it is important to point to the impact of globalization on the Hispanic Culture as a whole. This is because culture shapes our Identity .Apart from the benefits gained from globalization in the Hispanic world in the different fields,globalization has also had a negative effect on the cultural heritage of the Hispanics, in the sense that the conventional art, language and literature, food and dressing modes have been gradually replaced by some Western cultural attributes.

Although America's multicultural tradition allows immigrants greater latitude to express their identities, even in the United States there is nationalist concern about the assimilation of the country's Mexican immigrant community. This sentiment is controversially represented by Samuel Huntington who argues that Hispanic immigrants are not assimilation into American society. In his view, Hispanic are establishing insulated cultural islands and the sheer number of Hispanics in the United States threatens to undermine America's culture. Hispanics do not assimilate into American society as did earlier waves of immigrants from Europe.

The result he contends will be a culturally bifurcated Anglo – Hispanic society with two national languages. Globalization is the process of interconnection of the world .Latin America embraces cultures and territories of different nations. Therefore, these countries are connected in multidimensional way since the 1980s, which is the initiation time of globalization of Latin America.The components of multidimensionality include language, religion, culture, eating habit, sports, trade, etc. The positive effects of globalization include trade, production, labour market and demographic improvement,while the negative effects comprise of divergence of communities, increased transitional, cross border and rural-urban migration and

infrastructural deficit .However in recent times, Latin America has been facing the reduction of the benefit of globalization for various reasons. This backwardness can be mitigated by filling up the gap between policy formulation and that of implementation.

3.9 The Impact of Globalization on Hispanic Culture

The Hispanic Culture has been affected by globalization in different ways.

3.9.1 What is culture?

Culture is the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts. Our culture helps us to define who are we?and where we came from ? It is hard to think of ourselves or others without a cultural context. We can guess where someone is from according to the language he speaks, the way they dress, their accent, what they eat and what they believe? So how globalization does affects The Hispanic Culture?

3.9.2 Globalization and Spanish Language:

The disappearance of Spanish language from the Hispanic society may cause the disappearance of Hispanic culture, because the language is a determining factor of the cultural identity of diverse group and individuals. Without a language people lose their cultural identity. A lot is written about globalization and languages. According to its general definition “language” is a body of words and the systems of their use common to a people who are of the same community or nation, the same geographical area or the same cultural tradition .Language is usually regarded as a sense substance of the culture. It serves as an important symbol of group belonging enabling different groups of people to know what ethnic groups they belong to and what common heritage they share. The spread of the English

Language has some negative impacts .It increased risk of uniformity endangers the disappearance of Spanish language “under the shadow of the dominant one.” especially in the educational system media and public life.

Language: one way globalization affect language is by spreading language globally when one language is considered a dominant language, it tend to over shadow the native language. For instance English language come into a culture and threaten to eliminate the native language of the indigenous people “Spanish language for Hispanic people “. Why is tend to happen that way is because English language is used globally in doing business, media and internet. Hispanic people learn English language rapidly because in doing national business so every culture try to learn English and put little effort in learning their local and native language.

About 35 percent of the world's mail and cables are in English. The English language become the language of science, scientific, publications, international conferences or exchanging programs, joint academic research projects ... etc

Approximately 40 percent of the world’s radio programs are in English. It is the dominant language on the internet.

3.9.3 Globalization and Hispanic Food:

We live in a globalized world and the world is open to us and that includes the world’s vast diversity of flavor and cuisines. There has always been an exchange of food culture and knowledge when two different cultures would meet, it can often be hard to draw the line between what is truly " traditional " and what parts of food culture have been influenced by outside forces.

Fortunately today with the “Globalized world “ it is not just pieces of the cuisine that travel , in the form of ingredients or single recipes , but entire cuisines as a whole . Immigrants bring their traditional food cultures with them. Travelers seek out the flavors they encountered halfway around the globe when they return back home and even those people who might never leave the borders of their own

country seek out a bit of adventure while browsing the “international cuisine “ section of their restaurant guide.

As our world becomes more and more connected, food culture is no longer tied down to where it originated from and can spread far and wide. Actually globalization affects Hispanic food culture, yet it gives Mexican, Spanish and Latin restaurants a chance to be found in every city in the U.S. when the customer appreciate” the Food Cultural DNA” as much as he appreciates its basic flavors , he honors the people who created it .when he does not unfortunately he run into the risk “culturally whitewashing” the cuisine . In the U.S it is estimated that 85 percent of all the Hispanic restaurants are owned and run by non-Hispanic chefs and owners. This trend has caused in many cases a loss in the authenticity of the cuisine. HOW "authentic" do you really think that spicy tacos is? In an effort to benefit from the Hispanic trend, other Hispanic and Latinos cuisines are even being relabeled Hispanic to grab customer’s interest. Spain and Mexico have started to take notice of this and in an effort to preserve the authenticity of their cuisine abroad, have opened up a new work visa aimed specially at training foreign chefs in the real art of Hispanic cuisine.

Unfortunately even when food’s cultural DNA is left intact and when the dishes remain authentic, it can be hard for a cuisine to stay true to its roots halfway around the world from where it was really born. while true , authentic Mexican restaurants can be found all over the world , the food has often lost its local heritage . Mexico is a large country and each region has its own unique dishes but when you transfer the cuisine as a while for instance to US, it often lose that regional diversity, a Burrito is a Burrito, a Tacos is a Tacos at least to people who have not had much experience with Mexican cuisine .

The subtle difference between the Northern and Southern Mexican flavors or the uniqueness of each community’s mole is forgotten and overlooked .Recipes are boiled down to the bare basics of each dish and the real diversity of the cuisine is lost. Also, One of the most important causes of this loss of cultural identity is

without doubt, the sudden explosion of foreign investment in Hispanic areas itself, destroying Spanish or Latin companies and creating an ideology that foreign goods are better and anything made in Spain or Mexico is of inferior quality .

3.9.4 Globalization and Hispanic Traditional Clothes:

Our fashion is about our culture .it is central to our identities and that of our society. Because of globalization the rise in corporate culture, the Hispanic dressing style has remained merely occasional stuff that too on cultural occasions only. Hispanic national clothing is very bright and beautiful .Actually, there are many different designs of traditional costume .Some of them are used for celebrations and holidays, some for ceremonies, some for festivals. The main characteristics of national attire are sun protection that's why sombrero has such a wide brims and clothing itself is made of natural materials brightness the fabric for garments is mostly colorful and heavily embroidered a lot of colorful ribbons are used and moderate modesty the clothing is elegant , not shameless or vulgar at all skirts are long , blouses are delicate flowers are often used to beautify the costume . Globalization has many negative effects on Hispanic fashion industry, it changes the way of clothing it shape their new identity by wearing jeans and shirts it replaced t ruined the Hispanic bright colors.



Figure Four: Hispanic Traditional Clothes

The figure above shows the colorful clothes of Hispanics traditional clothes. They use very bright colors to make their clothes.

3.9.5 Globalization and Hispanic Family:

The Hispanic culture places a strong value on family. It tends to have large close knit families. It is not common for their generations to live in the same household or nearby each other. Globalization has played a big role on westernization the Hispanic culture by Rising individualism and declining collectivism like rising

nuclear family, lesser contact among relatives. it ruined their way of living by separating them .

3.10 The Effects of Westernization on Hispanic Youth:

Westernization has been a pervasive and accelerating influence across the Hispanic society in the last few years .with some thinkers assuming westernization to be the equivalent of modernization .it has been a serious threat and is establishing strong base in many Hispanics slowlywiping into their culture. Westernization has greatly affected their traditions, customs and family. According to today their children find it cool to follow “the Western Culture”. Hispanic youth find listening Hispanic traditional song wrong just because of their friends that have come from a completely different background.When it should not be this way, they should be proud of their of who they are and preserve their culture, if they don’t follow their culture who will? If they can’t take care of this rich, unique identity they have ... their status will drop and they will have nothing to guide in their life. Hispanic youth are blindly following the western culture without knowing its consequences.

In many cases today, children try to avoid their parents for foolish reasons that they should not care about such as their accent or the way they dress .They must learn to be themselves. It is good to be modernized but it also has a limit. There is no harm in taking goods from the west, but this does not mean should adopt it and pretend to be western and misrepresent their identity. The western culture is trying t snatch the rich cultural heritage they have within them. It is very unfortunately that the new generation does not have any knowledge about their culture which is not their fault but their parents who did not teach them and enlighten them about the truecolor of their culture. Today the Hispanic culture have been subjugated and dominated by the west.

3.11 Are Hispanics Losing Their Local Identity for the Global Identity?

The Hispanic society little by little started losing their local identity because of the globalized world. But they should protect and promote Hispanic culture and heritage.

Heritage is something that belongs to one by reason of birth and that is handed down from the past it constitutes a source of identity and cohesion for communities disrupted by instability. Cultural traditions and perspectives shaped who we are. Evidence of culture can be found in our house, surroundings, meals we eat, beliefs we have or not, language and gestures we use.

Culture takes diverse form across time and space. This diversity is embodied in the uniqueness and plurality of the identities of the groups and societies making up humankind. As a source of exchange, innovation and creativity, cultural diversity is as necessary for humankind. It is the common heritage of humanity and should be recognized and affirmed for the benefit of present and future generations.

3.12 Approaches To Preserve Hispanic Identity And Culture:

Hispanic comes from diverse social economic and geographic background making them all very different depending on their family heritage and national origin. Yet the Hispanic culture is starting to despair day by day with the idea of the globalized world, Hispanics should respect their past and keep it alive by participating in traditions. "Hispanics should share their culture's art and technology: Hispanic culture has its own clothing, music, visual arts and storytelling traditions and many more unique characteristics. Also, attend or organize major events: their country, tribe, religious denomination or immigrant ethnic group almost certainly celebrate major holidays or cultural festivals. They should travel to that broader perspective on their culture. Then, Cook family recipes: the smell and the taste have powerful connections to memory, parents should teach their children in order to protect their heritage.

Spending time with other members of the community: the best way to preserve their culture is to keep it alive. Hispanics should gather as a group not just for

holidays but for ordinary meals, events or conversations. Finally, speak their ancestral language: speaking their mother tongue language will help them to preserve their identity.

3.13 How Does Culture Enhance Cultural Identity ?

In the new era of globalization, people become much more concerned about the uniqueness and particularity of their own culture, cultural identity provides the global significance of local knowledge and the sense of self , community and nation .cultural identity answers the questions “ who am I ?”, “ where are we going ?” and “ what do we have ?” since people construct their identities through their cultures , they will defend them .

Actually globalization brings much more awareness of cultural identity than before .in terms of science and technology, or in terms of economic development globalization may reflect some kind of theory of converge. But in a deeper sense globalization enhances cultural identity and people become much more concerned about the uniqueness or the particularity of their culture .if we look at the negatively, globalization may lead to hegemonic control. But hopefully, globalization may lead to a sense of togetherness ". The planet is our lifeboat and we are all in this boat together. Globalization can also lead to a sense of “ deeply-rooted-in-one's-culture”, and the global significance of local knowledge . The two dimensions can form a very fruitful interaction .Some people say globalization and localization are so much integrated that we have to coin a new word “ glocal” both global and local . Therefore togetherness is not at all in conflict with diversity. The world becomes more diverse and also more “together”

3.14 Conclusion:

To conclude with westernization has mostly affected Hispanics lifestyle and characteristics as soon everything including their value and beliefs if they don't take action. chapter three represent the impact of globalization on The Hispanic Culture and the transformation of identity in the globalized world , it aims to shed light on

Chapter Three The Impacts of Globalization on The Hispanic Identity and Culture

the negative points more than positive not to give a bad image about it , but to give us an idea about how globalization works ?

General Conclusion

The focus of this dissertation has been directed to the Impacts of globalization on Hispanic identity. And to bring into light the negative results of globalization on their society from the way they eat, dress to the songs their hear.

This has also been carried out to measure the impacts of globalization and its Westernization wave on Hispanic identity. The Impacts has been and continues to be felt in almost every domain including environment, economy, identity and culture as well. The present dissertation has sought to give an ample view on this process. The major point was to pint to the fact that globalization has significantly affected people's life at the various levels.

As stated above, within globalization there has been a remarkable socio-economic flow that has transformed the world into a global village. It is also important to add that globalization has impacted Hispanic culture, they tend to face enormous difficulties and extreme challenges to adopt their cultural norms with these emerged terms.

The dissertation consists of three chapters: the first chapter circles the main concepts or keywords (globalization, identity and Ethnicity). To help the reader understand the process of globalization and identity. The Chapter also provides a brief insight of the difference between Race and Ethnicity.

The second chapter introduces the history of cultural diversity in the U.S, its dimensions. It also highlights America's racial and ethnic minorities. We have mentioned the twelfth most common ethnicities in the US too.

The last chapter is the answer of the case study, Identity preservation in the globalized world. The first part of the chapter, we talked about Hispanics a whole (their history, their immigration to the U.S, Hispanic community starting with religion, language, lifestyle to eating habits...etc). The other part of the third chapter is about the Impacts of globalization on Hispanic identity and culture .We gave an idea about how does globalization affects the Hispanic society, the way

General Conclusion

they dress, the colors they use. Their language, their food. Unfortunately globalization touches their culture. Also it led to the Westernization which made a global village. Some countries are afraid of one day all the world will have one common culture. It is mentioned some approaches too about how can Hispanic preserve their identity, in order not to lose the culture of their parents culture and identity they should teach their history, their traditions and norms to their children.

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