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GLOBALIZATION AND CULTURE: DYNAMICS OF HETEROGENIZATION, HOMOGENIZATION AND HYBRIDIZATION

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The nature of engagement and interaction in the global market with respect to cultural diversity, negotiated exchanges of human capital, the allocation and distribution of financial resources, the fair exchange of goods and services, and the molten flows of shared information in a borderless global context are major forces driving the current global landscape. This phenomenon depicts the unambiguous notion of globalization. Consequently, intellectual discourses, polemics, and constructive debates about the nature of globalization have become topical discussion themes across all academic disciplines. In light of navigating these uncharted waters, it is argued that the phenomenon of globalization offshoots wide-ranging trends and tendencies such as cultural differentiation, cultural convergence and cultural hybridization with individual trends not precluding the other as aspects of cultural homogeneity and heterogeneity are complementary. The aim of the present paper is to examine the interactions between globalization and culture as the latter lies on a continuum of a theoretical perspective. We proceed with a discussion on the diverse conceptions of culture and globalization from the heterogenization, homogenization and hybridization points of view. The interplays and exchanges between globalization and culture present us with considerable implications for both societies and organizations. Globalization inherently promotes the flow of cultural customs, practices, and norms along with cross-border exchanges of goods and services, however, both individuals and organizations need to grasp the cultural implications of these flows to get the most out of interactions that occur with other cultures. This will sequentially result in more efficient and effective management of international organizations. Additionally, if we choose to follow a route based on standardized practices across cultures, organizations need to familiarize themselves with these practices and should adjust their plans accordingly to reflect and respect indigenous cultural particularities.

Keywords: culture, globalization, heterogenization, homogenization, hybridization

PREVENTION AND COUNTERING OF VIOLENT EXTREMISM AND RADICALISATION: YOUTH WORK AND FAITH BASED ORGANISATIONS AS A CORNERSTONE OF INTERCULTURAL DIALOGUE

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Over the last two decades, the main forms of radicalisation have gained strength and prominence, especially in Europe. The destructive power of this phenomenon has been a major concern of most European countries and has resulted in a proliferation of policies that attempt to treat this issue. This paper tries to lay out the varying definitions regarding radicalisation, discuss its most prominent and powerful manifestations, and show the potential of youth work for countering radicalisation as well as of good educational practices that address the phenomenon. In doing so, it will look into the factors and mechanism of radicalisation, with special focus on its online manifestations. While primarily focusing on youth work as a cornerstone for the prevention of violent extremism and radicalisation, this paper also investigates the potential, multiple ways in which faith-based actors and religious communities can support prevention and countering of violent extremism (P/CVE) efforts on the local level. This is particularly relevant in the Western Balkans (WB) where a vast majority of people identify as religious and where the role of religion has an impact on social cohesion and community resilience against polarisation. Similarly, faith-based organisations and faith leaders can play a reconciliatory role and be a significant source of resilience and healing for both individuals and communities in times of crisis. To this end, this paper will give an overview of a number of European initiatives to counter radicalisation as well as the role of youth work in the field of prevention and support of youth in general, not just youth at risk of radicalisation. Additionally, it will give an overview of certain representatives of religious communities, inter-religious collaboration centres, local NGOs, and support services for reintegration and rehabilitation of women and children from the Western Balkans discussing some of their opinions and take on things in tackling and dealing with P/CVE. The statements and viewpoints of those representatives collected at a small-scale workshop held in North Macedonia in October 2021 will serve as the basis for discussion and data analysis.

Keywords: radicalisation, ideology, violent extremism, youth work, intercultural dialogue

THE LEGACY OF THE HABSBURG MONARCHY AND THE JEWS IN CZECHOSLOVAKIA - AN EXAMPLE OF TRADITIONALISM AND ACCULTURATION IN THE TURBULENT INTERWAR PERIOD

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Within the linguistic and cultural assimilation, the Jews living on the territory of the Habsburg Monarchy became particularly close to the majority nations (the Austrians, the Germans, the Hungarians) as it brought them some kind of protection. After the disintegration of Austria-Hungary and the formation of successor states, on the contrary, these relations posed a certain threat to them. In Czechoslovakia, for example, German- and Hungarian-speaking Jews were identified with the defunct monarchy and with the Germans and the Hungarians, who were by the Czechs and the Slovaks treated with distrust. The commencement of Nazism brought the Jews in Czechoslovakia another dilemma: The growing anti-Semitism severely affected their connection to the German cultural circle, from which, against their will, they were either excluded or forced to renounce their previous relations themselves to protest against the events in Germany. This situation resulted in an attempt at some kind of "assimilation transition" from the German to the Czech milieu.

Keywords: history of Jews, acculturation, interwar period, antisemitism, nazism, boycott of the Nazi Germany

CLASHING CULTURAL MEMORIES: AN EXPLORATION OF THE POLITICAL INSTRUMENTALIZATION OF CULTURAL MEMORY IN CYPRUS

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Cultural memory in Cypriot politics is a recurrent theme as the memories of conflict and division of the island are increasingly dominant narratives in the political discourses. One aspect that deserves further attention is the governmental and official constructions of cultural memory in the de facto state of the Turkish Republic of Northern Cyprus and the Republic of Cyprus. How do the governments in Cyprus instrumentalize cultural memory narratives? And what are its emergent consequences? This study examines the case study of Cyprus by resituating cultural memories of the ethnonational conflict within a broader political framework. The situation of Cyprus provides an opportunity for studying contested cultural memories of a post-colonial state formed under a multi-cultural, multilingual, and multireligious society. The two governments' champion co-existing divisive narratives rooted in rival nationalisms and a monocultural framework. The paper analyses the strategic role of remembrance tools such as history books, public commemorations, and sites of memories in constructing these narratives. Consequently, this study highlights the multifaceted characteristics of cultural memory and how the past has been instrumentalized in political and everyday scenes. This study uncovers a reality-representation divide in the governmental perceptions of the past. This is important since understanding the constructive dimensions of cultural memory and how societies perceive them relates to how they imagine the future. As seen in the case of Cyprus, cultural narratives are the consequences of some political choices and essential variables that will shape the island's future and its people.

Keywords: cultural memory, Cyprus, multiculturalism, nationalism, governmental representation

NATIONALISM, IDENTITY AND MEDIA IN POPULAR CULTURE: THE EUROVISION SONG CONTEST

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The Eurovision Song Contest is a festival where the cultural identities of each participating country are celebrated. One of the main purposes of the festival is the vision of a united Europe, but at the same time diverse in which different archetypes, cultures and languages are ideally presented. These, however, may vary and may fall into an international category since their attachment or sense of belonging to the country represented is not completely clear. This may be due to the chosen language, the neutrality of the costumes and staging, or the lack of identity of the song. When we talk about cultural identities, certain peculiarities always appear that may not be true or may be exaggerated. In all societies, communities and countries there are so-called clichés or stereotypes, ideas about a particular culture that are riddled with mistakes or generalities. To really understand the culture of a country, we have to look at its history, culture and heritage. In this paper I will examine and analyze the different perceptions and the possibilities of the Eurovision representations depending on their approach or not to the representation of the identity of a country or its cultural adaptation. In this way, the acceptances by the public with regard to issues such as identity, nationalism, culture and folklore will be seen.

Keywords: Identity, Cultural Heritage, Nationalism, Folklore, Popular Culture

'WEAPONIZING' HUMOR IN BULGARIAN POLITICAL RHETORIC: LIMITS OF POLITICAL SPEECH IN NATIONAL AND TRANSNATIONAL PERSPECTIVES

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In the wake of Internet spoiling global audiences with memes and political satire, humour established itself as an intrinsic part of contemporary political rhetoric. A universal notion of humour and free speech, however, yet remain an abstract concept as the national context and the meta-narrative allow partisan interpretation, thus drawing the line between laughter and 'unlaughter'. Furthermore, the clichéd view of the satirist as a rebel, "speaking truth to power" is struggling to fit the image of the right-wing populists, exploiting humour for political marketing on both national and transnational level. In respect to political speech, while humour is an eligible means for singling out ideological and political allies worldwide, it is the national state that remains the *agora* on which standards and limits of free speech, *ergo* what is humour, are negotiated. This article tackles how humour is used by the right-wing populist parties, during Bulgarian parliament election campaign in 2021, in pursuit of political advantages over opponents and also the employment of global political narratives fit in the local framework. In the public discourse engaged in political distrust, accusations and competing polar ideologies, the problem resides in how the national nuances of identifying humour affect political meanings, identity and the local discourse on culture wars. The article also takes a transnational comparative approach to political humour in the context of its partisan exploit for populist political purposes in European democracies.

Keywords: free speech, Bulgaria, political humour, populism, Balkanization

VIRTUAL CULTURAL WALK

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This year it happens on-line but our virtual, cultural walk around one of the most beautiful and meaningful historic places of Chania will travel you here and enhance your cultural exchange experience within this Conference!... Take your seats, make yourselves comfortable and let us show you around our Old Town. Four layers of History blended with today's reality make this place unique in colours, scents and tastes challenging the visitor to discover all beauties around them! Let's soak up the lively atmosphere, the vivid colours as well as the rich History and culture of the Island of Crete... Ready to join us?

Keywords: cultural, traditional, experience, historic, language, walk

THE DEPICTION OF NATURE IN MINOAN RELIGION AND THE INFLUENCES FROM NEIGHBORING CULTURES

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Nature has always had a sacred meaning for humans and held a special place in the religions of prehistoric cultures. Due to the lack of written sources in prehistoric times, we cannot be sure of the exact significance of sacred animals and celestial bodies in the Minoan religion, yet we cannot doubt their existence in it. On the contrary, we must recognize their special role in it since the Minoan religion had a predominantly naturalistic character with a strong impact on local culture. The main purpose of the present research is the decoding of the sacred symbols that represent various elements of nature in the Minoan religion, through the comparative analysis of similar depictions in neighboring prehistoric cultures. The symbols of nature on which this research focuses are the sun, the moon, the snake, the bull and the sacred horns of consecration. The methodology followed in this research was to conduct an in-depth bibliographic review of Greek and foreign scholarly literature and attempt an interpretation of some of the religious symbols through a comparison with similar prehistoric depictions of the wider Mediterranean region, from which Crete received strong influence. Comparisons are being made mainly with Mycenae, Egypt and Syria. The results of the research demonstrate that neighbouring prehistoric cultures strongly influenced the ways in which nature was conceived and depicted in Minoan religion. There are many similarities of symbols between these cultures, which are seen in decorative art, frescos, seals, royal jewellery, sacred vessels, burial finds etc. that can help us take a step closer to decoding the Minoan culture and its sacred symbols.

Keywords: Minoan culture, prehistoric archaeology, belief systems, cultural heritage

INVESTIGATING THE INTEGRATION OF AUTHENTIC MULTICULTURAL YOUNG ADULT LITERACY RESOURCES: AN EXPLORATORY STUDY OF A BILINGUAL IN INTERNATIONAL PRIVATE SECONDARY SCHOOL IN DUBAI

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Supported by the Orientalist and Post-Colonialist, Critical Race Theories, the Culturally Relevant/Transformative Pedagogy, and the Critical Multicultural Education, and in light of the previous studies calling for the urgent need for a change in the design of school curricula to meet the needs of an increasingly diverse student population as well as for higher quality culturally sensitive teacher education and professional development training programs, this study aimed at investigating the extent to which the IB curriculum of a bilingual international private secondary school located in Dubai is enriched with English-written culturally authentic multicultural literacy resources for secondary students. Adopting a sequential mixed methods design, the study revealed that the selection of these resources as well as the provision of in-service professional development workshops promoting culturally sensitive teaching practices did not rank very high in the school's culture. Consequently, considering the wealth of the beneficial effects that these resources may have on adolescent students, school leaders, IB specialists, and educators are encouraged to implement their use in the classroom, and teachers educators are incited to provide trainee and in-service teachers with higher quality culturally sensitive preparation and professional development programs. Since the present research is a small-scale case study, it would be recommendable that further studies be conducted in the future not only in other international private schools offering different curricula but also in government schools located in the other emirates across the UAE. Ultimately, the study proved the importance for imported educational theories, policies, and curricula to be adjusted to the different cultural contexts in which they are implemented.

Keywords: diversity, multiculturalism, equity, equality, culturally sensitive pedagogy

STUDENT IDENTITIES IN A BUSINESS SCHOOL. INTERACTIONS AND COHABITATION

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This article aims to identify the diverse identities present in a Business/Management school and to analyze the strategies adopted in order to improve the "cohabitation" between different actors (Students, management and teachers) of the school within this context. We have started our empirical research by observing the participants within the institution. This step helped us to develop a questionnaire that was distributed afterwards to the students. Based on the analysis of the results, we were able to categorize students into different identity groups, such as "job" identity or "first-time entrant" identity. Each of these groups have a specific behavior which can be a source of tension or "incommunication" within the classrooms. By identifying these groups, the school management has developed strategies to improve cohabitation (integration days, culinary discoveries, etc.)

Keywords: interculturality - interaction - (in) communication - integration – cohabitation - identity discourse

GETTTING PUBLISHED

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The workshop examines the various means one can use to get his or her own or joing work published. Getting published provides a context for increasing the visibility and credibility of your research. Pointers to how your papers can either be accepted or rejected are unraveled. It concludes by giving tips on how to select high quality journals or getting published in a book.

FOSTERING INTERCULTURAL DIVERSITY THROUGH VIRTUAL EXCHANGE

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Virtual exchanges (VE) help to promote diversity in online classroom, enhance internationalization at home and allow certain target groups who have previously been excluded to gain international experiences. Florida Universitaria (Spain) and Jade University of Applied Sciences (Germany) have set up the virtual exchange programme "virtual intercultural communication" (VIC). So far, VIC has been carried out twice in 2021 and 2022. Two teachers and two groups from each university met synchronously several times for an online seminar. The VIC was designed for a group of undergraduate students from interdisciplinary backgrounds who jointly worked on the topic of intercultural communication as well as international negotiations. Mainly collaborative methods were applied and Zoom and Microsoft Teams were used as teaching platforms. The VIC project was an integral part of two courses taught at each Higher Education Institutions and was integrated into the students' assessment. The main teaching objectives of the VIC were to improve students' English language skills, to raise their intercultural awareness, to foster their capacity to change perspectives, and to improve the digital skills of both students and teachers. The team building activities and different intercultural expectations and behaviour were especially challenging. All these different aspects (target groups, content, methods, technology, time and different types of evaluations) were considered and required thorough planning in order to ensure a successful exchange. Students' self-reported feedback showed the motivational impact of this type of projects as well as participants' willingness to get involved in similar experiences in the future. Both partners have gained extensive experience in how to organize a virtual exchange and they fully met the teaching as well as the internationalization objectives.

Keywords: collaborative learning, intercultural communication, virtual exchange, English communication skills, internationalization

INTERCULTURAL ASPECT OF INTERNAL AND EXTERNAL COMMUNICATION IN TOURISM ENTERPRISES IN LATVIA, LITHUANIA AND SWEDEN

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Internal and external communication among employees and clientele in tourism enterprises can be hindered by intercultural barriers. The present paper reports on the results of a quality research carried out within the framework of a NordTourNet-3 project implemented in Latvia, Lithuania and Sweden. The project that focused on intergenerational differences in tourism companies revealed a set of intercultural difficulties among employees and clients in small-sized tourism enterprises in three countries that may undermine the performance of those enterprises. The research aimed to examine intercultural communication issues in tourism enterprises and identify possible initiatives required to develop the intercultural communication competence of employees. The paper provides an overview of relevant intercultural theories, explores intercultural communication cases in tourism enterprises based on 12 semi-structured interviews carried out with enterprise representatives. The article lists company profiles, describes the intercultural difficulties encountered and gives a comparative analysis of intercultural communication by countries. Possible solutions to intercultural problems based on the theoretical analysis and answers provided by company representatives are proposed. The research findings may be of interest to tourism industry representatives, various higher educational institution stakeholders, including academic personnel and students or any others interested in the field.

Keywords: intercultural communication, internal and external communication, tourism enterprises, intercultural communication competence

A NEW CHAPTER IN CYBERCULTURE: NFTS ACCELERATION OF VIRTUAL INTERCULTURAL COMMUNICATION CENTERED ON SOCIAL NETWORK SITES

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Since the bitcoin invention in 2008, blockchain technology surpassed so many innovations that the pioneer networks such as Ethereum are adaptable to host a decentral bunch of information containing pictures, audio, video, domains, Etc., or even a metaverse versatile avatar. Transformation of tangible goods into virtual assets, known as AR-utility of luxury products, and the intermixture of reality and virtuality organized a worldwide, semi-regulated, and decentralized marketplace for digital goods. Non-fungible tokens (NFTs) are doing a great help to artists worldwide, sharing diverse cultural outlooks by setting up a remote cross-cultural corporation potential and, at the same time, metamorphosizing the middleman role and ceasing the necessity of having a SWIFT-connected bank account. The cryptocurrency market has already acquired allocation and interest in the global domain, paving the way for a flourishing enthusiasm among entrepreneurs preoccupied with high-tech start-ups. In this qualitative survey based on participatory observation fieldwork, I shall decipher through self-exploration to figure out the ups and downs of the new cyberculture environment. Empirical encountering diverse Social Network Sites (SNS) and following the Cryptocurrency Twitter trends, I have concluded that social media was the assembly line, producing success stories day and night that empowered a decentral market to surpass 14 billion worth of united states dollars.

Keywords: intercultural, metaverse, NFT, social media

UNDERSTANDING CHILDREN'S DIGNITY: PERSPECTIVES OF BIRACIAL FILIPINO CHILDREN AND THEIR CAREGIVERS

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There is a lack of research about the biracial children's perspective of their dignity. The available literature on children's dignity is mainly based on adults' point of view. To address this gap, the author conducted a study using *maka-Pilipinong pananaliksik* or the Filipino oriented way of conducting research. Ten biracial children from poor communities in Angeles City, Philippines were invited to take part in the study. Their caregivers and selected community members likewise participated in the research. The interviews were transcribed and analyzed using the thematic method. The themes which emerged suggested that the child participants' dignity had internal as well as external domains which corresponded to their physical and emotional needs, respectively. The outer domain can be enhanced through promotion of a functional environment. Indicators of functionality include, although not limited to, cleanliness, colorfulness, capacity of space, and cool ambiance. The inner domain is supported through *pakikipagkapwa* or by regarding children as fellow human beings. Some reported indicators of absence of *pakikipagkapwa* were bullying, racial stereotyping, corporal punishment, and lack of consultation - treatments which were attributed to the biases that were formed as a result of the Philippines' colonial experience. The biracial child participants' dignity was also negatively affected by poverty, governmental inadequacy, and environmental disturbances. The study argued that provision of financial support and quality education were key in addressing discrimination against biracial children and their impoverished conditions.

Keywords: dignity, dangal, child, kapwa, Sikolohiyang Pilipino

INDIGENOUS ADULT ILLITERACY IN THE ANDEAN REGION OF SOUTH AMERICA

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Indigenous adult illiteracy is often prevalent in poorer, less economically stable regions, such as the Andean Region of South America, specifically Bolivia, Ecuador and Peru. The issue stems from several factors, such as language discrepancies, high dropout rates, and lack of access to quality education. Consequently, illiterate indigenous adults are more likely to suffer from poor health and low-quality employment. Women are more likely to suffer domestic violence and discrimination, and in general, illiteracy for both men and women contributes to decreased civic engagement and economic stability. Several programs currently exist to help illiterate individuals in the Andean Region, such as the PAEBA–Peru Program, the "Si, Yo Puedo" or "Yes, I Can" program, and "Minga Por La Esperanza." These programs focus on helping illiterate individuals through common-denominator symbols, technology, and government aid.

Key Takeaways:

- The Andean Region of South America is subject to higher levels of indigenous adult illiteracy due to historical discrimination and perpetual challenges indigenous peoples continue to face.
- Perhaps the greatest contributing factors to indigenous adult illiteracy in the Andean Region are language discrepancies between Spanish and native languages and difficulties related to education.
- Poor health is a leading consequence of indigenous adult illiteracy among mothers and their young children.
- Indigenous adult illiteracy negatively affects national economic stability, employment, and participation in society.
- Among the programs in place to help adult illiteracy in the Andean Region, one of the most successful practices has been to teach illiterate individuals the alphabet through numbers. While many programs have done much good to combat indigenous adult illiteracy and its negative consequences, much still remains to be solved.

Keywords: Illiterate, indigenous people, femicide, toxic stressors, Andean Region

GENDERED ENTREPRENEURSHIP AND IMMIGRANT INCLUSION: FILIPINO MIGRANT WOMEN IN FOOD BUSINESS IN TOKYO, JAPAN

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Filipino women migrating to Japan since the 1970s for entertainment work and marriage have feminized the migration from the Philippines and have led to the formation of marriages and families, as well as communities in multicultural Japan. Another enduring outcome of the migration and settlement of Filipino women in Japan is the emergence of Filipino ethnic restaurants and food stores that have permitted simultaneously the transnational sourcing of food ingredients, traditional recipes and cultural practices between Japan and the Philippines, as well as social inclusion through preparing, consuming and feeding co-ethnics and Japanese locals. These processes are not linear and devoid of tensions. Transnationalizing some entrepreneurial activities entails outsource both family ties and food materials in the Philippines, while seeking affiliation with immediate locality in Tokyo which can be a site of difference, marginalization, and ambivalence in the status of one's ethnic store or restaurant. Building on long-duration ethnography on Filipino immigrant women in Tokyo, the proposed chapter looks into their role and contributions in the emergence of Filipino ethnic food stores and restaurants, as a key sector of gendered entrepreneurship. It suggests that the gendered nature of their business is tied to the feminized trend of migration from the Philippines. As purveyors of transnational and cross-cultural exchanges, these women venture in the food business as one of the spaces that facilitate migrant inclusion, creating everyday socio-cultural interactions that may shape Japanese and other non-Japanese co-residents' attitudes toward and relationships with Filipino migrants in urban Japan.

Keywords: migrants, marriage, family, gender, entrepreneurship, restaurants, food stores

SAUDI WOMEN ENTREPRENEURS' EXPERIENCES: CHALLENGING PATRIARCHAL GENDER RELATIONS

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We cannot assume that the experience of gender and entrepreneurship is the same in all contexts, as it is dependent on the social norms in any given context. This paper explores the experiences of women entrepreneurs in the Kingdom of Saudi Arabia (KSA) within the context of its prevailing patriarchal norms. The key contribution is to show how women's entrepreneurship is subtly challenging gender relations and patriarchal norms in the KSA, which could be transformational for perceptions of gender, developing new gender relations that promote wider equalities. Despite recent reforms in the KSA and some success in the field of female entrepreneurship, society continues with a tendency to see women as lacking business capability. The research highlights the role of the KSA's culture, religious and legal system in perpetuating the image of female weakness and stereotyping. Women entrepreneurs face some patriarchal culture as an evident example of how traditional gender relations, which define power and use of space and resources, are embedded in laws and society, since it is enforced in many aspects such as education, health and business. The research also enables insight into the strategies used by women in the KSA to turn otherwise strong barriers, presented by some cultural norms derived from the interpretations of religious books, into personal motivation to succeed in business. Through interviews with twenty female entrepreneurs from a range of businesses, analysed through a Muslim feminist lens with a reflexive approach, I show how they experience and overcome structural inequalities, interactions with family life, family reactions and societal perceptions. In doing so, they position themselves as successful businesswomen in a male dominated society, thereby challenging patriarchal gender relations.

Keywords: entrepreneur, Kingdom of Saudi Arabia, feminism