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CULTURAL DEVELOPMENT IN THE EUROPEAN UNION IN THE CONTEXT OF GLOBALIZATION

DESARROLLO CULTURAL EN LA UNIÓN EUROPEA EN EL CONTEXTO DE LA GLOBALIZACIÓN

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Abstract

Culture is a powerful economic tool that generates employment and income through cultural industries, cultural tourism and local traditional know-how. Moreover, it also contributes to the promotion of dialogue and social cohesion. Cultural dimension as an essential component of human development remains still not sufficiently included in the development policies and activities.

Keywords

Globalization – Cultural diversity – Human development – Cultural cohesion

Resumen

La cultura es una poderosa herramienta económica que genera empleo e ingresos a través de las industrias culturales, el turismo cultural y el conocimiento local tradicional. Además, también contribuye a promover el diálogo y la cohesión social. Sin embargo, la dimensión cultural, como componente principal del desarrollo humano, sigue estando insuficientemente involucrada en las políticas y actividades de desarrollo.

Palabras Claves

Globalización – Diversidad cultural – Desarrollo humano – Convergencia cultural

Introduction

“Culture brings together all the dreams and efforts, directed towards shaping the face of mankind. Culture requests a paradoxical pact: diversity is to be a principle of unity, and diversities are to be encouraged, not to divide, but to enrich the culture”.

Culture lies at the heart of human development and civilization. Culture is what makes people hope and dream, by stimulating the senses and offering new ways of looking at reality. It brings people together by arousing passions and communication, in a way that unites rather than divides. Culture should be regarded as a set of distinctive spiritual and material traits, which characterize a society or social group. It embraces literature and arts, as well as lifestyles, value systems, traditions and beliefs.

As Dario Fo rightly pointed out, "even before Europe was united on an economic level or was conceived at the level of its economic interests and trade, it was culture that united all the countries of Europe. Arts, literature and music are the connecting link of Europe." Indeed, Europeans share a common cultural heritage, which is the result of centuries of creativity, migratory flows and exchanges. They also appreciate and enjoy a rich cultural and linguistic diversity, which is inspiring and has inspired many countries worldwide.

The originality and success of the European Union are due to its ability to respect diverse and intertwined historical past, languages and cultures of the Member States, while forging understanding and common rules, which have guaranteed peace, stability, and with them - a huge variety of cultural heritage and creativity, which is further enriched by successive enlargements. This unity in diversity, respect for cultural and linguistic diversity and promoting the common cultural heritage lie at the very heart of the European project. This is needed more than ever in today's globalizing world.

In the modern world, cultural exchange is more lively and vibrant than ever. The freedom of movement greatly facilitated cross-country cultural exchange and dialogue. Thanks to the new communication innovations, the increasing of the access to cultural activities and the demand for cultural products are unprecedented.

Meanwhile globalization has increased the exposure to more diverse cultures from all over the world, thus heightening our curiosity, our capacity to exchange and mutually enrich cultures and contributing to the diversity of our societies. However, this raised questions about Europe's identity and its ability to maintain cohesive societies.

Globally, the cultural diversity and intercultural dialogue have become a major challenge to a global order, based on peace, mutual understanding and respect for shared values, like the promotion and protection of human rights and the protection of linguistic diversity, as stated in the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

Cultural richness and diversity of Europe is closely linked to its role and influence on global scale. The European Union is not just an economic process or a trading power, it is already seen as an unprecedented and successful social and cultural project, based on norms and values such as human dignity, tolerance, freedom of expression, respect of

diversity and intercultural dialogue; values, which if upheld and promoted, can be an inspiration for the world of tomorrow.

Europe's cultural richness, based on its diversity, is an increasingly important asset in an immaterial and knowledge-based world. European cultural sector is already a very dynamic trigger of economic activity and employment throughout the EU. Cultural activities also help the building of an inclusive society and contribute to the fight against poverty and social exclusion. Creators with entrepreneurial spirit and the active cultural industry are a unique source of innovations for the future. This potential must be recognized even more and to be fully tapped.

Purpose of the developed problema

More clearly is realized the fact, that the EU has a unique role in promoting the richness and diversity of its cultures, both within Europe and globally. There is also acknowledgment, that culture is an indispensable factor in achieving the strategic objectives of the EU, while also ensuring a stronger presence on the international scene.

Based on extensive consultations, this communication explores the relationship between culture and Europe in a globalizing world and offers ideas for the development of the culture. These ideas will be shared by all stakeholders, so the purpose is to establish new partnerships and cooperation between them.

Culture and Development

The idea of culture is seemingly difficult to understand. Culture means conservation and change, it embraces tradition and modernity.

- Culture is dynamic – it never stands still. Greater mobility, migration and social networks are a journey in cultural diversity, interaction and momentum for change, adaptation and mixing;
- Culture is a creativity - in cultural forms of expression people engage with their surroundings, they dispute, they organize, they explore new perspectives;
- Culture is innovative - arts and crafts, product design, film and fashion are independent business sectors, they create jobs and compete in the international arena.

It is reasonable to argue, that culture in all its various forms is the foundation of development, which means:

- Continuously engaging and interacting with life-world.
- Use of cultural forms of expression and overcoming social problems in order to facilitate the study of cultural identity and to push for change.
- Developing capacity in culture (cultural management, cultural infrastructure, cultural policy, protection of material and immaterial cultural heritage).

- Promotion of cultural and creative sectors of the economy.

Culture and development are closely linked. Culture is much more than common name of dance, theater, art, cinema, music, etc. Cultural diversity and creativity have the ability to mobilize. The products of creative work have the ability to boost the economy, and cultural inspiring environment improves the quality of life. A strong identity can mobilize the society. Culture strengthens social cohesion and the development of societies, regardless of the country's development. If incentives are provided for the culture, it can contribute to progress in the development of countries. Therefore, it is necessary to use the full potential of cultural diversity, i.e. strengthening of cultural rights, ethnic minorities and freedom of speech, strengthening of democratic awareness and encouragement of interaction between cultural and economic policy, administration, regional development and sustainable tourism.

Culture becomes more and more important in economic and territorial plan and important requirement for development.

Cultural Diversity and Intercultural Dialogue

The heyday of the cultures of the Member States in terms of their national and regional diversity is an important goal of the EU. In order to simultaneously bring the common heritage to the fore and recognize the contribution of all cultures present in our societies, for the purposes of cultural diversity we must take care in the context of openness and exchange between different cultures. Since we live in an increasingly multicultural societies, we need to promote intercultural dialogue and intercultural understanding. This is essential in the context of a globalizing economy and boosting employment, adaptability and mobility of artists and workers in the cultural sector, as well as the mobility of works of art. Mainly because people take advantage of the developing cultural diversity, we need to facilitate their access to culture and cultural works. Attention should be drawn to the following:

- Promoting the mobility of artists and professionals in the field of culture, as well as the dissemination of cultural expressions across national borders;
 - Mobilizing public and private resources for the benefit of the mobility of artists and workers in the cultural field;
 - Promoting the mobility of works of art and other artistic expressions;
 - Improving European coordination for aspects, affecting mobility of cultural workers.
- Promoting and strengthening the intercultural competences and dialogue, in particular by developing “cultural awareness and expression”, “social and civic competence” and “communication in foreign languages” as part of the key competences for lifelong learning.

Culture as a catalyst for creativity in the framework of the Lisbon Strategy for growth and employment

The role of culture in supporting and fostering creativity and innovation must be explored and promoted. The creative spirit is the basis for social and technological innovations, and therefore an important driver for the growth of competitiveness and employment in the EU.

Attention should be addressed to:

- Promoting creativity in education, through the potential of culture as a concrete input / method for lifelong learning and the promotion of culture and arts in formal and informal education (including foreign language training).
- Stimulation of the building of capacity in the cultural sector, by supporting the training in management skills, entrepreneurship, knowledge of the European dimensions/market activities and development of innovative sources of funding, including sponsorship, and improved access.
- Development of creative partnerships between the cultural and the remaining sectors (ICT, research, tourism, social partners, etc.) in order to strengthen the social and economic impact of investments in culture and art, particularly with regard to the stimulation of growth and employment, development and attractiveness of cities and areas.

Culture as a vital element in international relations

As parties to the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions, the Community and the Member States reaffirmed their commitment to the development of a new, proactive cultural role of Europe in the context of international relations and in the integration of culture as a vital element in Europe's relations with partner countries and regions. It will contribute to the exploration and understanding of European culture in the world.

To achieve this integration, it is essential to develop an active intercultural dialogue with all parties and all regions, for example through the Europe's language links with many countries. In this connection it is important to promote the richness of cultural diversity of our partners, to pay attention to local identity, to promote access to culture of the local population and to concentrate on developing an economic resource, which can have a direct impact on the socio-economic development.

Bearing that in mind, the EU will follow a 'twin track' approach, consisting of:

- systematic integration of the cultural aspects and different components of culture in all policies, programs and projects for external relations and development - as a means to improve its diplomatic efforts, and the viability and sustainability of all EU cooperation;

as well as:

- support of specific cultural activities and events, as culture and its dissemination in themselves are a resource, access to culture should be a priority for the policies of development.

Attention should be addressed to:

- further development of political dialogue in the sphere of culture in all countries and regions and promotion of cultural exchange between the EU and third countries;

- supporting access to both the European and other markets for cultural goods and services from developing countries, through targeted actions and agreements, that grant preferential treatment or trade-related assistance measures;
- using foreign and developmental policies to protect and promote cultural diversity through financial and technical support for the preservation of and access to cultural heritage on one hand and the active encouragement and promotion of cultural activities across the globe on the other;
- ensuring that all programs and projects for cooperation are fully consistent in their design and implementation with local culture and contribute to the increasing of the access to culture and the means of cultural expression, including contacts between the people themselves. Education is extremely important, and also the advocacy for the inclusion of culture in educational programs in developing countries at all levels;
- promoting the active involvement of the EU in the work of international organizations, dealing with culture and in the United Nations' "Alliance of Civilizations".

The support of culture is an investment

In 2010, the UN General Assembly adopted a resolution on culture and development, which emphasizes the important contribution of culture to sustainable development and the achievement of national and international goals for development, including the Millennium Development Goals. Development trends in this area relate to:

- Inclusion of culture in all development policies;
- Investment in culture as an essential investment in the future of the world;
- Raising public awareness of the importance of cultural diversity for sustainable development;
- Supporting and assisting the development of a dynamic cultural and creative sector in developing countries by encouraging creativity, innovation and entrepreneurship, as well as providing technical and vocational training for culture professionals.

New partnerships and methods

To implement the ideas for the development of culture, Europe must rely on a solid partnership between all four directions:

- Further development of the established dialogue with the cultural sector
- Creation of an open method of coordination
- Support of the development of evidence-based policies
- Inclusion of culture in all relevant policies

Conclusion

European cultural sector is already a very dynamic trigger of economic activity and employment throughout the EU. Cultural activities also help the building of an inclusive society and contribute to the fight against poverty and social exclusion. Creators with entrepreneurial spirit and the active cultural industry are a unique source of innovations for the future. This potential must be recognized even more and to be fully tapped.

The time has come for new ideas for the development of European culture, which is consistent with the realities of today's globalizing world.

This Communication puts forward some suggestions in terms of a set of shared ideas, and also new methods for stepping up the cultural cooperation in the EU.

Europe's cultural richness, based on its diversity, is an increasingly important asset in an immaterial and knowledge-based world.

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