

# **Pervivencia de identidades y globalización: los nuevos retos**

Julián Arroyo

## **Abstract**

Globalization is a real situation which is already impossible to disregard and before which it is necessary to take position. Another aspect that occupies human being in the XXIst it is the identity as a form of resistance before the attempt of standardization of life. So a dialectical tension takes place between the content of both concepts, which individualism and privatization have strongly weaken.