

IRENA MUSA

CULTURAL IDENTITY AND GLOBALIZATION PROCESSES

Summary

The text represents a part of a bigger project which is related to cultural identity and globalization processes. Analyzing sociological theories, cultural identity is presented in the framework of three sociological paradigms: macrosociological paradigm or paradigm of social facts, microsociological paradigm or paradigm of social definitions and social behaviorism paradigm. Big changes happen in all areas of social life under the influence of globalization processes. The main intention of this paper is try to find an answer to the question how much the cultural identity is fragmented.

Key words: *culture, identity, globalization, globalization processes, fragmented identity, broken identity, modernity, post-modernity.*