



RESEARCH ARTICLE

# Globalization: From the Illusion of Diversity to the Dominance of a Single Model

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**ABSTRACT**

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The article examines globalization in terms of cultural diversity and individual freedom based on four perspectives: economic, political, cultural, and media. On the economic front, it brings out that globalization has led to the dominance of major corporations over the global economy, hence their hold on international policies and manipulation of the markets to their benefit. This dominance is evident in these corporations' support of conflicts and crises to change the situation for their own more economic power, hence limiting the autonomy of governments in decision-making. Politically, it is noted that it is Western countries dominating the political front and using the United Nations to serve their colonial interests at the expense of developing countries seeking sustainable development, which has limited credibility in the international institution. The article employs Cultural Hegemony Theory, introduced by Gramsci, to show how globalization imposes uniform values and beliefs, undermining cultural diversity and individual freedoms through economic, cultural, and political means. It is culturally clear that globalization spreads Western culture at the cost of the local cultures. In effect, this leads to the erosion of culture and eventually no respect for cultural uniqueness. Majorly, corporations like Hollywood are, therefore, key agents in spreading Western values, consequently affecting lifestyles worldwide. Finally, the media are supposed to affirm that what began as a medium for diversity and freedom has now become a channel for advertising commercial and political interests; large firms have already taken over the media, reducing diversity in information and further promoting Western culture. The text, therefore, shows the urgent need to reconsider globalization and all the challenges that go along with it, focusing prime attention on the need to raise cultural diversity and freedom of expression away from the negative impacts of globalization.

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## INTRODUCTION

At the beginning of the third millennium, globalization was advertised as an opening to an age of freedom and diversity of culture (UNESCO, 2000), which balance would be kept between individual freedoms and Authority. It was, however, after decades that the applying of these principles in practice made it obvious that what was propagated was just the facade concealing an ugly reality. Recent experiences have proved that globalization seeks to dissolve geographical and cultural boundaries under a unified global umbrella, reducing cultural and intellectual diversity rather than increasing mutual understanding. Globalization comes forward as a tool for reducing cultural and individual freedoms by imposing a strict "law of globalization." (Hassi & Storti, 2012). It tends to combine cultural and religious beliefs into one stream, eliminating individual cultural expression in the name of modernity and development. Such uniformity in beliefs and values clearly contradicts

the declared purpose of globalization, which is to increase diversity and cultural exchange (De Bruijn et al., 2017).

Economically, developments have unfolded the fact that a few large corporations control the global economy by dominating industries, productive sectors, research, services, the media, and even military activities. Conflicts, such as the Israeli occupation against the Palestinians, have manifested that big corporations are in favor of occupation and participate in political decisions that promote globalization. These large corporations direct international policies and remain to promote and boost economic domination through manipulating markets, pressurizing governments, and precipitating conflicts for economic gain (Kim & Milner, 2019). On the cultural front, globalization is viewed as a weapon to impose hegemonistic Western culture, which is Pavlovian out to destroy local cultures and promote uniformity in lifestyle. Western values are percolating into every nook and corner of the globe at the cost of cultural uniqueness and respect for diversity. What was to be a medium for freedom and diversity has been taken over to pay out commercial agendas and major corporate sponsorships, all the more so making it difficult to maintain cultural expression diversity (Kaul, 2012).

Politically, it has become very evident who dominates—the Western colonial powers—and the United Nations is only a tool in their hands, completely ceasing to be anything resembling an independent global institution. This hegemony of the West over developing nations aggravates the hard battle these countries are trying to fight for sustainable development and real independence (Arora & Stirling, 2023). The so-called two-state solution for the Israeli-Palestinian conflict seems increasingly out of reach because Western powers are acting to complicate matters, and conservative maintenance is saving their geopolitical interests. Globalization, which was supposed to be a bridge of cultures and freedoms, turned out to be an imposing force under which a single model is to be applied worldwide. There is an urgent need today to reassess concepts of globalization and its challenges, and to work on finding a balance that respects cultural diversity and human freedom, free from dominance culturally and politically. What the situation requires is a unified thought transcending geographical, political, and cultural divisions, contributing to the confrontation of globalization and Western colonialism in ways that promote unity and solidarity among people (Qumsieh, 2002).

The aim of the article is to make an analysis of globalization vis-à-vis cultural diversity and individual liberties with respect to how globalization has shifted from a tool to achieve mutual understanding and balance to a dominant force that seeks to impose one model worldwide. The impact of globalization will be assessed regarding economic, cultural, and political domains and the powerful influence major corporations, especially Westerners, have over global policies (Ziyan, 2023). It will also try to bring new insights into how to reassess the concepts in globalization and identify how cultural diversity and individual freedom can be increased within these constraints. The principal question of research will thus be: How has globalization changed world cultural diversity and individual freedoms, and what are the economic, cultural, and political dimensions that contributed to a change in the role of globalization from being a tool for mutual understanding into an imposing force searching for a single model to be applied around the world?

The analytical framework used in this article is based on the author's awareness and is the result of long-term practical experience, although the theory employed in the provided texts is the Cultural Hegemony Theory. This theory, introduced by the Italian sociologist Antonio Gramsci, focuses on how a group or power dominates culture and knowledge in society in a way that makes its ideas and values appear "natural" or "normal," leading to its dominance across various domains such as politics, economics, and culture (Brighenti, 2016). The texts provided illustrate how globalization (Hassi & Storti, 2012), instead of enhancing cultural diversity and individual freedoms, has led to the imposition of a uniform set of values and beliefs, particularly through economic, cultural, and political influences (Storey, 2018). This aligns with the concept of cultural hegemony, which refers to how major powers use tools such as media, trade, and politics to promote their values and cultures at the expense of cultural diversity and individual freedoms.

The article addresses the impact of globalization through several key aspects that show how globalization has been contributing towards shaping reality and its challenges. The first discusses the aspect of globalization with respect to cultural diversity, which has resulted in the imposition of a uniform culture worldwide and reduced cultural freedoms. It then reviews the economic impact of globalization through major corporations dominating the global economy and the direction of international policies for their interests. It further focuses on the political dominance coming from the West and how, normally, the United Nations has been used to serve these powers' interests at the negative expense of developing countries. In the cultural context, it draws attention to the promotion of Western culture and the weakening of cultural uniqueness. It discusses the globalization and media impact through commercial and political control of media outlets with implications for information diversity. In the fashion domain, it discusses how globalization has thrown in some monotonous styles that hardly reflect cultural diversity. It finally reflects on the contribution of globalization to the exacerbation of Palestinian conflict and how the status quo is maintained at the expense of a two-state solution by the powers of the West. Finally, resistance movements within the struggle for Western dominance and globalization are discussed by talking about the challenges to cultural identity and political independence. It concludes that globalization has led to entrenchment of dominance in cultural, political, and economic terms and, therefore, requires a rethink of the way to handle globalization for respect of cultural diversity and people's autonomy.

### **Economically**

It has been evident through the various developments and activities in the economic sphere that the world economy, in every industry, field of production, research work, services, media, and even military fields, are ruled by a few large companies. This brings about marked economic and political domination. Even conflicts and wars bring to light the participation of companies which work in pursuit of the policies promoting their interests. For example, transnational companies with well-known brands do affect political decision-making, which entrenches the global hegemony of globalization. Conflicts like the genocide war of the Israeli occupation against the Palestinians uncover how these companies align on the side of the occupation working on sculpting the global policies in their interest (Kim & Milner, 2019).

In this world system, large corporations become major players in shaping international policies and dominating governments. They apply sundry techniques that extend their influence, ranging from market manipulation and pressuring governments to even fomenting conflicts for economic gain. For instance, huge corporations in the arms and military equipment industry, like Lockheed Martin and Boeing, profit from increasing military conflicts by investing in financing election campaigns of candidates who will support pro-war and military expansion policies and promote the continuation of conflicts (Roach, 2023). Major companies also control natural resources, hence leading to conflicts. This is because in countries in Africa and Latin America, the trans-national corporations usually finance the civil conflicts by aiding militia groups or other undemocratic governments that offer them constant supplies of some of the resources, for example, minerals and oil. Participation ensures that the terms for investment for those companies are favorable and gives them greater control over the global economy. Furthermore, large business entities flex their economic muscle on governments and compel them to enact trade and investment legislation in their favor. Corporations like Google and Facebook have exhibited their continued influence of local and international policy by owning media and electoral systems through which they could shape policies to their liking (Sonno, 2022).

The 2008 global financial crisis can be cited as an example of how major firms create a crisis in order to benefit from their interests. These firms created a financial bubble of enormous proportions, bringing about market collapse and global financial crisis with effects on millions of people. In the case of wars, big firms profit by selling weapons and security services (Bresser-Pereira, 2010). More importantly, the influence of big business in the media also frames public sentiment to suit the interests of big businesses. Direct ownership or huge investments by these companies in major media help them manipulate news and other contents for their self-serving economic interests. This enormous influence helps to provide prejudiced, distorted coverage of international conflicts,

framing public sentiment in favor of corporate interests (Khanal, Zhang & Taeihagh, 2024) Globalization, which was perceived as a bridge between cultures and freedoms, has turned out to be an imposing force in reality for a single model throughout the world. There is an urgent need today for reappraisal of concepts like globalization and its challenges, and to realize the dangerous role played by major corporations in creating conflicts and directing global policies for their own benefit. It will be indispensable to reconsider the forms of approaching globalization so that it no longer implies a cultural and political dictatorship by big business, but rather involves a balanced quest for respect towards cultural diversity and individual freedom, away from destructive economic dictates (Kennedy & Danks, 2001).

### **Politically**

The political arena has also been made obvious to the Western colonial powers; no space is left to raise voices against the hegemony of the superpowers. The United Nations has been reduced to an instrument in the hands of big Western powers for them to conduct their colonial aims and propagate tenets of globalization. While the UN proclaims itself an international body to achieve peace and justice in the world, Western control over decisions has turned it into a puppet easily manipulated by major interests, defaming its credibility as an independent global institution (Moses, Duranti, & Burke, 2020).

This fact becomes evident through both the direct and indirect political influences on the developing nations. Sometimes, it was the direct influence exerted through military interventions, and other times, it was the imposition of influence exerted through economic and political pressure. For instance, all the military interventions in the Middle East, just like the cases of Iraq and Afghanistan, were conducted by the United States and the United Kingdom for strategic and economic interests. Muneer & Aryal (2024) states that their effects are still being felt to date even after African countries won their independence. Ironically, most African nations still bear the brunt of economic and political hegemony by Western countries despite the formal abolition of the practice. While multinationals, mostly Western investor-owned companies, significantly invest in African natural resources, tangible benefits rarely ever get returned to such local communities. These firms take advantage of the political and economic weaknesses of the African countries and even get to have a say on the local policies, thus promoting regimes that foster the continued extraction of the said resources (Ocheni & Nwankwo, 2012).

In the Middle Eastern region, the Western dominance is also portrayed by the political influence exerted on the local government. The United States, for example, leads in the political scene in the region due to strategic alliances with some Arab governments and exerting pressure on others to meet its desires. The United States only supports regimes, including those such as Saudi Arabia or Egypt, when there is a securement of geopolitical and oil-related interests and the stabilization of regimes serving regional interests (Cammack & Dunne, 2018). France and Germany are influential leaders on the international scene. Through historical ties with its former colonies in Africa, France continues to retain the geo-political and economic influence over them. At times, French aid and development cooperation programs are conditioned on adopting policies that best suit its strategic interests. Germany stands very prominent in European and international politics, and therefore, through the economic policy it imposes on the European Union, it has an indirect impact on developing countries (Sylla, Pigeaud & Dite, 2021). In addition, the international institutions domiciled in the West—for example, the International Monetary Fund and the World Bank—contribute their great share through their influence on the economic policies of poor countries with their stringent conditions attached to their financial aid and loans. These were normally austerity measures or changes in economic policies that most often hampered sustainable development in those poor countries (International Monetary Fund, 2022). It is thus a complex force of dominance of the West upon developing nations, stretching from politics to economics to culture. This stretches to military interventions, economic impacts, and political pressures, underlining that the move of the developing countries toward full independence and sustainable development is not going to be easy. The importance here is that the international community must cooperate in working out effective

ways in which the global powers can be balanced toward justice and developments globally (Clark & Dolan, 2021).

### **Culturally**

In the cultural sense, globalization has been a way to promote a single hegemonic culture: Western culture, aiming at erasing any local culture to substitute it with a homogeneous lifestyle. Western values diffuse to the remotest places of the planet, influencing the destruction of cultural particularities and lessening respect toward diversity. Free cultural expression finds no place anymore; globalization has imposed a single cultural model that makes the local cultures outdated (Marsella, 2005). The supremacy of the West—indeed, the United States and European nations—is striking in the global cultural space. This dominance is reiterated by the spreading of Western culture across the global cultural space through its influences on arts, media, literature, and education. For example, Hollywood is not just the hub of film industries but a huge platform through which American values and ideologies are portrayed (Llora, 2009). Hollywood movies run all over the world and, hence, make a cultural perception and, thereby, diffuse American way of life with certain cultural conceptions. A study by Princeton University has shown that American films play a stellar role in shaping global cultural perceptions, hence their impacts do not stop at borders, instead reshape the popular culture worldwide. Added to this are large brands, like Coca-Cola, McDonald's, and Nike, which spread Western culture across global markets (Chen, 2024). The companies sell more than just the product; they sell a way of life that is characteristic of Western culture. According to an article in the *International Marketing Journal*, international companies develop in the marketplace a consumer culture that focuses on American values, thereby enhancing their cultural dominance. For instance, American fast-food proliferation in developing nations not only enhances economic growth for these companies but also reshapes eating habits and nutrition in those countries (Song, Moon, Chen, 2018).

Western universities also take the lead in propagating the culture of the West through academic exchange programs and professional training. Most American and European universities, such as Harvard and Oxford, enroll students worldwide, thus transferring Western cultural values and ideologies to these sections. A journal article in *International Higher Education*, in an argument against these postulations, rather affirmed that international students, who are Western-trained, might actually be more powerfully influenced by Western values; such does inadvertently affect understandings of culture, politics, and economics regarding the home countries (Hayden & Thompson, 1995). The internet and social media have a very huge cultural impact, especially through sites like Facebook, Twitter, and YouTube, which make a heavy hit in the global cultural space. Geographically, the owners of these sites come from America and shape how information is passed on the internet and how culture is developed. The Pew Research Center proves in one of its studies that social media advances Western cultural values by changing individual behaviors around the world. For example, with the help of these media, American popular culture is propagated far and wide in terms of music, fashion, and trends, thereby further cementing the all-powerful position of Western culture (Wibowo et al., 2023).

In literature and arts, Western literature and arts drive the international cultural scene. Popular American novels and movies set people's ideas regarding social and cultural issues. A study conducted by *Global Literary Studies Journal* argued that Western literature drives world literature and that Western novels have driven the writing patterns in other countries, changing their local literature. It is also within the realm of cultural policies of the West that international relations produce an effect when democracy and human rights are promoted using cultural tools (University of Nebraska Press, 2024). Cultural aid and exchange programs run by western countries, for example, have been harnessed as a way to prop up Western values and thereby continue to shape cultural policies of other countries. That is verified by a study published in the *International Policy Journal*, where such initiatives aid in strengthening the Western dominance of culture through financing or otherwise helping to implement projects with content corresponding to Western values (University of Nebraska Press, 2024). Dominance in the global cultural space by Western countries has multi-

dimensional effects that spill over well beyond media and entertainment to literature, education, arts, and politics. This dominance is likely to mold global culture in conformity with Western values, thus highly compelling awareness and recognition of cultural diversity and balancing of powers within the international cultural arena (Spirchagova, Nikitina & Spirchagova, 2021).

## Media

Independence in the contemporary medial landscape is very rare. Media, which was supposed to act as a platform for diversity and freedom, transformed into a tool serving commercial and political interests. Globalization, which was expected to enhance cultural diversity by offering multiple platforms to different opinions, proved to reinforce the stranglehold of major powers—especially Western countries—over the media space (Rolnik et al., 2019). Today's media has limited capacity to present news and information unaffected by commercial and political agendas. Most media outlets rely on commercial advertisements and conditional financial sponsorships, limiting their ability to provide independent and unbiased content. Under these dynamics, media is compelled to align with the requirements of globalization and adhere to the interests of major corporations that fund it. This trend directly affects the quality of news and information reaching the public, as media messages are directed to align with commercial and political agendas rather than offering critical and objective content (Wilding et al., 2018).

While independent media can mostly free themselves from commercial advertisements and conditional financial interests, both pressures reduce the variety of content and make the news and information more coherent with the major corporate interests. Rather than being a platform for enlightenment and critique, too often the media have turned into a mouthpiece for advertisements and driven agendas. Such a situation reinforces Western cultural dominance and reduces the possibility for other cultures to express themselves. This is furthered by major corporations that own or invest in media outlets. An example is a few large firms, such as Walt Disney and Fox, across the world having huge shares of the media space in determining content with an economic interest in mind. By such influence, these firms can project certain cultural values and lifestyles on the global audience (Chen et al, 2021).

Moreover, media is used as a platform in the determination of public opinion and dissemination of ideologies that contribute to the progress of the interest of great powers. For example, some news items or events are presented in ways that further enhance Western cultural dominance and implement the policies of great nations. This facilitation done by the media therefore helps spread Western cultural values and view them as universal and, hence, limiting the propagation and appreciation of local cultures and cultural diversity (Almaududi, 2023). Indeed, globalization has made media a serving device of commercialism and politics as opposed to the initial ideal of being a platform for diversity and freedom. The manipulation of media content resulting from major corporations raises a loud call to reevaluate how media approaches issues and covers informative and balanced information. It requires increased independence of the media and a diversification of media content so that news and information are more representative of global opinion and cultures (Wilding et al., 2024).

## Fashion

Globalization in the fashion world has been a giant overhauling force, making the fashion industry only a marketing powerhouse able to dictate specific clothing-wearing styles in order to reflect and reinforce a certain culture at a global level. Therefore, fashion no longer symbolizes diversity and difference, but turns into a tool to create one taste and trend according to globalization standards, which hinder the individual and deplete cultural distinction. Today, promoted fashion contributes to reinforcing uniformity in style of clothing, limiting individual choices, and enhancing global consumer culture (Tiwari, 2023). Globalization in fashion illustrates how designs can fall into a global trend that thinks of women as commodities. Clothes that are tight-fitting, cinched, short, revealing, and even garments supposedly modest all communicate global trends attempting to purvey a

uniform image of women and femininity. It has even been made an instrument for selling stereotypes of the so-called image of femininity, which is tailor-made to the needs of the global commercial standard, rather than being an expression of cultural diversity (Ben Zekri, 2021).

Globalization started affecting fashion designs through the selling of similar trends across borders and thus, styles having typical features of globalization were formed. For instance, the body-hugging and strapping clothes that are so common nowadays depict a trend overlooking cultural diversity by uniformly-presenting women by means of their physical appearance. And this goes on further reinforcing the portrait of femininity, touting the body rather than expressing cultural diversity (Ledezma, 2017). Brief and revealing attire have come to be part of the globalizing trend, touting the short and revealing clothes as emblems of fissionability and promoters of a certain image of femininity. These are clothes that pay attention to the exposure of the body, as opposed to ensuring privacy or acting in representation of cultural identity; therefore, strengthening the global standards to normalize a particular form of femininity (Buchanan, 2023). Even modest-sounding attire, like abayas, is cut according to the global logic of today. As such, although presented as manifestations of traditional cultural values, they are still cut to meet global trade requirements, therefore diminishing their cultural value, and turning them into items in the global fashion market (Shimek, 2012). Globalization in the fashion world portrays a unification of world fashion with commercial standards, where women and femininity are commodified to be sold under standardization and not by culture. This tendency indicates not only the role of a woman as a consumerist product but also, on the other side, the dilemma cultural diversity faces in the presence of globalization of unique standards. These trends thereby reinforce particular visions of fashion and femininity and may be said to problematize the relationship between globalization, true cultural expression, and cultural diversity in the setting of global fashion (Bowen & Bowen, 2024).

### **Palestinian context**

For the Palestinians, the hope and dream of the two-state solution through peace and negotiations are over, and two clear-cut options have emerged on the horizon: one is resistance and struggle, while the other is a humiliating acceptance of life as a servant who is to be displaced piecemeal. What once was a path to peace between Palestinians and Israelis now appears more infeasible than attainable for the two-state solution, due to a variety of intricate factors (Britannica, 2024). The West, which was expected to play a positive role in resolving the conflict, today obviously appears to be one of the major complicating factors and weakening the feasibility of the solution. This is evident in several aspects that clearly show these colonial powers do not wish to see an independent Palestinian state established (Reuters, 2024).

First and foremost, one should be aware that Western powers—the US and EU countries—are not actually standing behind the real creation of an independent Palestinian state. Even though there has been supportive rhetoric and diplomacy in this regard, it is the real practice and policies that indicate a leaning toward retaining the status quo. By a large measure, geopolitical and strategic interests drive Western diplomacy at the expense of humanitarian and ethical considerations (Lovatt, 2024). A report by the Middle East Institute divulges that these powers not only remain silent regarding Israeli settlement expansion but also contribute toward entrenching Israeli control over Palestinian territories. It cannot also be overlooked that the Western colonial powers perceive the Palestinian-Israeli conflict as the gateway for them to achieve their strategic interests in the region. Their objective is to keep close ties with Israel, the prime strategic actor of the Middle East. So, they never like to see a sovereign state of Palestine that will come in the way of Israel's supremacy or disturb them in their interests in the region. As noted in an article from the Strategic Studies Journal, the continuous conflict benefits Western powers trying to make sure of the stability of their regional alliances and ensure that their economic interests are protected (Cammack, Brown & Muasher, 2017).

Thirdly, reality on the ground demonstrates that Western power's view Palestinians the same way colonial powers have always viewed Indigenous people, such as Native Americans in North America

(Nabulsi, 2023). The attempt to eradicate Palestinian identity and further Israeli settlerism is like quite a number of policies aimed at eradicating other cultures and people. Similar strategies aimed at the weakening and marginalization of Palestinians further the feelings of despair regarding the attainment of an independent Palestinian state. According to a journal article by the International Affairs Journal, settlement expansion and military actions are policies aimed at attaining a form of cultural and political destruction of Palestinians, hence limiting any opportunities for a Palestinian state to ever come forth. In sum, one can comfortably assert that through the enacted direct support for the policies of Israel and commitment to geopolitical interests, the Western world is firmly working at reinforcing the land confiscation and displacement effort to extinguish the existence of the Palestinian people and the Palestinian cause (Libraries, 2024).

### **Palestinian resistance**

One of the huge challenges facing the Palestinians, Palestinian resistance movements, and the one in the Arab region is Western globalization. Globalization is manifested through military, economic, cultural, and media control over the world, leaving deep impressions on the nature of the conflicts and challenges that these movements face. The resistance to Israeli occupation and its expansionary policies is central to the Palestinian resistance to Western globalization. From this angle, the Israeli occupation gives military and economic dimensions to the Western dominance by oppressing the right of self-determination and establishment of an independent state for the Palestinians. Growth of settlements and military practices show how globalization can become a tool of control and imposition of expansion that demands strong resistance from Palestinians and their movements.

Resistance movements at the regional level are all faced with similar challenges in countering the results of Western globalization, which aims to impose cultural and economic dominance. Globalization becomes a tool for the Western world to enforce the pattern of unified culture based on Western values, which contrasts to the cultural and historical specificity of Arab countries. Meanwhile, Western military and political interventions in the region clearly tell how globalization is used to push forward the interests of major powers. The resistance movements, whether in Lebanon, Yemen, Palestine, and Syrian resistance, are all part of the regional resistance trying to break this monopoly of the West with the help of cultural ethos and preservation of national identity. The chief objectives remain protection of independence in politics and economy, not getting swayed away by western influence on its internal and regional policy. By all military, economic, and cultural definitions, the age of Western globalization is a threat to national sovereignty and cultural diversity. Resistances in Palestine and the Arab region are, in this respect, struggles to promote cultural diversity by maintaining national identity and political independence in the face of the dominance brought about by Western globalization. At the heart of the struggle for justice and independence and the preservation of cultural identity from global attempts at domination lies the struggle against Western globalization. The Palestinian resistance, like other resistance movements in the Arab region, aims to repel colonialism and control that is camouflaged by globalization—disguised colonialism. These movements organize and act to prevent expansion and control, where the objective is not only the liquidation of the resistance movement but also the elimination of Palestinians and their diaspora.

### **The need for a unifying thought**

The Need for an Integrating Idea: An Alternative to Globalization and Colonialism. The present age is one in which a unifying thought must be adopted urgently in the wake of difficulties and adversities that globalization and Western colonialism have imposed. It must go beyond narrow affiliations limited only to religious or nationalistic loyalties, embracing expansive visions that enhance cooperation and integration among people and nations. The experiences of the Arab and Islamic countries are illustrative of how geographic and political divisions created by Western colonialism have been contributing to the ever-growing gap and weakening national unity. There were ways to run geographic boundaries in such a way as to make sure that the colonial interests continued at the expense of the local people's needs by making limited national identities—a contradiction to the need



to develop a comprehensive vision embracing all the sociological groups. Under the flag of "Our Nation First," narrowing down ideas of nationalism to narrow interests and privileged groups weakens the ability of nations to come together and collaborate on common challenges (Kouveliotis, 2018).

Within these rising tides of globalization, such divisions deepen and further reinforce the fragmentation already happening within national and local identities and require turning to build a unifying vision across geographical, cultural, and social divides. Such a flexible and inclusive unifying thought can form the basis for a strong global solidarity network towards real development and independence and for empowering nations and peoples to struggle against major powers (World Economic Forum, 2024). In this framework, the unifying thought is not limited to the aggregation of religious or national affiliation; it is, more than ever, the appeal for building a collective identity above divisions and collaboration of understanding between different peoples and cultures (McSweeney, 2015). It will then spur the formation of regional and global blocs with the capacity to face common challenges and see true independence. Unity, from the perspective of this framework, means holding on to cooperation and mutually supportive networks in the face of external dangers and internal threats (Cleveland, 2022). The establishment of a unifying thought that enhances common identity and collective belonging is thus the means to confront globalization and Western colonialism. This can change national and popular relationships and improve their stance on the level of achievable development and actual independence. The time is right to get beyond divisions and work towards unity in the face of those forces that work to shatter societies and seek to lord it over the fragments (Scholte, 1996).

In the Context of Their Seeking Emancipation from Colonial Constraints and Challenges of Globalization. For a world free of the blights of colonialism and globalization, the least demand of the oppressed people, specifically those from Arabic and Islamic nations, is to unify into a unified banner and goals (Mir, 2019). Peoples battered by the hammer of colonialism for decades, whose economies, societies, and cultures have been shattered as an effect of such experience, need to set internal differences aside and break barriers towards forming a strengthened unified front. This is not a question of strategic order or priority, but it is an urgent need and a pressing requirement to achieve true liberation and rebuild societies according to their interests and aspirations (Wolfe, 2006). People in Arab and Islamic nations suffer simultaneously today from challenges worsened by globalization, which puts forward messages of communication and cooperation among nations. It nonetheless also bears dimensions of economic and cultural dominance, aggravating major power-developing country gaps. (Sule, Yahaya & Ating, 2018). Thus, the dimension of resistance for oppressed peoples in these regions is one of multiple impacts targeting their identities, cultures, and independence. New forms of colonialism continue to affect these people, imposing economic and geographical policies favoring the interests of the major powers, keeping them dependent and fragmented (World Commission, 2004).

What the situation requires is that these peoples should amalgamate their forces and produce a commonly designated strategy to deal with the subsequent challenges. Common banner and aims serve only as a basic structure for planning coordinated efforts and channeling resources toward the realization of common objectives with respect to increased political independence, economic development, and cultural identity preservation. This in itself cannot be a mere slogan (Sule, Yahaya, & Ating, 2018). It has to be based on clear, practical plans put forth, as well as effective cooperation among the different countries and peoples concerned. This will demand strategic alliances based upon the tenets of justice and equality, and simultaneously the formations of mechanisms through which knowledge- and experience-exchange between these peoples shall be enhanced (Serrat, 2017). Through these efforts, the goals of liberation and development can be achieved in the face of new colonialism and globalization that impose their dominance. The challenges faced by Arab and Islamic peoples amid globalization and colonialism also require the enhancement of collective awareness and the formation of intellectual and political leadership capable of guiding these efforts towards common goals. It means the development of education, scientific research, media, and all means that create a popular base that sustains the concept of unity and coordination (Nurullah, 2008). The final

analysis, unity under one flag is not only standing in the face of colonialism and globalization but somehow also a step toward establishing a more just and prosperous future. These will need profound belief in their ability to change and reform, with a great decision to overcome all difficulties impeding the path of forming a united society able to realize its ambitions and goals (Dwivedi et al, 2022).

## CONCLUSION

At the beginning of the third millennium, globalization was touted as the "age of liberty and cultural diversity." It was supposed to blend individual liberty with the rigors of authoritarian systems. Unfortunately, many years into the globalization game, it turns out that these were just hollow phrases which masked a much more bitter and complicated truth. What was expected to be a bridge for mutual understanding and enriching of cultural diversity became, under the auspices of globalization, a means to decrease diversity and unify the world under one cultural pattern, strictly regulated by the "globalization laws." In terms of economy, the new giant corporations became leading factors in the global economy, ruling over all industries and fields, strengthening domination over the economy and politics by the manipulation of markets and pressure put on governments. Conflicts and wars, not excluding the Palestinian-Israeli conflict, bear testimony to how major companies feed conflicts to score their economic goals with the people remaining the main victims of these policies.

Culturally, globalization advances one particular culture, Western culture, where in the process, the local cultures become erased as cultural specifics are eroded. The media itself has become an institution that is to provide a platform of diversity and freedom but has turned into a tool serving the commercial agendas at the cost of free cultural expression. Politically, the dominance of the West in the face of colonial powers is glaringly clear by their influence on institutions like the United Nations, which has undermined these institutions' credibility as independent global entities. The domination of Western powers over developing countries is indicative of their connivance in muddling up political issues, where the status quo—primarily serving their geopolitical interests—is much preferred. These analyses indicate that globalization, which was initially seen as a strong promoter of diversity and understanding, has actually been a tool for uniting the world under certain cultural and economic dominance. In view of these challenges, there is an urgent need to review the notions of globalization and work out ways to strengthen cultural diversity and human freedom in a world that is changing radically. More than ever, today there is a requirement for building a critical understanding of the globalization movement that goes beyond the reigning discourse and that recognizes the challenge brought forth by economic and cultural dominance while working to find a balance between respect for cultural diversity and individual beliefs. Strengthen cooperation and mutual understanding so that globalization becomes a unifying force for cultures instead of a uniform global pattern imposition.

Globalization has proved what the world already suspected: that it is just another tool of Western dominance. As opposed to serving as a bridge for people to communicate and understand one another, globalization became a means of entrenching the economic, cultural, and political supremacy of the West over the rest of the world. The reality created by globalization imposes on the oppressed people the need to reconsider strategies for confronting this challenge and to seek new forms of preserving cultural and political identity in conditions of growing global pressure. Thus, the concept of globalization, first announced to create an understanding and balance between cultures and individual freedoms, turns into a dominating pattern of the world. Whereas this was supposed to increase cultural diversity and open new avenues of cultural and intellectual exchange, it has proved in real life that it is there to reduce the diversity and amplify the domination of major powers, be them economic, cultural, or political. Experiences and developments have shown that globalization is a means of imposing a uniform set of values and beliefs while restricting cultural and individual freedoms, all to reinforce major corporations and colonial powers in their dominance. Major corporations exercise their dominance in the economic sphere through directing international policies and exploiting conflicts for their interests. Culturally, there is an undermining of cultural

specifics and the promotion of a unique style of life through the spread of Western culture. Politically, Western dominance still prevails over the policymaking of developing nations and even damages the credibility of international institutions as autonomous global institutions. In the case of the Palestinian issue, Western powers indirectly seem to contribute to the perpetuation of the status quo rather than support a fair and lasting solution.

Against the backdrop of the above, there is an imperative need to reappraise globalization concepts and practices toward seeking alternative ways of ensuring respect for cultural diversity and individual freedoms with no cultural and political dominance. The current phase requires cooperation between members of the international community, with a search for a balance of global powers to add justice and mutual respect while independence and cultural specifics of peoples are saved. What is called for in the challenges that globalization has posed to us today is a new and powerful vision that ensures the creation of a world that supports diversity and understanding, rather than imposing a single pattern.

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