

An Examination into the Phenomenon of Socio-Cultural Alienation under the Influences of Globalization

Afifa LADJEL

Department of Media and Communication Studies,
Faculty of Humanities and Social Sciences,
University of M'Sila, M'Sila 28000, Algeria
afifa.ladjal@univ-msila.dz

Abstract:

This study sheds light on the phenomenon of socio-cultural alienation as one of the most prominent sociological consequences resulting from globalization, It seeks to understand how global transformations particularly those related to cultural diffusion through media and technology contribute to the destabilization of individuals' and local communities' systems of values and identity, The study is grounded in a central research question: Is globalization a major factor in the emergence and exacerbation of socio-cultural alienation?

The theoretical framework of the study draws on several intellectual approaches that interpret alienation from a sociological perspective, It examines the dimensions of socio-cultural alienation including feelings of powerlessness psychological estrangement, normlessness (anomie) and social isolation, The findings reveal that the groups most vulnerable to such alienation are those with weak cultural resilience or a loss of collective belonging.

This study aims to analyze both the theoretical and practical dimensions of socio-cultural alienation and to understand its implications for identity and belonging within societies, It concludes that globalization as a dominant cultural force has deepened the manifestations of alienation turning it into a collective phenomenon closely tied to the structural transformations of the contemporary world, The study therefore emphasizes the urgent need to adopt cultural policies that strengthen identity balance openness with heritage and reconstruct cultural selfhood in the face of the accelerating pressures of globalization.

Keywords: Alienation, Social Alienation, Cultural Alienation, Globalization, Theoretical Approaches Explaining the Phenomenon of Alienation, Dimensions of Social and Cultural Alienation.

Une étude du phénomène d'aliénation socioculturelle sous l'influence de la mondialisation

Résumé :

Cette étude met en lumière le phénomène d'aliénation socioculturelle comme l'une des conséquences sociologiques les plus marquantes de la mondialisation. Elle cherche à comprendre comment les transformations mondiales, en particulier celles liées à la diffusion culturelle par les médias et la technologie, contribuent à la déstabilisation des systèmes de valeurs et d'identité des individus et des communautés locales. L'étude s'articule autour d'une question centrale : la mondialisation est-elle un facteur majeur dans l'émergence et l'exacerbation de l'aliénation socioculturelle ?

Le cadre théorique de l'étude s'appuie sur plusieurs approches intellectuelles qui interprètent l'aliénation d'un point de vue sociologique. Il examine les dimensions de l'aliénation socioculturelle, notamment le sentiment d'impuissance, l'éloignement psychologique, l'anomie et l'isolement social. Les résultats révèlent que les groupes les plus vulnérables à cette aliénation sont ceux qui ont une faible résilience culturelle ou qui ont perdu leur sentiment d'appartenance collective.

Cette étude vise à analyser les dimensions théoriques et pratiques de l'aliénation socioculturelle et à comprendre ses implications pour l'identité et l'appartenance au sein des sociétés. Elle conclut que la mondialisation, en tant que force culturelle dominante, a accentué les manifestations de l'aliénation, la transformant en un phénomène collectif étroitement lié aux transformations structurelles du monde contemporain. L'étude souligne donc la nécessité urgente d'adopter des politiques culturelles qui renforcent l'équilibre identitaire, l'ouverture au patrimoine et la reconstruction de l'identité culturelle face aux pressions croissantes de la mondialisation.

Mots clés : *aliénation, aliénation sociale, aliénation culturelle, mondialisation, approches théoriques expliquant le phénomène d'aliénation, dimensions de l'aliénation sociale et culturelle.*

Introduction

In light of the rapid global transformations imposed by the forces of globalization, societies particularly those with a traditional character have entered a phase of value overlap and cultural confrontation. Individuals no longer live within closed or fixed cultural contexts instead they now belong to open and interconnected social spaces in which systems of values and meanings clash and multiple patterns of transnational identities and cultures intersect, This excessive openness has led to a form of destabilization of the symbolic constants that previously served as the reference framework for individuals' behavior and sense of belonging.

Within this context the phenomenon of socio-cultural alienation has emerged as one of the complex sociological phenomena that reflects the tension between traditional culture which dominates local environments and the global cultural values and symbols imposed by globalization through digital media consumerist models and Western lifestyles that have infiltrated individuals' everyday lives especially those of the youth, This alienation is manifested in individuals' sense of detachment from the group marginalization from active social roles and a loss of identity and self-confidence leading to a symbolic estrangement from their surrounding social and cultural environment.

From a sociological perspective this phenomenon can be understood as a reflection of the conflict between original cultural structures based on traditions belonging and collective cohesion and imported cultural structures that promote individualism value-neutrality and the reconstruction of identity on consumerist and media-based foundations, It can also be interpreted in light of theories of social change and

cultural conflict particularly those that view globalization as a process of cultural penetration that reshapes power and dominance relations within the cultural field and leads to the marginalization of local and subcultural identities in favor of the globally dominant culture.

Hence the problem lies in the fact that socio-cultural alienation is not merely a transient psychological state or an individual feeling of isolation but rather a complex social structure generated by the tense interaction between local contexts and global factors, This interaction results in profound transformations in the concepts of identity belonging and social integration, It raises critical questions about the ability of societies to adapt without disintegration and to maintain their value equilibrium in the face of ongoing cultural hybridization.

Is globalization a major contributing factor to the emergence of socio-cultural alienation?

Based on the stated research problem the following subsidiary questions can be formulated:

- What are the main dimensions of social and cultural alienation?
- What are the most prominent manifestations of this alienation and its effects on identity and belonging?
- To what extent does globalization influence the increase of social and cultural alienation feelings among individuals?

Study Hypotheses:

- **First hypothesis:** Social and cultural alienation manifests in multiple dimensions: including powerlessness and loss of control, psychological alienation, normlessness and social isolation.
- **Second hypothesis:** Social and cultural alienation leads to a decline in the sense of belonging and the

emergence of a hybrid or fragmented identity resulting from the clash between local cultures and global values imposed through globalization.

- **Third hypothesis:** Globalization through media and transcontinental cultural content contributes to intensifying feelings of social and cultural alienation among individuals.

Study Objectives:

This study aims to provide an analytical reading of the phenomenon of social and cultural alienation within the context of global transformations imposed by globalization, through:

- Identifying the main dimensions of social and cultural alienation as manifested in the contemporary experiences of individuals and societies.
- Analyzing the manifestations of social and cultural alienation and their reflections on individual and collective identity as well as patterns of belonging within the local community.
- Exploring the relationship between globalization and the growth of alienation feelings particularly through the imposition of Western cultural values and practices via media and digital technologies.
- Highlighting the groups most vulnerable to social and cultural alienation and understanding the mechanisms through which they are affected by globalization.
- Contributing to enriching the sociological discourse on the impact of globalization on the cultural and social fabric of local communities.

Significance of the Study:

This study derives its significance from its endeavor to shed light on one of the growing social and cultural phenomena in contemporary societies namely the phenomenon of social and cultural alienation under the influences of globalization, It contributes to revealing the extent to which globalization penetrates the components of cultural identity and threatens social cohesion.

The importance of this study also lies in its timeliness considering the rapid influx of global cultural values and symbols through digital media and social networking platforms which pose serious challenges to individuals in preserving their cultural and social belonging.

Moreover, this study provides a knowledge base that can be utilized in formulating cultural and educational policies aimed at reinforcing identity and belonging and at reducing feelings of alienation that threaten the social fabric amid a changing world.

1. Conceptual and Theoretical Framework of the Study:

1.1. Previous Study:

A study by Asmaa Rabhi Al-Arab and Alaa Zuheir Abdul Jawad Al-Rawashdeh entitled "Social Alienation among Jordanian Youth in the Era of Globalization", published in the *Jordanian Journal of Social Sciences*, Volume 09, Issue 02, 2016, pp. 221-244:

This study aims to identify the main causes of social alienation among Jordanian youth under the influences of globalization and to explore its various manifestations, In addition it examines the relationship between certain social variables such as gender, educational level and specialization and the youth's feeling of social alienation, To achieve these objectives a social survey methodology was adopted

targeting all students at Mutah University, Due to the large size of this population a purposive sample of 200 male and female students from various faculties specializations and academic levels was selected Data were collected using a questionnaire tool.

Among the most notable findings of the study is that the media contributes to encouraging youth to imitate lifestyle patterns in Western societies, Furthermore official bodies do not exert sufficient effort to help youth discover their academic potentials, The results also showed no statistically significant differences in the level of social alienation according to the gender variable while statistically significant differences were found according to specialization, These differences favored students in humanities disciplines indicating their greater susceptibility to manifestations of alienation under globalization.

▪ **Study by Nasri Mohamed Al-Sharif entitled "Alienation and Its Relationship with Attitudes Towards Globalization and Cultural Identity among Physical Education and Sports Students - A Field Study on a Sample of Students from Institutes of Physical Activity and Sports Sciences in Algeria (Batna, Annaba, Souk Ahras) ", a doctoral dissertation submitted for the requirements of a PhD degree in Theory and Methodology of Physical Education and Sports, University of Algiers 3 - Institute of Physical Education and Sports, 2015-2016:**

This study aimed to explore the nature of the relationship between alienation attitudes towards globalization and cultural identity among physical education and sports students by analyzing the extent to which they are affected by the phenomena of globalization and alienation and their adherence to their cultural identity, To achieve this the descriptive

correlational method was adopted with a stratified random sample consisting of 234 students from the institutes of physical education and sports at the universities of Batna, Souk Ahras and Annaba, The study employed the alienation scale prepared by Mohamed Abdel Latif Khalifa (2005) alongside questionnaires designed by the researcher to measure attitudes towards globalization and the level of cultural identity.

The results indicated a weak positive correlation between alienation and attitudes towards globalization a below-average negative correlation between alienation and cultural identity as well as a weak negative correlation between attitudes towards globalization and cultural identity, The study also revealed an inverse relationship between cultural identity and both alienation and attitudes towards globalization, Furthermore it was found that physical education and sports students experience a moderate sense of alienation moderate attitudes towards globalization alongside a strong adherence to their cultural identity.

▪ **Study by Nahat Saliha Zarouh and Abd al-Qader Fatiha Chakrawi entitled "The Relationship between Social Alienation and Self-Esteem among High-Achieving Secondary School Students (A Field Study on a Sample of High-Achieving Secondary Students in the City of Sidi Bel Abbès) ", published in Ab'ad Journal, Volume 11, Issue 2, 2024, pp. 223-238:**

This study aimed to identify the nature of the phenomenon of social alienation and its relationship with self-esteem among high-achieving secondary school students in addition to exploring possible differences in both social alienation and self-esteem according to the gender variable, To achieve these objectives the study adopted a descriptive-analytical approach and utilized two measurement tools: a

social alienation scale and a self-esteem scale, which were applied to a sample of 88 high-achieving secondary students.

The results revealed a strong negative correlation between social alienation and self-esteem indicating that higher levels of self-esteem are associated with lower levels of social alienation and vice versa, The findings also showed no statistically significant differences in either social alienation or self-esteem attributable to gender suggesting that male and female high-achieving students do not differ in their levels of social alienation or self-esteem.

1.2. Study Concepts:

1.2.1-Alienation:

Alienation is "a social phenomenon in which a young person feels loneliness, isolation and detachment from oneself one's emotions, actions, and performance accompanied by a sense that what they do lacks value and will not impact their external environment, This is in addition to a lack of security which reflects on their social interaction, Alienation can occur on an individual or collective level and manifests in the youth's political, social, cultural, psychological and economic experiences within their own country". (Al-Rawashdeh & Al-Arab, 2009, p. 60)

Alienation is also defined as" a set of symptoms through which an individual appears as if a stranger to the society in which they live, It is the feeling of relative detachment from the self or society or both a disconnection from one's emotions, desires, beliefs and potentials meaning a loss of the sense of effective existence and the power of self-determination in one's personal life". (Rajab, 1988, p. 48)

-Operational Definition of Alienation:

Alienation is "the psychological and social condition experienced by an individual when they feel a lack of belonging to their place or surrounding group whether on a cultural intellectual or emotional level which places them in a constant state of inner conflict between the self and the environment".

1.2.1 Social Alienation:

Social alienation refers to "alienation from others it is the individual's feeling of a lack of interaction between the self and others a deficiency in affection and intimacy with others scarcity of empathy and mutual participation and a weakening of love bonds and social ties". (Dabla, 2015, p. 100)

It is also defined as "a psychological and social state that can be described as a sense of isolation and detachment from society and the surrounding social environment, This state may arise when an individual feels rejected or unequal in the eyes of others within the society in which they live". (Zariouh & Shukrawi, 2024, p. 226)

1.2.3-Operational Definition of Social Alienation:

Social alienation is "an individual's feeling of isolation or disconnection from their society due to a lack of mutual understanding or acceptance which leads to weakened social relationships a diminished sense of belonging and the absence of an active role for the individual within the group they live in".

1.2.4-Cultural Alienation:

Cultural alienation is defined as "the individual's detachment from and rejection of their society's culture accompanied by aversion to it and fascination with everything foreign or alien particularly elements of culture such as life-

styles and social systems favoring them over local traditions, Examples of cultural alienation include the use of foreign languages in education at the expense of Arabic and the adoption of foreign names for tourist towns, production institutions, products, markets and commercial stores". (Miloud, 2015, p. 67)

It is also described as "the relinquishment of one's natural right to possess a free and evolving culture done to appease oneself and satisfy societal expectations". (Al-Arab & Al-Rawashdeh, 2016, p. 227)

1.2.5-Operational Definition of Cultural Alienation:

Cultural alienation is "an individual's feeling of disconnection or estrangement from the prevailing values, customs and traditions of the society in which they live whether due to differing cultural backgrounds or a lack of harmony with modern cultural changes resulting in confusion rejection or hesitation in adopting or engaging with those values".

1.2.6-Globalization:

Globalization has been defined as "a tendency or orientation driven by capitalism that aims to universalize the patterns of relationships and interactions in the international community encompassing its political, economic, social, cultural, media, financial, human and commercial aspects, It seeks to enhance interconnection, interaction and mutual dependence across the globe through the exchange of goods and services, media, free competition, behaviors and social norms". (Al-Arab & Al-Rawashdeh, 2016, p. 228)

It is also described as "a new global system based on electronic intelligence and the information revolution, grounded in limitless innovation and technology without regard for

prevailing civilizations, values, cultures, customs or geopolitical boundaries". (Nattourieh, 2001, p. 10)

1.2.7-Operational Definition of Globalization:

Globalization is "a rapid process of interaction and integration among societies and nations across economic, cultural and technological domains leading to the transcendence of geographical borders and local particularities and the creation of an inter connected world where ideas, goods, values and standards are interwoven".

1.3. Sociological Approaches Explaining the Phenomenon of Social and Cultural Alienation:

1.3.1-Alienation According to Karl Marx:

The concept of alienation is one of the most prominent ideas redefined by Karl Marx (1818–1883) as he shifted it from Hegel's abstract philosophical framework to a sociological and economic context that reflects the realities of social relations under capitalism, Influenced by Hegel and Feuerbach Marx believed that under the capitalist mode of production the individual experiences a state of alienation manifested in the loss of self and the transformation of the product of labor into an external force that dominates the worker, Labor which is supposed to be a means of self-realization becomes a tool of estrangement it is imposed on the worker rather than stemming from their will and its value is reduced to that of a mere commodity, The more the worker produces and the greater the capitalist's profit the more alienated the worker becomes, Marx highlighted this form of alienation through his analysis of specialization and the division of labor as two essential features of the capitalist system. (Barakat, 2006, p. 39)

This situation leads to the disintegration of social and moral values which are replaced by materialistic values centered around profit and utility, As a result, the moral dimension becomes detached from the economic dimension and alienation deepens through four main levels: (Barakat, 2006, p. 40)

-Alienation from the Produced Commodity: This refers to the worker's loss of connection with the product of their labor, The worker neither owns what they produce nor directs production toward satisfying their own needs, Instead they work for someone else the bourgeoisie who owns the means of production and determines the purpose of the products, The bourgeois not only owns the factory but also holds the social and legal power to hire workers and control the outcomes of their labor for profit, The worker on the other hand, possesses only their labor power and becomes merely a tool serving the material interests of others.

-Alienation from the Nature of Work: The worker is not only alienated from the final product but also from the very essence of their work, They find no space for creativity or personal development in it nor do they derive any sense of fulfillment or satisfaction, This strips the worker of their organic connection to the production process reducing them to a mere executor.

-Alienation from Nature: At this level, the worker becomes estranged from nature which they are inherently a part of, Nature is reduced to a material means for meeting physical needs, Under capitalism nature once the source of creativity and human existence is transformed into an exploitable resource, Interaction with it becomes a means of biological survival rather than a conscious human experience.

-Alienation from Others: After becoming alienated from the self, labor and nature the worker also becomes alienated from others, This is not only due to isolation and long working hours but also because their relationship with others is based on exploitation and submission to the capitalist's interests, The worker does not labor for themselves but for someone else who exercises control over them leading to the emergence of social relations built on oppression and domination.

-Alienation According to Max Weber: Alienation, as conceptualized by Max Weber (1864–1920), is not a notion he addressed directly or independently however implicit references to the concept are present throughout many of his works especially in his analysis of rationalization accompanying the development of modern bureaucracy, Weber viewed rationalization as a systematic process that poses a direct threat to human creativity and freedom as it undermines individuals' capacity for free thought and limits their epistemological autonomy, According to Weber the feeling of powerlessness and loss of control is not confined to the realm of work rather it extends to the entirety of social relations, The individual is constantly confronted with large-scale institutions foremost among them the state which exert authority over him even within democratic systems. As a result, individuals are unable to control the course of their lives and become subject to external forces that dictate their behavior and objectives, Modern bureaucracy in Weber's view represents a fully developed model of this complex rationalizing tendency, It is a rational system that subjects individuals to rigid organizational frameworks serving the objectives of the collective society or the state rather than emerging from their individual needs or personal aspirations. (Al-Otaibi, 2018, pp. 54 -55)

In this context, alienation is manifested in the sharp distinction between the relationships and behaviors an individual performs within the scope of their job and their personal relationships and intrinsic capabilities, Bureaucracy separates work from domestic life reinforces role division and delineates tasks in a manner that diminishes the sense of personal identity within organizational structures, The manifestations of alienation in the modern bureaucratic system are evident on two primary levels: (Al-Qarinawi & al, 2023, p. 430)

-First Aspect: Loss of Freedom and Separation Individuals find themselves subject to a rigid legal system represented by "soft technology" meaning the rules and regulations that organize and improve performance, However these same rules also subject the worker to external values and standards leading to a diminished sense of independence and personal freedom.

-Second Aspect: Loss of Control This is reflected in the worker's detachment from administrative tools as well as the disconnection of those tools from private ownership, As a result administration becomes a power independent of the worker who is reduced to an executor within a strict rational system over which they have no control ultimately resulting in a persistent sense of powerlessness and alienation.

These bureaucratic constraints imposed on individuals reduce their personal freedom and spontaneity at work, They also narrow their horizons and limit their ability to understand their roles within the broader organization, Consequently work becomes a mechanical function disconnected from the individual's subjective meaning or creativity instead placing them within a rational framework that leans toward abstraction and strict discipline.

-Alienation According to Durkheim and Robert Merton:

Amid the major transformations accompanying the Industrial Revolution and the rise of capitalist values at the expense of traditional norms the concept of "anomie" emerged in the thought of Émile Durkheim, He viewed it as an expression of social disintegration resulting from the collapse of the system of normative and value-based regulation. Durkheim argued that the absence of social norms leads to behavioral disorder due to a loss of guidance with "anomie" representing a state of moral vacuum and chaos, He emphasized that social stability is contingent upon the existence of a coherent normative structure based on collective consensus, Moreover the gap between individuals' goals and the means available to achieve them leads to alienation. Durkheim defined "anomie" as a lack of commonly agreed-upon norms to guide individuals toward culturally defined goals which renders human happiness dependent on the harmony between personal needs and the resources available within society. (Messaadia, 2013, p. 32)

Durkheim indicates that this state of normative breakdown is clearly manifested in modern societies that are undergoing rapid modernization and industrialization, This process leads to the erosion of traditional value systems and causes society to lose its cohesive character in favor of individualism and self-interest, From Durkheim's perspective one of the defining features of modernity is the collapse of established contexts with the acceleration of industrial growth serving as a central factor in generating feelings of alienation among individuals, According to him modern industrial society experiences a form of moral disintegration reflected in the absence of a collective meaning of life, This in turn leads to a condition akin to the Hobbesian state which he describes as a "war of all against all" whereby soci-

ety becomes an open arena of conflict. (Brishi & Al-Zaqai Youb, 2015, p. 203)

Within the same theoretical framework, Robert Merton offers his interpretation of the concept of alienation building upon Durkheim's thesis and expanding it by introducing a new dimension the conflict between societal values and social norms, Merton argued that "anomie" is not limited to the mere absence of norms but also manifests in the structural contradiction between the dominant cultural goals of society and the legitimate available means for achieving those goals, According to Merton alienation arises when individuals are confronted with societal goals that cannot be attained through recognized and legitimate means, This situation often compels certain individuals particularly those from marginalized groups to resort to illegitimate methods as an alternative strategy for integration and achieving success, Thus for Merton alienation reflects a crisis in the structural balance between social aspirations and the actual capacity to realize them contributing to the emergence of deviant behavioral patterns that signal the failure of the value system to establish the necessary harmony between individuals and society. (Al-Otaibi, 2018, p. 50)

1.4. Causes of Alienation:

- Psychological Causes of Alienation :

The psychological factors leading to feelings of alienation are diverse and the most prominent among them include: (Jadidi, 2012, p. 355)

- Alienation may arise from internal conflicts between conflicting drives and desires particularly when basic psychological needs cannot be fulfilled in a balanced manner, This is evident in cases of

parental deprivation which often result in emotional tension, anxiety and personality disorders.

- This occurs especially when individuals are deprived of familial care and emotional support leading to a loss of security and belonging and reinforcing feelings of isolation and alienation.
- Alienation can stem from the obstruction of an individual's essential desires, motives or personal interests, Such frustration often results in feelings of failure, disappointment, helplessness and in some cases a deep sense of oppression and self-deprecation.
- Exposure to traumatic events such as wars disasters or severe economic crises can leave profound psychological impacts, These experiences often activate other alienation-related factors and intensify feelings of disconnection and estrangement from society.

- Social Causes of Alienation:

Social causes of alienation are rooted in structural and cultural variables that influence the individual's relationship with society, These include: **(Hamed, 2004, p. 107)**

- Individuals may struggle to adapt to social challenges or fail to overcome them resulting in feelings of marginalization and exclusion.
- In environments where negative values dominate and where meaninglessness and social fragmentation prevail over constructive values alienation becomes more likely.
- When social and cultural changes occur rapidly without effective mechanisms for adaptation, individuals may experience a rift in their connection to

their surroundings, thereby increasing feelings of estrangement.

- Dysfunction in key social institutions such as the family and the school weakens the individual's integration into society and enhances the likelihood of alienation.
- Individuals belonging to marginalized groups or minorities often face reduced social interaction and negative societal attitudes, which lead to feelings of rejection and alienation.
- In some societies occupational choices are made randomly or due to circumstantial factors rather than based on abilities or preferences, Coupled with low wages, this results in job dissatisfaction and a greater sense of marginalization.
- When individuals struggle to meet their basic needs due to poor economic circumstances this fosters a sense of helplessness and alienation within their community.
- Conflicting values between generations and the absence of shared moral standards contribute to a disruption in social identity and a loss of direction and meaning among individuals.
- The decline of moral principles and the weakening of religious commitment play a major role in the loss of value systems thereby deepening individuals' sense of disorientation and alienation from themselves and their societies.

1.5. Dimensions of Social and Cultural Alienation:

Alienation is a complex human phenomenon with multiple dimensions Psychologists and sociologists agree that it

constitutes a psychological and behavioral state experienced by individuals when they lose their sense of belonging, control or meaning in their social lives, Theoretical perspectives on the dimensions of this phenomenon vary with some researchers identifying a set of core components including: anomie, loss of trust, powerlessness, reification, loss of meaning, rebellion, absence of purpose, self-alienation and identity crisis, While some scholars have reduced these dimensions others have expanded upon them based on their theoretical backgrounds and analytical approaches.

- Powerlessness:

Robert Blauner views powerlessness as one of the essential components of alienation manifested in the individual's sense of losing control over the processes they engage in particularly in workplace settings, Alienation becomes evident when the individual especially the worker feels unable to control what they produce or how it is produced, leading to the perception that work is no longer an expression of the self but rather a coercive activity, Seeman on the other hand considers powerlessness a condition in which an individual anticipates that their behavior will not lead to the desired outcomes that is there is a disconnection between personal effort and expected results, This powerlessness also manifests when individuals are subjected to external forces such as institutional systems or bureaucracies that strip them of the ability to determine their own fate or control the course of their lives. (Al-Taj & Al-Mawajdeh, 2020, p. 390)

-Meaninglessness:

This dimension refers to the absence of a sense of meaning or purpose in life, It reflects a state of cognitive confusion in which the individual loses the ability to determine what values and principles they should believe in or adhere to, According to Seeman this condition is associated with

high levels of alienation and emerges when cognitive clarity is lacking and intellectual standards essential for decision-making and orienting one's actions are weakened. Such existential ambiguity may lead the individual to seek external forces to guide their behavior and provide a false sense of control which ultimately deepens the experience of powerlessness and loss of agency. (Nasseri, 2015–2016, p. 66)

- Normlessness:

Normlessness refers to the loss of commitment to social norms and rules it becomes evident when these norms are no longer effective in regulating or guiding individual behavior, In such cases the individual feels that legitimate means of achieving goals are no longer effective which may lead them to resort to alternative means often socially unacceptable in an effort to assert themselves, Seeman defines this dimension as the heightened expectation that illegitimate or socially unrewarded behavior is necessary for achieving one's goals, This results in the individual rebelling against the moral and value system of society and experiencing a sense of disconnection from the norms and standards that govern the behavior of others. (Al-Taj & Al-Mawajdeh, 2020, p. 391)

-Social Isolation:

Social isolation is considered one of the most prominent manifestations of alienation, It is characterized by feelings of loneliness psychological emptiness a lack of security and the absence of warm social relationships, The isolated individual often experiences a sense of disconnection from others even when physically present among them as social bonds remain weak or entirely absent, This isolation may also be accompanied by a sense of social rejection and detachment from the cultural goals of society leading to a gap between the

individual's aspirations and the values and norms of their community, The term "social isolation" is often used in discussions of alienation particularly when analyzing the condition of intellectuals or thinkers who tend to experience an unconscious detachment from prevailing popular norms and values, They may live in a state of self-withdrawal and lack of psychological and cultural integration with their social environment, This type of isolation is viewed as a form of socio-cultural alienation that does not necessarily stem from a lack of direct social adaptation or communication but rather from a cognitive or value-based gap between the intellectual and society resulting in a persistent feeling of estrangement and disconnection from the social and cultural milieu. (Khalifa, 2003, pp. 17- 18)

- Self-Alienation:

This dimension refers to the feeling of estrangement from the self where the individual is no longer able to engage in activities that provide personal satisfaction or express their true identity, This feeling represents an internal split between the "true self" and the "imposed self" generating a sense that the self has become a tool or means to achieve goals that do not reflect the individual's authentic desires, This leads to a conflict between personal goals and culturally or socially imposed goals resulting in a state of internal detachment and psychological turmoil. (Al-Taj & Al-Mawajdeh, 2020, p. 391)

-Aimlessness:

Aimlessness refers to a state in which an individual suffers from a lack of clarity regarding the purpose of their existence, The person feels that their life is proceeding without a defined goal or genuine meaning leading to an absence of direction in daily actions and behaviors, This is manifested in the loss of motivation toward work or achievement and a

diminished sense of the value of continuity in life, Aimlessness is closely linked to the feeling of meaninglessness wherein the individual perceives their existence as devoid of purpose, This negatively affects their psychological balance and lifestyle and often results in disordered behavior and personal orientation. (Nasseri, 2015–2016, p. 65)

-Rebelliousness:

Rebelliousness refers to a psychological and behavioral state in which an individual experiences a sense of disconnection from the prevailing reality prompting them to reject the dominant social patterns and deviate from conventional norms and traditions, This behavior is expressed through non-compliance with social values and standards and is often accompanied by feelings of hostility and resentment toward the surrounding environment whether represented by society or its institutions and systems, Rebellion is not limited to outward rejection it may also turn inward manifesting as internal conflict with one's own psychological or moral frameworks or it may extend to general issues and ideas through which the individual expresses a profound rejection of reality. (Khalifa, 2003, p. 20)

5.6. Risks of Social and Cultural Alienation:

The grave danger of alienation lies in the fact that the feelings experienced by the alienated individual themselves serve as a fertile ground for falling into a pathological socio-psychological pattern, These risks are manifested as follows: (Dabla, 2015, pp. 112- 113)

-Alienation and Marginality:

Regarding the relationship between alienation and marginality it has been found that marginalized individuals are those who suffer from feelings of powerlessness and alienation due to their inability to change their reality and their

exclusion from social, political and cultural participation as they feel estranged from their own society, Parker's 1977 study revealed a statistically significant positive correlation between marginality and alienation as reflected in feelings of powerlessness, meaninglessness and social isolation. Jalal Maawad concluded that the culture of marginality can be described as a culture of alienation, This alienation does not primarily result from the society's inability to integrate these individuals into its social, economic and political fabric, Rather most studies indicate that alienation with its components of meaninglessness, powerlessness, isolation, normlessness, self-alienation lack of belonging and indifference is among the most distinctive features of the marginalized individual.

- Alienation and Terrorism and Violence:

Ali Watfa addressed the relationship between alienation and violence explaining that alienation is not only an outcome but also a cause, The practice of violence and terrorism is itself an expression of alienation, In this sense alienation lies at the root of violence and violence is embedded in the essence of alienation, The two phenomena intertwine in a unified existential condition. Consequently the alienated personality tends to be repressive and the repressive personality in turn tends to be alienated.

-Alienation and Drug Abuse:

Alienation can be seen as a climate conducive to various social disorders most notably drug abuse, A number of studies have revealed a connection between alienation and drug use, Drug abuse represents a behavioral response to the alienated individual's personal experience marked by feelings of powerlessness, meaninglessness and estrangement, The increasing use of drugs has become a key indicator of rising

alienation levels as substance abuse is often a coping mechanism for individuals experiencing alienation.

2. Cultural Identity in the Era of Globalization: A Dialectical Reading of Its Sociological Effects

Globalization is considered one of the most prominent phenomena that have shaken traditional cultural entities and contributed to reshaping the collective consciousness of individuals and groups, In this context Al-Rawashdeh highlights a set of negative effects that globalization has had on cultural identity. These effects can be examined sociologically within a dialectical framework that reveals the conflictual relationship between local culture and the globalized universal system: (Al-Rawashdeh A. , 2008, p. 86)

-Globalization has led to the widespread prevalence of consumer culture which glorifies consumption and presents it as an existential goal and a measure of social success, Individual desires have become key drivers of identity by directing passions toward ownership and acquisition which has distorted traditional structures of local customs and norms, This shift has fostered the emergence of a hybrid identity measured by material possessions rather than values, Consumer culture has thus been used as a powerful tool for reshaping lifestyles devoid of any civilizational or moral depth.

-Globalization has contributed to alienating individuals from themselves and their communities by detaching them from their fundamental concerns and daily struggles and by weakening their attachment to their cultural and religious roots, This phenomenon has caused a rupture in the structure of consciousness resulting in doubt toward deeply held beliefs and identity references, The outcome is a state of in-

tellectual fluidity and symbolic disorientation where the individual becomes merely a consumer of ideas and images that do not reflect their reality.

-Globalization has facilitated the dissemination of deviant cultural forms such as erotic literature and the culture of violence leading to the rise of generations that perceive violence and moral deviance as natural aspects of everyday life, As a result vice becomes normalized and violence becomes widespread not as exceptional cases but as consumable and imitable models, This contributes to the increase in crime and deviant behavior within societies draining youthful energy into practices that benefit neither the self nor the community.

-Globalization has led to the dominance of American popular culture as the supreme model of global taste through the pervasive spread of cultural products such as cinema, music and television programs, Names like Michael Jackson, Rambo and Dallas have become transnational cultural references that reshape tastes and create a false cultural uniformity that marginalizes local identities, In this context the English language particularly in its American accent emerges as the new global tongue further weakening the symbolic presence of non-English-speaking cultures.

-Globalization contributes to the erasure of cultural identity by universalizing American consumer symbols including fashion and consumer goods that flood markets and impose themselves on the daily lives of peoples, These products become indicators of "global" integration at the expense of authenticity and belonging.

In this sense, globalization constitutes a violent dialectical force that reproduces cultural dependency in symbolic form and deepens the identity crisis among non-Western societies especially Arab ones, The threats are no longer merely mate-

rial but also symbolic and moral targeting the very structure of consciousness and the civilizational existence of nations.

3. The Relationship Between Globalization and Social and Cultural Alienation:

Modern individuals experience a state of social and cultural alienation resulting from the rapid transformations that have affected various dimensions of life especially in the technological and economic spheres, These changes have led to profound shifts at the social, cultural and intellectual levels while culture represents the symbolic and immaterial dimension of civilization the disparity in the pace of change between the material and immaterial aspects of life has produced a form of cultural reification, Material products have come to dominate human life turning into a hegemonic force that directs individuals and determines their choices while their symbolic culture struggles to keep pace with this momentum, Consequently individuals end up in a state of alienation and a loss of meaning where the human self is reduced to a mere consumer of what the machine produces. **(Fetash, 2021, p. 513)**

In light of the accelerated transformations witnessed by the contemporary world due to globalization national cultures are undergoing fundamental challenges that affect their symbolic and value-based structures, This results in the emergence of "social and cultural alienation" among various segments of society, The forced integration into a global cultural system unipolar in nature and driven by the global capitalist order since the 1990s has generated a symbolic disconnect between individuals and their cultural and social environments, This has led to the emergence of what may be termed an "alienated consciousness" wherein individuals

lose their sense of belonging to their original culture and find themselves suspended between two contradictory identities. **(Al-Rawashdeh & Al-Arab, 2009, p. 68)**

In the era of globalization, the world is witnessing a wide-ranging social and cultural penetration aimed at dismantling the cultural systems of peoples and reshaping them according to the Western model, which is based on values of consumerism, commodification and reification, Globalization is not merely an economic or technological phenomenon it is also an aggressive symbolic act carried out in the name of modernity and progress leading to a systematic cultural violation through which peoples are stripped of their cultural symbols and civilizational identities, This alienation manifests in the crushing of the human self under the dominance of machines the subjugation to the hegemony of capital and the erosion of moral and human values in favor of the logic of profit individualism and survival of the strongest all of which are propagated through the mechanisms of the market information technologies and instruments of cultural invasion. **(Fetash, 2021, p. 513)**

Numerous field studies have demonstrated the impact of globalization tools especially modern media and communication technologies on the cultural structure of Arab societies, A study by the Arab States Broadcasting Union on the Social and Cultural Implications of Direct Television Broadcasting in Tunisia, Jordan and Egypt revealed a noticeable decline in individuals' engagement with local programming in favor of foreign channels that offer more exciting and entertaining content even if such content diverges from the Arab cultural reality, From a sociological perspective this phenomenon can be interpreted as a form of "symbolic displacement" which reveals the extent of cultural hegemony that globalization exerts over developing societies not only

by disseminating Western culture but also by undermining the legitimacy of national cultures. **(Al-Rawashdeh & Al-Arab, 2009, p. 68)**

What the West aspires to achieve through this project is not merely the dissemination of its cultural model but rather the destabilization of the confidence that peoples with ancient civilizations have in their own cultures, selves and histories, It seeks to estrange individuals from their identities, beliefs and indigenous modes of thought and education, The Arab individual stands among the most prominent victims of these transformations finding themselves today within a turbulent cultural space where the local and the global are deeply entangled, The cultural and media openness to the Other has led to a clear breach in the privacy and specificity of Arab society placing the individual in a state of fragmentation between their original cultural referent and the demands of the globalized culture, The result is an inability to fully preserve their cultural identity while also being incapable of fully integrating into Western culture, This produces a "double alienation" where the individual is torn between two divergent cultures without finding a balance that ensures psychological harmony and cultural belonging. **(Fetash, 2021, p. 515)**

An analysis of globalist discourse particularly in the theorizing of Francis Fukuyama on "The End of History" and Samuel Huntington on "The Clash of Civilizations" reveals that the cultural project of globalization cannot be separated from the logic of imperial domination, The discourse of the "global village" is nothing more than an ideological façade used to promote the culture of the center (specifically the Anglo-Saxon model) as a global reference at the expense of peripheral cultures, In this sense globalization in its current

form represents an assimilationist project that seeks to empty local cultures of their content and replace them with globalized cultures that disregard national specificities and social contexts, The disintegration of national identities and the fragmentation of national cultures into sectarian, doctrinal and local loyalties that we are witnessing today is not a historical coincidence but rather a direct consequence of the cultural logic of globalization which employs its symbolic and technological tools to penetrate the cultural sovereignty of states and weaken their ability to manage their social and cultural security, In the context of globalization, cultural security is no longer measured merely by a state's ability to preserve its symbolic heritage or national language but also by its capacity to confront the challenges of cross-border broadcasting symbolic domination by the center and the consumerist lifestyle imposed by the global system. **(Al-Rawashdeh & Al-Arab, 2009, p. 69)**

Based on this premise, it can be said that globalization does not stop at imposing a dominant global economic model but goes further to enforce a "unified cultural paradigm" that denies cultural pluralism and seeks to reshape national identities along consumerist and individualistic lines, This reinforces the concept of " social and cultural alienation" which is not only reflected in the loss of individuals' connection to their original culture but is also evident in the disintegration of social relations the disruption of value systems and the erosion of the "symbolic capital" of societies.

4. Discussion of the Results in Light of the Study's Research Questions:

- Discussion of the Main Question: Is globalization a major factor in the emergence of socio-cultural alienation?

The findings of the study indicate that globalization indeed constitutes one of the fundamental factors contributing to the emergence of socio-cultural alienation, This is particularly evident in the way globalization imposes global cultural models that encroach upon local specificities thereby disrupting the balance of values and identity, Globalization especially through its media and communication dimensions has reinforced the dominance of the Western cultural model and implicitly positioned it as a normative reference, As a result many individuals experience a sense of detachment from their original culture and a loss of belonging, Therefore while globalization is not the sole cause it serves as a strong and direct catalyst for reinforcing manifestations of socio-cultural alienation particularly in culturally unprotected environments.

-Discussion of the First Sub-question: What are the main dimensions of socio-cultural alienation?

The study reveals that socio-cultural alienation is not a superficial or one-dimensional phenomenon but rather a complex and multifaceted one, The literature identifies several prominent dimensions: A sense of powerlessness where individuals feel incapable of influencing their surrounding cultural and social environment ,Psychological alienation which manifests as a sense of self-isolation and a lack of harmony with oneself or society, Normlessness (anomie) resulting from the clash between traditional values and incoming ones leading to confusion in moral and behavioral standards, Social isolation which reflects an individual's

withdrawal from interaction with their surroundings due to feelings of estrangement and lack of acceptance ,The analysis shows that these dimensions are interconnected and lead to an emotional and behavioral state that reflects a profound disruption in the individual's relationship with their original culture.

- Discussion of the Second Sub-question: What are the main manifestations of this alienation and its impact on identity and belonging?

The results of the study reveal that socio-cultural alienation has clear implications for identity formation and the sense of belonging, This alienation often manifests in the emergence of a hybrid or confused identity as individuals attempt to reconcile their local culture with the foreign cultural values imposed by globalization without being able to create true harmony between them, Consequently this situation leads to the erosion of social and cultural belonging as individuals lose their emotional and normative ties to their cultural environment which negatively affects their psychological and social stability, The theoretical literature indicates that such manifestations are clearly evident in behaviors such as fascination with foreign cultures, unconscious imitation of those cultures withdrawal from public life and a sense of meaninglessness, Thus alienation in this context represents a threat to identity stability and the health of collective belonging.

- Discussion of the Third Sub-question: To what extent does globalization influence the intensification of socio-cultural alienation among individuals?

The study clarifies that globalization plays a pivotal role in fueling the sense of socio-cultural alienation, This influence is manifested through the wide dissemination of transnational media and cultural content which reshapes patterns

of thinking and behavior according to global cultural models that may conflict with local specificities ,As a result individuals often feel as if they are living between two or more cultures without finding a clear place in any of them leading to a disconnection between the individual and their cultural community, The study further asserts that globalization is not merely an external context but an active factor in the formation and deepening of socio-cultural alienation at both individual and group levels.

9. Discussion of the Results in Light of the Study's Hypotheses:

- First Hypothesis: Socio-cultural alienation manifests in multiple dimensions including: powerlessness and lack of control, psychological alienation, normlessness (anomie) and social isolation.

The results of the study confirm the validity of this hypothesis as they reveal that individuals increasingly experience feelings of powerlessness and lack of control over their socio-cultural realities particularly in light of the rapid transformations imposed by globalization on lifestyles and societal values, The phenomenon of psychological alienation was evident in the individuals' sense of incongruity between their cultural past and the evolving present, Furthermore the findings highlight the presence of normlessness (anomie) as seen in the disruption of social standards and the absence of stable values which has led to social isolation and detachment from traditional environments including family and the local community, These findings affirm that alienation is no longer a mere theoretical construct but has become a tangible lived experience for a wide segment of individuals.

- Second Hypothesis: Socio-cultural alienation leads to a decline in the sense of belonging and the emergence of a

hybrid or unstable identity due to the clash between local cultures and the global values imposed by globalization.

The study's findings underscore a noticeable decline in individuals' sense of belonging to their local culture or community attributed to the tension between their original identity and the new cultural patterns imposed by globalization. Literature and reviewed studies reveal that many individuals adopt behaviors and values that are disconnected from their native culture resulting in the formation of hybrid and unstable identities lacking rootedness and stability. The study further indicates that identity confusion intensifies with increased exposure to foreign cultural influences thereby confirming the hypothesis that globalization contributes to the destabilization of cultural identity structures. This supports the causal relationship between alienation and the gradual erosion of traditional cultural identity.

- Third Hypothesis: Globalization, through media and transcontinental cultural content contributes to the deepening of socio-cultural alienation among individuals.

The results strongly support this hypothesis showing that media and cultural content play a central role in transmitting and promoting transcontinental cultures that often do not align with local culture thereby widening the gap in cultural awareness and belonging. The findings indicate that extensive use of such media has contributed to the formation of stereotypical perceptions of native culture as backward or outdated while global cultural models are portrayed as modern and superior. This contrast has reinforced feelings of detachment from collective identity and deepened the sense of alienation especially given the weakness of local alternatives capable of competing in the symbolic and cultural arena. Additionally intensive digital interaction has

weakened direct social bonds further amplifying manifestations of social isolation and self-withdrawal.

5. General Findings of the Study:

-The study revealed that globalization with its trans-boundary cultural patterns is among the most prominent factors contributing to the emergence and exacerbation of socio-cultural alienation, This occurs through the dismantling of traditional cultural frameworks and the imposition of new values and behavioral norms that often contradict the specificities of local communities.

-The results indicated that alienation is not confined to a single dimension rather it manifests through several interrelated aspects including feelings of powerlessness, normlessness (anomie), social isolation and psychological distress, These manifestations reflect the profound impact of globalized cultural transformations on individuals.

-The study found that individuals' exposure to the pressures of global values has led to the emergence of hybrid or confused identities and a decline in the sense of belonging to the local group or culture indicating a deep state of identity fragmentation.

-The study confirmed that alienation is no longer an isolated individual or psychological condition but has become a growing collective phenomenon linked to the social and cultural structure of contemporary societies thereby necessitating balanced institutional and cultural interventions.

-The findings emphasized the importance of adopting flexible cultural policies aimed at achieving a balance between openness to the modern world and the preservation of cultural specificity and local identity in order to mitigate the effects of alienation and enhance social cohesion.

Conclusion:

This study highlights how socio-cultural alienation has become one of the most profound challenges facing contemporary societies particularly in light of the accelerating impact of globalization and its dominance over local cultural systems. Theoretical and analytical findings revealed that globalization with its consumerist patterns, media orientations and individualistic values has contributed to reshaping social and cultural structures resulting in symbolic disconnection and moral estrangement between individuals and their original communities.

It has become evident that alienation is not limited to a single dimension. Rather, it is reflected in the deterioration of affiliation with authentic value systems the distortion of cultural identity and the disruption of social interaction often leading to feelings of isolation, withdrawal or even the adoption of behavioral patterns foreign to the local social fabric.

Addressing the phenomenon of alienation requires a nuanced understanding of its complex causes and a conscious effort to restore balance between openness to the world and immersion in cultural specificity. Strengthening local identity and activating educational and social frameworks that promote values of belonging and dialogue represent pivotal steps toward mitigating the identity fragmentation that increasingly threatens the social fabric in many contexts.

In conclusion, while this study does not claim to provide an exhaustive account of the phenomenon it aims to serve as an entry point for understanding its complex dimensions and as an initial contribution toward constructing a scholarly discourse that reasserts cultural identity as a form of resistance within the process of globalization.

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