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The Effects of the New World System on Algerian Society

تأثيرات النظام العالمي الجديد في الثقافة الجزائرية

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Abstract:

Indeed, every society has its own **values**; culture, **customs**, and **traditions** that characterize it from other societies and nations in which are inherited from one generation and also renewed and varied from one era to the others, according to cultures that penetrate it as a result of its interactions with different civilizations, so, in this era, there is an emerging and mounting change which called **globalization** that made the world as a smaller village which gathers. The same cultures and values before that it was different and widely distinct, Algeria is not excluded from that so it was influenced by its turn, and what it occurs as change and evolutions. That made values different from the past and perceive new notions and perspectives strongly needed and imposed by recurring events that is governed by the American **hegemony** and which monopolizes the world by power and imposing its new values as an alternative of that diverse civilization known from the early generations. It is worth noting that there must be a change.

Keywords: Value; Globalization; customs; tradition; civilizations; hegemony.

الملخص: تتميز المجتمعات عن بعضها البعض من خلال التباين الثقافي الذي يعتبر الفارق الوحيد والقاسم الفارق لتمييز مجتمع عن باقي المجتمعات الأخرى وبالتالي تعتبر الثقافة مربط الفرس لتحديد هوية الأمم ومكانتها، وهي هكذا مكسب قيمي تحاول الحفاظ عليه لمجابه الخطر التي يترصدها من العولمة وما تحمله من مفاجئات غير صارة. وبعد أن كانت الجزائر تزخر بمقوماتها الثقافية أضحت كغيرها من الأمم تعيش تغيرات اجتماعية داخل دوامة من الحراك الثقافي. فقد سجلت تأثيرا واضحا في قيمها وشهدت تطورات وتغيرات فيما يخص شخصيتها الثقافية المحلية التي تختلف تماما عن ماضيا العتيق.وتبنت كغيرها من الأمم مفاهيم جديدة فرضتها الظروف القاسية للحداثة الغربية، وما تفرضه الهيمنة من خلال النظام العالمي لجديد والذي أرخى سدوله على باقي الأمم فارضا نوعا معينا من القيم البديلة لتلك التي كانت تلبي الغزة والفخر للهوية.

كلمات مفتاحية: القيم؛ العولمة؛ العادات والتقاليد؛ الحضارة؛ السيطرة.

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*Introduction:

The Algerian society is considered as a part of the Arab and Islamic societies; that never gets distant from this most influenced world on this inhabitant, and Algeria has been most influenced as other countries by what is happening in these times called era of technicity, speed and globalization. This globalization that made of the world a tiny village governed by the same laws by means of unified cultures and the thought of accepting others cultures an opinion regardless of his or her language, nationality and his culture whether we refuse or accept, this globalization has had a great impact, and whoever refuses leads himself to seclusion and marginalization from modern currents. That is why our subject matter has been chosen on purpose to illustrate and to expose both the disadvantages and advantages the globalization upon this society and so that we could unveil numerous confusion that considered strange which are letting individuals despair and hardships. In order to give the subject matter a scientific frame in which a problematic is exposed, we use the critical and analytical method.

-What is the impact of globalization on Algerian society? Did this affect it positively or negatively on Algerian society values?

What is globalization?

The globalization concept used to depict all operations that require the society relationship, and that become more communicative and more organized between people Abdel .(Aziz S p p34)

And the first Canadian sociology Marshal-Marlohan; who used the globalization term and at the end of the sixties when he found out the universal individually concept.

The globalization, isa con pound phenomenon and multifaceted that makes its definition insurmountable, a phenomenon that highlights on social issues at first, that strives to arrives at developed country level, without influence to its cultures characteristics .(Samir-H2005 pp198-199).

Globalization is social transformation to forma universal culture, and a building a universal economy, since the culture in its essence is a an expression of human activity .

The means of communication is based on anchoring behavior patterns to popular groups (salah Y and khaled M 2011 p 115).

Chomsky defines Globalization as a system intentionally new based on a unified power in military field, the used unilateral (force) from the part of U.S.A in order to get some nations that don't suit its dominance (hegemony).

Others defined it as a new worldly system based on electronic computation and in computer sciences revolution that depends on technical creativity which is limitless not taking into consideration whatever given systems civilizations, cultures, and geographical borders regardless of their relating policies.(Salah Elh, and Khaled M , 2011, p 509).

- **Med Abed EL Djabiri** distinguish between globalization and universality as different, which concerns globalization it is a willing for hegemony and hence it is a repression and marginalization of the particular, or a sort of leadership, As for universality, it is ambition that makes rise particularities to a global extent while globalization is containment of the world. In the other hand, universality opens to which it is worldly and universal. (Bassem K p 25).

Today, humanity is developing under the influence of a unique universal civilization that is characterized by multiculturalism. Every day, were witness a rapid and abuse interaction operation, without recognize ing the cultural differences right.

. **The concept of the value in philosophy:**

Philosophers are in general divided into two groups, the first is represented in a tendency towards the ideal and moral philosophies as ¨platoon ¨ put it humans nearly don't care for their lives and despite this, they discuss the right, the beauty, and soon, he sees that there must be a source of these superstitions that lead them to this thinking and inspiration as well as their behavior through their existence.

Whereas the second trend is represented through natural philosophies that consider values may be seen complementary to human experience and pure life meaning. (Soufiane B 2011, 2012) so the values are inherent to experience whether good or bad regardless of quality, false or true ugly or magnificent.

Certainly, these laws are emitted from a real impact on things or being influenced by these things and he also sees to values in the frame in which he can change in function to this latter, for example, we find such values religions social, cultural as well as political and economical.

Moreover, these values have other notions in which they can be shortened or extended according to the science that study them such as psychology and sociology and so on.

- And from this standpoint values crises are originated in societies.

And have attained its high threshold in modern society. This world let is ready so that we many diagnose this crisis as it can be looked on in the modern world indeed, ancient civilization was purely both political and sociological where the spirit (morality) strove to establish polititical authority.

And is an entive of human values shared between all culturvers and religion fields in the world, and it should be invested an focus on producing a humanitarian unity, and according to Heidegger: the human essence is presented in all cultural and religion customs.

Habermas sees that the moral cannot be independent totally independent from the world system (material world) is a world of social interaction.

Habermas said; the world that we live in divided into: culture, society; and human person. We called culture available knowledge, thus, the self-communicative gives their explanations from their agreevements in the understanding of each other, (jurgen. H, p 255)

And the moral application is an emergency from human history period, when the man is emptied from its essence content in the result of the modern live needs

As for modern and contemporary civilization has become a technical policy in which the machine has evolved increasingly and it still has a great impact and has reached a high level of complexity and accuracy for it took root from modern science as well as it is an exact practical image. Thus, policy is not an underlying but other techniques. (Rachida, M, 2016, p 11.)

Globalization as a sociological phenomenon

In Algeria, original values back to early Islamic conquests era, where there was Tamazight society which was reticent and uncommunicative, did not want any change since individuals had a firm conviction of some values inherent to their homeland traditions making no attempt to change the move thought. In the beginning, these conquests found resistance from the part of the landowners who at the end were convinced of pure values brought there from Good religion.

- In this way raised a good conducted society throughout Arab Maghreb who managed by virtue of this morality and social values to cross his boundaries to reach Europe raising in the process bringing forth knowledge and civilization for many centuries until nineteenth century, some material ends began to appear .

This opening up had positive result on thinking and best knowledge of science values and it is reprehensions at global level but this did not last much time seeing that colonization of over a century still had bad effects on the society resulting there from such as ignorance, illiteracy. Orphan hood and poverty until we became economically dependent

seeing no adaptation with current times by which everything proved difficult living in hybrid environment that become similar to an apparatus connected to internet haven't got any anti-virus (Soufiane b 2011, 2012) and all this social change result from a global policy called : globalization

finally the emergence of social tensions creating a state of loneliness and unfamiliar aspects all this has a direct influence on the social side, from which they paved the way to spiritual and religions rancor and spites coming from Europe to reach north Africa finally and which ended by French invasion to Algeria.

French colonization has repeatedly tempted to destroy all society components existing there in; making turn to what it's ends and purposes

Until the suit uprising of Algerian revolution that ended French mischief and social discord exerted on home land answers; and restituted freedom and values that reigned before giving birth to a strong society in order to confront encompassing dangers; after that; Algerian has know new various challenges which was a starting point of new era by means of material and human powers .

Algeria as the rest of developing societies has promoted its growth scale particular after the black decade through consecutive governments efforts in order to raise the standard of living of its population through execution of new plans to comfort it is economy; these efforts are incorporated in planned or objective change; this change has touched various structures through work strategies which resulted in efficient temptations to good civilization...out looks demonstrated particularly in important aspects an.....them : communication technologies such as the telephony; fax; internet net works and soon which made Algeria open up worldwide.

Harmony for it was precedented by some introduction lying on classical rule in which the present is inevitable anchored to past accumulations and that the contemporary times are mast necessarily a quantitative redundancy for history. (Salah, H &, , Khaled, M, 2011).

Algerian Education Systems For teaching values and its challenges vs. globalization

-Indeed, the educational system of teaching will certainly influence on the globalization, and this reinforces the idea that the teaching institution is completely tied with scientific, political, social

and economical knowledge. Individuals will be obliged to learn courses in different educational subjects matters since they are of big necessity such as foreign languages; internet, (Abdel Hamid, D p 69.) Computer-sciences as big challenges have been recently imposed by globalization coming some problematic to be exposed, so none has to deny the importance of teaching foreign languages in the past and present; as long as we learn others languages we will be able to learn their science; get a lot of experience and gain much safety from their threat, because much has to be reviewed in which concern methods of studying foreign languages seeing that managers of education affairs instead of searching to remedy the methodology for teaching them; they thought in raising the horary volume in our scholar institutions could be a solution and set aside some obstacles.

An, d so it will dissipate the vision of us young about the misunderstanding for theoretical values; existing ones stipulated by religions, this is what generates intolerance.

Happiness is obtained by seeking it educational programs should be required and evaluate and implement a morality commensurate with the age of the era of globalization and for consolidate human philosophy (Mohamed; M p 21.).

Future will tell us under the mercy of globalization effects that remedial and retouching polities pursued are not most times fruitful. Represent and hide from the eyes escaping for word. In an era, where strategic ideology has taken place and encompassed human development. (Abdel Hamid D, p 72.)

As for the university level, since the (L M D) system was incorporated; many care changes have occurred starting from reduction of graduation years to programmes contents and soon, but we only think that these reform model is not likely to be secluded from the globalization pace and it is effects on the educational institutions a particular the school and the university; it was supposed that this teaching system could not to set without the consent and prior links and consultation as well as debating the matter between teachers and students, where an intensive search for any obstacles that could prevent it, looking for some ram, moreover, enhancing and improving its outlooks mainly programmers contents, since we most are in a real need to the university. (Abdel Hamid, D p 73, 74.)

Remedies for treating its pace as well predicting any pit falls or disadvantages Surely, the kind of training and intuition that every learner or student gets influences indirectly his or her values and cult; hence it is of great importance and care in which concerns the subject matters thought in this pillar institution which is the university; preserving there by his other(the learner) identity and

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history, living in present times in combining between originality and contracting modernity; cause it is impossible to get rid of them in the sake of living in a much accelerated and changing world.

Globalization effects on Algerian personality (individual and collective behavior)

Surely, what governs society and groups is undoubted fully a set of principles, rules and values which guide persons of a society with a purposeful and well organized manner in their social behavior and which is known as (values system) from this starting point we define the value as a general concept in any individual behavior that focuses on this reflections and internal reactions, as well as it guides him psychologically (Soufiane B 2011-2001) socially and educatively it leads to both psychological and social accordance and vice versa and this is seen in both unstable and frustrated persons, where the values repulse and manifest each other and this is revealed in anger states; consequently we find in the conduct of whether values influence to words individuals sights and full knowledge of things more accurately, it is found in persons who have cult values (or rational thinking) know both words and religions concepts, and they have ful knowledge about them as immediately as possible and with more ease distinctively say they possess a quick understanding of meaning of such terms and words, similarly we find individuals whose esthetical, economical and social values are dominant. For that reason, we cannot deny values influence on individuals behavior within heir daily and workaday lives. (Soufiane, B 2011-2012).

In this conduct Mohamed Aissa Rifki sees that values play a vital role in conducting individuals lives and consequently their behavior, add to this they form (values) chiefly a trust and a fulfilling as siding, accordingly any lack or carelessness could lead the person to random acts and awful deception for not taking heed. (Soufiane, b 2011-2012).

- So the set of dominant values at either at the persons side or group of persons form some social pressures influencing directly on behavior both individually and collectivity and thought what mentioned precedent things become clear at their maximum concerning the behavior conduction there force it was revealed that persons self –conduction is spontaneous and his acts suit in accordance with his and his groups values most important in terms of an accurate order or from the most important the least.

From this concept the values are considered to be a society image since they are the main core of both individual and collective conduct besides, they are well organized and well –structured reflecting society ends there from seeing that the values concept is linking to services and duties as well as priviges, add to this aspects trends, duties, rights and happiness.

Morality and needs, values are also seen to be spiritual state one must believe in things with which he pleases and boasts, they are also a way of thinking, they have their natural effect on the way of thinking reflection) and as suidity. (Warda, L 2015.)

Role of technology, and means of communication in the propaganda for Globalization and its values.

The unconscious transfer of western science leads intellectuals to schizophrenia through the content of programs received which does not correspond to our tradition costumes and our social problems This is why educational programs are seen under the influence of globalization has become a threat to national identity because globalization has developed a perfect program of control and expansion. The state tries to pay enough attention to education, to resist Westernization, through the principle of academic freedom and science research.

The real crisis in higher education in Algeria under the negative impact of globalization lies in the insufficiency of the educational program with what the market demands of the and thus the gap has widened the demands of the interior and the danger from the outside. (Zouaoui b, 2016)

Advanced means of communication have generated what is called shock of civilization in numerous societies, (Soufiane, B 2011-2012) These societies, seen to be particularly in developing nations as well as conservative societies including our society threatened by embracing western cultures to an extent that many of us call for a return to the past of our for fathers and ancestors as well as their cult denying in the process the new thoughts and ideologies, consequently, we will be able to get profit from both the new technologies and new live occurrences passing by modern current times and in the same time preserving our civilization originality through our religions and moral cult. (Soufiane, B 2011-2012)

And this won't be concretized unless we strive to study overall trends and standards and science- relate values as well studying factors affecting them, a large with a deep evaluation in order to either assess or change them in the light of needs and desires though contribution education and media to help bridging between the two underlying culture elements : the material which include

means of production and technology and the moral which include economical, religions political norms as well ideologies and moral standards.

The mass –media have become a big industry in all live areas that need material requirements and an up –to date high-tech; and this has generated an increasing multitude of multinational companies which own the most of media firms mainly in the last two decades of the twentieth centry which has made fears rising from the part of several writers; and national elites as well as media standers-by and all this will cause art and culture property to rely on western world and consequently will vanish from the right .seeing that many TV contents and diverse recreational programs encompass Arab world culture and teaching programs, most of this now come from overseas .

Negative aspects and advantages of globalization on Algerian Values

- Advantages :

Globalization driving forces have gained global impact so far. It tends to unification and ethnicity through diversity neared by the identity, the main objective of globalization is to keep societies particularities away where as the identity recognizes disparities, besides, the identity moves from the general to the particular, as for globalization moves from the overall to the heterogeneous and the dimensionless. (Salah E & khaled M, 2011).

It is unthinkable to deny the advantage brought by the globalization to getting youth and teen agers open–minded amid their despair and their much boredom daily lives so that they can find a way that suit them, when comparing the nowadays Algerian adolescent with that of some decades left behind, there is a wide gap indifference this has largely contributed in the enlightment of many of Algerian youngsters. (Amina B & Mohamed M, 2012).

Furthermore, there's strongest argument as we see youth looking for latest new way of live which concerns wearing, hairdressing and soon in search of adaptation with modernity, for it doesn't require much, according to some, to walk along with contemporary life, however; It is indecent to neglect exceedingly the reality of traditional culture that remain constantly behind the feeling of boasting. (Amina B &, Mohamed M, 2012).

Surely, there is a great deal of privileges for the globalization, because of its strong ideologies in which most of homeland state may collapse resulting from human rights requirement, another which is economy unbalances represented by multinational companies and free markets needed for boosting national economy add to the list the social and cultural

impact represented in the trajectory towards cultural homogeneity and social systems openness, and particularly social hierarchy system and family system, but there are other aspects such as technological, technical represented and embodied into goods wellness mainly those of industry, military weapons, computer and satellite–retorted technology. (Salah Z, 2012, p12.)

In this way, globalization is know to have diversified the values of the one society and its civilization which paves the way to new opportunities in order to overlook other cultures and draw benefits.

Disadvantages:

Globalization phenomenon is not only interested in economical aspects and generalization of consuming pace founded in U.S.A but also in world policies, world culture and military sectors. Main objective of globalization is restructuring our contemporary live and its different aspects without neglecting the least area in the globe including also countries still in poverty and marginalization. (Amina M 2012 p 51-52), in which concern Algerian youth who has found that he has been dependent to this globalization and its trends, which never suit its identity.

Accordingly, what result from what is mentioned above?

Excessive use of foreign languages as a means of communication for example 782haled, add to his lack of youth moral and religious values . (Mazouz, B, 2009, pp21-22).

Measuring feeling of loneliness, getting stand a lot of from social live, which led to elite immigration in search of new ways of live that, make their dream come true.

There are some who see globalization as immigration or Americanization since America is the sole pole in the world of today.

-Surely values brought by globalization as strange, its core urges persons mainly the young to look for the American standard known as the ideal one.

And that values must be global and form a common factor of the human kind heritage. (Maftah E 2008 p55).

Incidence of shock between old and new cultures, which lead to cleavage in the one family collapse of many system and emergence of new values and not all individual take part in this new culture nor they can know their lives ways thus they can either lose a lot of things or they are loosen by the society. This can be seen in production where some products are given

away since the new culture has a big impact on their goods. (Meftah E P 37) Traditional crafts men.

Conclusion:

In the last of this present paper, we can say that each society has its own proper values and it should be taken into consideration, however, we must draw benefits from what is present. Indeed, globalization has made the world a small village as it was flat where there are an interchangeable cultures and knowledge that express homeland societies cultures for there is a need to unify general concepts .

 The only way to cope with new occurrences is to remain moderate. Accordingly, grasping new technologies is sound and beneficial for individuals, mean while they must be tied to their moral principles such as religion, language, identity and their rich history passing from a generation to another. Broadly speaking, to which permit to future accessibility, so they must be tied to their rich past, and keeping the generations' chain close.

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