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CRISIS OF IDENTITY IN THE CONDITIONS OF GLOBALIZATION

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One of the main reasons why globalization is perceived as negative is the “dissolution” of country identities. The formation of identity is a very complex and ambiguous process, especially when it is considered in relation to large integration structures, for example, when it comes to “European identity”. The aim of the study is to comprehend the phenomenon of identity crisis in the context of globalization on the example of European integration. The study reviews theoretical approaches to the definition of the concept of "identity." Substantiates the factors that mediate the emergence of discourse on the crisis of identity in the context of globalization.

The economic determinants that accelerated the development of the problem of identity crisis in the EU in the context of globalization are given. The problems of identity crisis on the example of EU countries are considered by revealing the hierarchical structure of the manifestations of this problem: international, supranational, local and public levels. A connection was made and the possible impact of the problems of the identity crisis on the course of disintegration processes in the largest regional unions was established.

Keywords: identity, globalization, crisis, EU, integration, disintegration processes.

Introduction

Globalization processes bring to the geoeconomic agenda consideration of problems that will have a significant impact on the development of interstate integration in the medium and long term. Such a problem today, in the context of disintegration processes observed in various regions of the world and integration structures, is the problem of identity crisis.

The problem of the identity crisis is especially pronounced in the EU countries - an integration structure that is rightly considered by the scientific community as a unique
example and model of an institutionally formed association of countries of different levels of economic development, differing socio-cultural conditions, and political differences.

In the context of mutually directed processes - on the one hand, the aspirations of supranational bodies of the EU to strengthen integration processes, minimize centrifugal tendencies, create new mechanisms of political influence on the member countries and, on the other hand, the growing dissatisfaction of national governments, especially countries with different levels of economic development, their desire to increase your economic and political sovereignty, - the study of the crisis of identity, its genesis, essence, possible manifestations in infringement, will have both theoretical and applied value.

Some aspects of the identity crisis observed today have been studied in the works of authors representing not only economic, but also other scientific areas: “the number of scientific publications on this topic is currently estimated in hundreds” [1, p.10].

This is due to the fact that the problem of the identity crisis is multifaceted - for this problem, the economic, sociological, political determinants, their philosophical understanding are equally significant.

Thus, this problem is considered in the publications of the authors of the economic, political science, sociological, philosophical fields of knowledge. Identity at the country level is determined in various ways. I. S. Semeneko calls identity the civilizational autonomy of peoples [1, p. 8]. In the measurement of individual representatives of sociological science, the crisis of state identity is identified with the process of globalization [2].

**Main focus**

Identity is considered as what determines the actions of the subject (individual, state, supranational association) [3]. Under the identity of S.V. Arapina, he understands the totality of characteristics that distinguish residents of some countries and regions from others - in traditions, culture, lifestyle, thinking system [4].

A concise definition of identity was given by S. Huntington, defining this concept as “meaning of oneself” [5].

In this study, the concept of "identity" will be considered at two levels: national and supranational. National identity will mean such a combination of socio-cultural, historical, political and other characteristics that allows the country's population to self-identify with respect to the population of other countries and regions.

By supranational identity (for example, European) is meant collective, interstate self-identification of the peoples inhabiting the territory of the integration structure. The study of the modern problem of the identity crisis should be preceded by clarification of the main approaches to the formation of identity. Two approaches to the study of European identity are distinguished: a) the formation of identity “from above” [6], where emphasis is placed on the common heritage; b) the formation of identity “from below” - here sociological approaches are used to measure the real number and proportion of “adherents” of European identity [7].

Studies of foreign authors are devoted to problems of the identity crisis both at the national and national levels. The variety of studies does not allow us to cover all aspects of the problem under consideration in this work; therefore, we consider the most deserving issues of the selected problems. The work of L.K. Mamedova and V.A. Fedortsev focuses on the crisis of regional identity on the example of the EU, in particular, the authors note that the
The crisis of identity is becoming one of the main causes of centrifugal trends and the spread of Euroscepticism.

In addition, the authors emphasize that the growth of nationalist sentiments can be regarded as an attempt by European political elites to "hide in the familiar framework of nation-states from the challenges associated with new economic, political and social conditions" [8].

These authors also pay attention to the crisis of European identity, mainly in the context of closer integration of Western and Eastern Europe, examining the main areas of differences between parts of the region: political, institutional, cultural, economic, social.

So, explaining the economic discrepancies, the researchers point to the starting point of such discrepancies as the period of the industrial revolution, from which the countries of Eastern Europe remained aloof. One of the main threats to modern European identity is rightly called the uncontrolled countries of Europe (especially Eastern and Southern, which become transit points for migrants), the problem of immigration.

We can agree that the lack of factors that can underlie the identity of European integration in recent years has been growing and may play an important role in the future in the disintegration processes of the European region.

A deeper understanding of the prerequisites and causes of the identity crisis on the example of European countries is given in the publication by E. V. Shishkina, E. V. Viktorova and O. V. Alekseeva, which highlight the following factors that impede the further development of identity in the region under consideration [9]:

- lack of unity in public opinion in understanding the concept of “European identity”, which complicates the choice of measures in its development;
- reducing the influence of the religious factor on social development;
- linguistic fragmentation of the EU countries, which affects the political structure and the formation of the legal framework (parliamentary laws are published in all official languages of the EU);
- enlargement of the EU and complication of the culture of the union, which complicates the formation of identity;
- the ongoing process of political integration of the EU, complicating the formation of a single political system;
- strengthening the processes of formation of regional self-awareness;
- migration flows from developing countries, which complicates the situation in the region.

The problems of the identity crisis both in the world and in some regions that are most characteristic from the point of view of its influence on the development of integration structures have become especially noticeable during the period of world crises.

World economic crises have shown how strongly globalization processes strengthen the interconnectedness of the world economies, and negative ongoing changes mediate the “domino effect”, when problems in some countries will certainly lead to negative consequences in others.

Already in 2012, European researchers pay attention to the degree of penetration of globalization into the economic development of the EU [10].

The crisis of 2008–2009 became the reason for the revision of views in various regions of the world on issues of identity. Thus, the preservation of the EU monetary union required the implementation of measures that had an uneven effect on the economy of the integration
structure. The imbalance in the economic impact of supranational structures manifested itself in an increase in the burden on the budgets of developed countries to even out the economic development of countries in deep crisis (Greece, Portugal, Ireland).

Such a policy of unfair distribution of funds, according to national elites and the public, has criticized EU supranational governance structures and influenced issues of European identity.

In particular, identity problems appeared at several levels:

1. International level - the EU partner countries are beginning to revise their attitude to issues of interaction with the integration structure, the perception of the EU as one of the leading participants in the global system of economic relations is changing. Already in the early 2000s researchers drew attention to the possibility of recognizing the institutional identity of the EU, which should be considered outside the national identities of EU member states [11].

2. Supranational - at the level of EU management structures, the identity crisis is expressed in the distance from the continuation of the implementation of the policy of a single European idea, the expansion and strengthening of a single European space.

3. Local (national) - contradictions at this level that determine the development of disintegration processes have taken place before, intensifying due to the influence of external factors (economic, political, socio-cultural). On the political agenda of a number of countries there is the issue of withdrawing from the EU, or from countries entering into an alliance with the creation of a sovereign state.

4. At the public level - the implementation of a financial policy that is inappropriate to the levels of economic development of the EU countries has caused dissatisfaction with the citizens of developed countries; there is widespread sentiment about the advisability of further development of the region along the path of creating a single identity.

**Results and conclusions**

In this sense, the results of the sociological survey “Eurobarometer” are characteristic, according to which less than half of Europeans express a positive attitude towards the EU, there is a decrease in confidence in the supranational structures of the union. As noted in the study, negative disintegration processes in the EU began to intensify since the spring of 2017: about 48% of respondents indicated that they most likely did not trust the EU leadership; more than half believe that their opinions are not taken into account when making political decisions.

In addition, there is no unity regarding the expansion of the integration structure: about 47% of respondents are against accepting new members, 41% support this direction of EU development [12]. Summarizing, we note that the problem of the identity crisis in the modern world, which has largely become the result of globalization processes, is multifaceted and requires further study.

There is no doubt the influence of the identity crisis on the further development of disintegration processes in various regions and integration structures, including the EU. The supranational, “European identity,” in our opinion, is an artificial and unstable construct. We agree with the researchers who claim that European identity “is an ideological and political construct that was born in the political elite of Europe, but by no means matured at the
The instability of a single European identity is especially evident in conditions of the influence of negative external influences. Studies predictably show that national identity, both in other regions of the world and in the EU, prevails over national. In modern conditions, the idea of European identity is more likely to be politically motivated - as a way of uniting national governments.

At the national level, it is premature to speak unequivocally about the existence of a regional, supranational identity. The problem of the identity crisis has not yet fully manifested itself and in the future will have an impact on the course of disintegration processes in the largest integration structures.

References