



Approaches to Supporting Practices the Cultural Identity among the

Individuals

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Abstract: The current article aims to clarify the approaches to strengthening the cultural identity of individuals, so that these elements become binding on behavior within society and linked to it, which is directly reflected in achieving the expected productivity of these individuals, motivating them, and arousing their motivation towards productive work while increasing their community filiation. Based on the above, the current article aims to answer the following main question: How can cultural identity practices be strengthened among individuals ?The article concluded that the most important visions about approaches to enhancing cultural identity practices among individuals are:

- The culture of cooperative work through commitment to accuracy in joint work must be Developing, while working to strengthen the enthusiasm of the individual towards the tasks assigned to him in the collective work system, that is, building a sense of responsibility that the individual bears towards the goals, mission and vision of the society in which he lives.
- Promoting a culture of transparency among individuals, which makes them feel valued and trustworthy in their cultural identities, and the approaches to practicing them.
- Improving the uses of technology and related social media - as effective and quick means - in order to confirm and disseminate cultural identity and achieve its goals among individuals.
- Building an integrated educational strategy, which includes paying attention to the approaches mentioned in this article in order to enhance cultural identity practices among individuals.

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- Activating the roles of various societal systems: educational, media cultural, and other institutions as societal media that adopt the approaches mentioned in this article in order to enhance cultural identity practices among individuals.

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Introduction

The concept of Identity signifies the collective self that gives members of society the ability to define themselves: Who are we? And who are we? The Identity is formed through a long history of social and political accumulations. It creates in the group collective feelings of belonging to a specific place and time and makes them more inclined toward harmony and coexistence. Place gives them a connection to the land and protection from it, and time gives them the ability to relate to the past and build a historical awareness of its victories and defeats .

Cultural identity is defined as: knowledge and awareness of the national self and its components of values and morals derived from religion, and customs and traditions that distinguish a society from other societies. These characteristics are linked to the general behaviors of a group of individuals and the prevailing relationships between them, and the artistic and cultural product, which as a whole distinguish this society and its individuals.

Cultural identity is one of the most important components of shaping the national character. The presence of a cultural identity for individuals is essential to enable them to work in a homogeneous fabric, form a clear common vision, and provide an appropriate climate to shape their behaviors and encourage them to improve and develop performance effectively to achieve the goals and ambitions of these individuals in society, this is through their understanding of the elements of this cultural identity, the cultural identity is also a strong link that unites members of society, organizes its operations, and facilitates interaction and interaction of all procedures. Therefore, Cultural identity is an organizing link for relationships and a driving engine for them at all levels

among members of one society, and thus, reduces societal crises to a large extent.

Therefore, the current article aims to clarify the approaches to strengthening the cultural identity of individuals, so that these elements become binding on behavior within society and linked to it, which is directly reflected in achieving the expected productivity of these individuals, motivating them, and arousing their motivation towards productive work while increasing their community filiation.

Based on the above, the current article aims to answer the following main question: How can cultural identity practices be strengthened among individuals?

Components of the Cultural Identity, and its Practices:

Every society has an identity that distinguishes it from other societies that it has acquired throughout history, and has formed a way of life, a common language of understanding, harmony in looking at things, matters and variables, and a style of dealing with the environment. The Societies have worked to preserve its identity over successive generations and have been keen to its preserve.

Many human societies face serious crises that threaten their unity, and one of the most serious of these crises is the crisis of cultural identity, which relates to the formation of a common feeling among members of one society that they are distinct from other societies. Hence, cultural identity has become the main focus of individuals' attention, as it embodies the future aspirations among them.

The Identity among individuals suffers from some crises in our contemporary time, and research reported by the European Journal of Psychology of Education (European Journal of Educational Psychology, 2023) indicated that the increase in health and mental problems among the Finnish university students - such as their academic fatigue - has been linked to the identity of these students and their motivations for enrolling in higher education.

These Studies have concluded that most students lack a clear sense of identity, and that measures of identity are more appropriate for predicting academic progress and well - being motivations for their enrolling in university or engaging in a field of study.

The study by (Sushma & Ishala, 2018) also clarified some of these dimensions of the identity crisis, including: achieving identity, disseminating identity, imprisonment of identity, and the voluntary stance among male and female students in university education in India. This study discussed the problems of procrastination and academic motivation among male and female students, and the impact of the two variables. Gender and level of education in procrastination and academic motivation among males and females.

In this field, the study (Alzubaidi, 2019) highlighted academic identity and its relationship to the academic achievement of outstanding male and female students. Academic identity is a non-cognitive concept that contributes to classifying the individual within the academic field, which helps him learn skills and strategies that contribute to raising his efficiency and enabling him to carry out his tasks to the fullest, especially his academic achievement.

These results showed that there is a statistically significant relationship between academic identity and academic achievement among these students, as every human being aspires at the beginning of his life to have a sense of his identity and personal being, and the society to which the individual belongs is of great importance in creating this sense of belonging and reformulating this identity. The student's affiliation with the educational and academic field creates a sense of academic identity for him.

Some previous studies also revealed the presence of some features about the presence of an identity crisis among university students, as a study (Abdelmaqsoud, Ayman, 2022) revealed the presence of an identity crisis and weakness in aspects of academic and social adaptation among students in the one of Egyptian universities (Helwan University in Cairo).

The national identity of individuals in any society is formed from several main components. These components can be practiced through religious teachings, practices, language, history, geography, politics and economics, and this will be explained in the following sub-themes.

Religion Practices:

Religion is one of the most important elements in forming the identity of individuals, and therefore religious

practices are considered one of the most important elements in forming the identity among them. The role of religion - as explained by the study (Abuaqoula & Hijazi, 2018) - appears in confirming identity by preserving the unity of culture, unifying people in a country, and adhering to its morals among its members.

Language:

Language is the common tool tongue, and the main means of communication and communication between individuals and groups who possess this identity among themselves. (Al-Khal, 2023) mentions that Language alone does not fully express the essence of identity in a completely identical way, but this identity can only be revealed through linguistic communication, regardless of the form of this language: Is it natural or unnatural? Communication is the key concept in understanding the different aspects of identity. What is learned about the identity of societies and individuals is what is said through language and the way it is used, that is, through communication.

Accordingly, the identity and the language are connected, as if the inflection of identity on language indicates that the relationship between them is as follows: The Language helps individuals and groups in forming, and it helps in studying the identity of individuals and groups themselves, but it cannot take the place of identity. Language is a one-sided assignment of identity, while identity is multi - faceted.

History:

History represents the record of the shared past of individuals and groups, which works to establish identity among them, as history seeks to make peoples and nations look - with a conscious look - while building the foundations of their future. The link between the past and the present is one of the basic pillars in forming the identity of society. History is considered a component of awareness about the cultural identity of this or that society.

Geography:

Geography is concerned with the study of the land and the individuals in it, while culture is the sum of

knowledge, attitudes, and behavioral patterns that these individuals live in society. It is concluded from this that geography and culture are interconnected. Culture and civilization are the total way of life that distinguishes a group of individuals from others.

Geographers analyze culture as the total way of life of a group of people, where the overall way of life of individuals consists of their attitudes, values, beliefs, and technologies. Earthly cultural manifestations are used as windows through which cultures can be studied and understood.

By studying the cultural and civilizational regions of the world, the geography student comes to understand the relationships that societies maintain with space, and the ways in which they transform into regions organized in a certain way. In addition, by considering the relationships that communities within these cultural and civilizational regions maintain with each other (Omar, 2015).

Economics:

The economics of culture (as stated in the report of the Economic, Social and Environmental Council of Morocco, 2023) is concerned with the economic aspects of cultural, artistic, and creative works - production, consumption and distribution. It is also concerned with methods and mechanisms for investing in tangible and intangible heritage.

These economies are witnessing unprecedented transformations due to the renewed technological, social and communication conditions that have begun to impose their tools and implications. The economics of culture is the set of cultural activities and exchanges subject to economic rules, including the creation, production, distribution and consumption of cultural goods.

One of the most important characteristics of the economics of culture is its dual nature. In terms of providing cultural job opportunities through cultural production, which places creativity and innovation at the heart of the cultural activity or product, it is also distinguished from the rest of the economic sectors by a different organization in terms of the nature of the work. It is mostly made up of small projects, and its markets are not always guaranteed.

The Dimensions of the Cultural identity among the individuals:

The cultural identity is considered one of the most important distinguishing and defining features of the dimensions of any the human society, it creates future aspirations within every community, which requires human societies to have a degree of capabilities that contribute to bringing about fundamental changes that help these societies in renewing, modernizing, employing resources, capabilities, and refining. The skills of the individuals while working to reformulate their development strategies in order to respond and adapt to the immediate requirements that prevail in the contemporary world.

The cultural identity is defined as a set of cultural characteristics that distinguish the people of a particular society from other people of other societies and generate in them a kind of feeling of familiarity, social cohesion, and a sense of belonging to this society. It is the cultural specificity that distinguishes one person from others, and it is also capable of development and renewal while retaining its characteristics. Cultural identity is Fixed and determined by history, language, values and religion.

It is part of a person's concept of himself: his nationality, his religion, his social class, and the location or any type of social group whose particular culture he follows. Cultural identity is also defined as: The knowledge and awareness of the national self and its components of values, morals, customs, traditions, and religion, which are the traits and characteristics that distinguish one person from others. These traits are linked to the general behaviors of the group of individuals, the prevailing relationships, and the artistic and cultural product, which together distinguish this group from others (Mahmoud, 2022).

Thus, the concept of cultural identity among individuals is based on a set of values, morals, practices, customs and traditions that have meaning in society. The dimensions of cultural identity among individuals revolve around five main dimensions:

Mission of the Society:

There is a close relationship - as seen by (Ouadi, 2020) - between identity as a concept and society as a self - contained entity with features, characteristics, institutions and basic elements on which it is based, as it is

possible to talk about the message of society through the cultural identity of its members: their culture and customs, In addition to their identity. The community's message also represents an important and fundamental element in defining its identity. In other words, the message is the framework that distinguishes the community's culture from other cultures in the other societies, in terms of its field of activity, products, customers and markets, which reflects the fundamental reason for drawing the features of this community identity.

Values of the Society:

The cultural identity of individuals is based on values based on societal trends, which it help motivate individuals and lead them towards success and optimism form a generation that is consistent and effective with society's political, economic, and value trends, which it works also to establish positive values and behaviors in individuals, as well as developing their basic and future skills between the Individuals, and working to develop their knowledge to establish a comprehensive cultural identity that is integrated in its dimensions and foundations.

Strategic Objectives of the Society:

The Strategic objectives are determined by the levels of performance, results and outputs that society seeks to achieve, including contributing to strengthening the system of moral and national values in society, while working to provide services to all areas of society, developing workers in its sectors and increasing productivity in it to a certain level.

Organizational Environment in the Society:

The organizational environment is defined as everything that surrounds community institutions in terms of factors that directly affect their performance and the operations they conduct, in addition to the management of their resources. The extent of the influence of these factors can be observed by monitoring the extent of change in the performance of these community institutions.

The contemporary Technology in Society:

The cultural identity has become more difficult and complex as a result of the presence of many factors threatening it: such as technology, which represents a double - edged sword, and the openness of the peoples of the world to each other's, which it made the most influential countries prevail, such as developed countries that it export their industrial and cultural products, in addition to express its identity, as well as the influence of Tourism and scientific activities and international events, in addition to the increase in cross - border migration and its resulting effects on the cultural identity of the individuals.

Contemporary technology affects the cultural identity of individuals in any society in different ways. Through this technology and through social media, individuals can communicate with people from different cultural backgrounds and exchange ideas, opinions, and information. This technology and social media can also help enhance the cultural identity of individuals through exchanging knowledge and experiences and learning about other cultures.

The cultural identity of the individuals can also be demonstrated through the use of social media. However, the use of social media can lead to changing the cultural identity of the individuals, it can lead also to changing the values and beliefs of individuals and the formation of new identities. In addition, these contemporary technologies, and through social media can lead to rebellion against identity.

Approaches to Supporting Practices the Cultural Identity among the Individuals:

Visions and suggestions.

The most important visions and suggestions about approaches to enhancing cultural identity practices among individuals are:

- The culture of cooperative work through commitment to accuracy in joint work must be Developing, while working to strengthen the enthusiasm of the individual towards the tasks assigned to him in the collective work system, that is, building a sense of responsibility that the individual bears towards the goals, mission
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and vision of the society in which he lives.

- Promoting a culture of transparency among individuals, which makes them feel valued and trustworthy in their cultural identities, and the approaches to practicing them.
- Improving the uses of technology and related social media - as effective and quick means - in order to confirm and disseminate cultural identity and achieve its goals among individuals.
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- Activating the roles of various societal systems: educational, media cultural, and other institutions as societal media that adopt the approaches mentioned in this article in order to enhance cultural identity practices among individuals.

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