Abstract

Within this paper some parameters that the author considers essential to reflect about the changes that the processes of globalization have introduced in the culture, especially regarding identity, social representations and ways of life of contemporary societies are outlined. The objective is to delineate the roads on how to work with this topic so that, at the same time, we can evaluate on which way those transformations influence the cultural identity and practice of the urban popular groups in Latin America. The topics refer to globalization, cultural homogenizing and differentiation, the state nation, its decentralization and the new world agents, as well as the asymmetry and conditions of integration to the global culture.

Keywords

globalization, culture, social actors, identities, ways of life, symbolic representations.