

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 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.