

THE INFLUENCE OF CULTURAL DIVERSITY TO THE ADVANCEMENT OF INTERNATIONAL CO OPERATION

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Abstract

The aim of this study is to examine the influence of cultural diversity on the advancement of international cooperation and reasons for cultural diversity. Given the growing globalized and integrated world, cultural diversity has become an important instrument of promoting peace and understanding like never before. Due to the speedy growth of diverse cultural societies and countries, migrations across national boundaries and the development of Information Communication Technologies (ICT), cultural diversity has become a veritable instrument of advancing international cooperation in our contemporary world. The methodology adopted for the study is qualitative ,using documentary evidence and literatures from related materials on cultural diversity .The study revealed that the vision for a more equal world can only be achieved if we find ways to inculcate and

spread the spirit of cultural diversity in the world around us. The author recommended total promotion of cultural diversity ,as well as institutional strengthening among stakeholders in our contemporary world of globalization and integration. It is also recommended that multiplicity of cultural terms should be encouraged in our society. As such, matters that emanate from cultural diversity cannot be resolved only by the actions of the state ;rather ,they also require collective knowledge propagation, creation of awareness on cultural diversity and strong international collaboration and exchange of ideas.

Keywords: Cultural diversity, cooperation ,international , globalization .

Introduction

One of the challenges of our modern world is the inability of sovereign nationalities to accept and appreciate other cultures other than their own .This has posed a serious threat to the collective and collaborative efforts of governments across the world to foster unity and cooperation among cultures. Increased awareness on cultural diversity enhances communication and sharing of knowledge and experiences among a global community of students and societies and quick sharing of ideas through whatever means of communication (Amit & Malhan, 2014). Cultural diversity could be seen as the value of varied cultures as against one culture, like in the global monoculture or the harmonization of cultures, which is similar to cultural rot. It can as well be referred to as the variety of human societies or cultures in a specific region, or in the world as a whole. In fact ,the construct 'cultural diversity' means a range of different societies or peoples with different origins, religions, background, and traditions all living and interacting together harmoniously. Most developed countries of the world (like the U.S., Britain etc.) have benefited immensely from diversity throughout their long history

of exploration, capitalism, democracy, imperialism and colonialism, and are currently among the most culturally diverse countries of the world. However, many countries of the world are yet to value and appreciate cultural diversity as a means of promoting international co-operation. What we see in our societies today are expressions of cultural shocks and hatred. Valuing diverse cultures in our world today is all about understanding and respecting other peoples' beliefs, traditions, values and ways of life (as we would also expect someone to respect ours). It is about supporting individuals in keeping their cultural traditions alive and appreciating the fact that all these different cultural traditions and values enrich our lives both today and, in the days to come.

Cultural diversity or multiculturalism is premised on the belief that cultural uniqueness should not be dispensed with or even overlooked, but rather should be upheld, valued and treasured. The basis of this thought is that all cultures and nations make immense contribution to the world in general. Nevertheless, a large number of people are against the initiative of multiculturalism or cultural diversity consciousness. While some are in favour of it, others who have hazy knowledge of how it can be taught and sustained do not. Most often, we disregard the hard task of teaching cultural diversity within our local schools under the-all expression multicultural education. Nevertheless, what we stand to gain in cultural diversity far outweighs its perceived

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disadvantages.

In a world marked by plurality of diverse cultures, courtesy demands that we appreciate other peoples' ways of lives. In this regard, diversity management practice comes into play. This practice involves addressing and supporting multiple lifestyles and personal characteristics within a defined group. Stakeholders' activities include educating the group and providing support for the acceptance of and respect for various racial, cultural, societal, geographic, economic and political backgrounds. In our contemporary period of globalization and international cooperation, cultural diversity has become an important instrument for promoting peace and understanding. Due to the fast expansion of multicultural societies and countries, constant powerful international immigration surge and the increased growth of ICT, cultural diversity is becoming more and more the main issue of our period as it calls for diversity management. It has been posited that the promotion of diverse cultural expressions rests on the core of international development. Based on this, the concerns that emanate from cultural diversity may not be tackled by only the actions of the state and its intervention; instead, they need dissemination of knowledge, ideas, and strong international collaborations and swapping of experiences (Zagreb, 2013).

It is an undisputed truth that globally, the triangle of innovation is held together by the cooperative endeavours of the government, the academic community, and the industry towards disseminating cultural diversity. In today's world, there exists diverse cultures, but handling and appreciating them is at the root of international cooperation. There is a fast-growing desire to deal with unity in diversity and cultural diversity in our world, marked by ethnic or national cleavages and bickering. And with the threat to international peace, innovation drives in cultural diversity could go a long way in addressing some of the many issues that unite us rather than those that separate us. The world has abundant heritage to harness in this area of cultural diversity to our advantage and international development. Youths are so eager and passionate, and just need to be properly inspired and guided to embrace cultural diversity.

Cultural diversity entails having a heart and mind that acknowledge, accept, value, and even celebrate the various cultural expressions and life styles of different groups of people in the world. It borders on having a mindset that accommodates others and aspires towards seemingly general objectives; for instance, with a warm

and caring heart that realizes that even with our various cultural differences and endowments, we can aspire towards the same things, such as security, general well-being, acceptance, individualism, esteem, and some form of equity, whether it is physical, spiritual or emotional etc. Characteristics of diversity are, but not limited to, age, cognitive style, culture, disability (mental, learning, physical), economic background, education, ethnicity, gender identity, geographical background, language(s) spoken, marital/partnered status, physical appearance, political affiliation, race; religious beliefs, sexual orientation or veteran's status. Nowadays, cultural diversity is not only seen as a general inheritance of human race which requires safeguarding and encouragement but also as an asset which requires better management for the purpose of establishing enduring peace and long-lasting development.

The purpose of cultural diversity can be achieved through discussion on every stage of cultural activity in and across the boundaries of societies, characterized by collaboration with assured culture, belief, people, and outlook of the world and geographical coalition. It may also be possible to achieve such a discourse through collaboration among countries (individuals) who are more willing and by different modes using the structure of the general public and through a closely connected group of people. In practical terms, it is specifically collaboration that can inject fresh enthusiasm and dynamism into cultural diversity on a worldwide scale. There is an indication that the functionality of culture operates within a given society milieu, thus carving for itself some kind of cultural identity. Furthermore, culture is seen within the conceptual implication of a group of people as the manner and beliefs about something that are shared by a particular group of people or in a specific establishment.

This research explores the factors that promote cultural varieties and appreciation, and the role cultural diversity plays in international cooperation. It has been posited that cultural diversity is helpful for any society where information sharing with different people is a major issue for success in every choice of vocation in overseas universities/colleges. Cultural diversity creates room for academics and students alike to learn and understand different societies. In this regard, cultural diversity advancement helps in accepting and valuing cultural standards of others, and allowing an environment of mutual trust to grow. The mutual trust assists in disseminating facts, hypotheses, traits, attitudes,

and enthusiasm. (Amit & Malhan, 2014). The exchange of ideas and information frequently among different groups of people in our societies to comprehend one another's customs and traditions is essential. Coordinated dialogue among diverse cultures promotes and advances a sense of fellowship. It is argued in this work that to live in today's culturally-diversified world, people need to complement their interactions and transactions, as well as academic and career learning with international skills that will allow them to understand other peoples' behaviours, beliefs, cultures, and values. Cultural diversity therefore has become a means to an end as the world becomes a global community.

Reasons for Cultural Diversity

There are certain factors which promote cultural diversity or understanding among different cultures in our societies. These are what is meant by reasons in this context. Several phenomena have contributed to the prevalence of cultural diversity in the modern world. Researchers and psychologists have identified geographical locations, languages, and customs and mode of dressing as some of the fundamental reasons for cultural diversity, under which some other alien elements would creep in. These elements include but not limited to other factors (variables) like history, religion, social system, customs and traditions. All these elements are of significance in the conceptual framework of the term 'culture' namely beliefs, customs or traditional ways of life and cultural heritage. These elements are therefore seen from different perspectives by people in a given environment and polity. In other words, elements of negativity or positivity would be penetrating as a result of either superiority or inferiority complex, depending on the advancement of the people involved, either through factors of educational development or superiority of language, exposure to other advanced cultural affinities, among others. These negative indices occasioned by traumatic experiences often lead to identity crisis which could negate international cooperation. The African experience could be used as an example here as a springboard for the entire globe as noted in the text titled *African Survival in Trinidad and Tobago*. The following quotation is apt here:

For over a quarter century two problems have plagued Africans on both sides of the Atlantic as well as white and black students of New Culture history. The first and most important is the

matter of New World Black people's alleged failure to regard themselves as Africans or agreeing to be identified as such. The second is the equally controversial problem of establishing the identity geographically and ethnically of the black people who were forcefully taken out of Africa under the Atlantic slave Trade for some four centuries ago and whose descendants today inhabit Northland South America and the West Indies (Elder, 1988).

If the above assertion is anything to go by, one would be inclined to say that apart from the traumatic experience of warfare and slavery, as well as deprivation of fundamental human rights, the fact is that Africans involved in the movement had gotten another abode for cultural conglomeration and absorptions, which could, to some extent, be adopted advantageously. Secondly, if they (Africans) are seen as humans by their host after four centuries of settlement in another man's land but under the same planet, the quest should be for enhancement of international cooperation, oneness and unity in diversity. Africans should not see themselves as people who live on a borrowed culture and or victims of circumstances who often go to extremes that their models and mentors had never intended to (Abdulsalam, 2014).

The discussion above so far points to the fact that environmental or geographical diversity provides suitable examples of the influence of nature on the identity of culture. As Kofoworola asserts, the geographical factors of influence can be observed in certain features of cultural identity which he identifies as the physical structure of the body, characteristic behaviour, occupations, costumes, make-ups and modes of dresses, modes of greetings, types of foods, mannerism, customs, etc. (Kofoworola, 2009). This is similar to environmental determinism. Here, the natural environment is a major determinant of people's life styles and other interplay of activities, thus making the natural or geographical factor a major determinant of cultural identity. This placed history and geography as the major driving force of cultural diversity. There is therefore that passionate desire by people to preserve their culture, yet one should not lose sight of the fact that the acclaimed culture evolved from a single pair. Culture, they say, dies very hard. The preservation of one culture is a quest for the knowledge of the past which could be regarded as the torch-bearer of the cultural heritage and the motivator of future direction; yet, it should not be at the detriment of international cooperation.

Apart from its complete vastness, the African continent is adorned with one isolated geographical feature - the Sahara Desert. The continent of Africa is sharply divided into North Africa, comprising countries on top of the Sahara on the Mediterranean region and Sub-Saharan Africa, consisting of countries situated South of the massive desert. For a better understanding of this huge expanse of landscape, walking east to west across the Desert is akin to walking from Portland, Maine San Francisco, California, about 3000 miles without noticing any sign of life, river (stream), but only sand dunes and big rocks emitting heat. This gigantic desert was largely responsible for the emergence of diverse and unique cultures between the north and the south. The North part of Africa being closer to Europe than to Africa evolved a mix of Mediterranean and European culture, which is adjudged to be more sophisticated in terms of development than that of Sub-Saharan Africa .

The world we live in today is largely becoming interlinked and interrelated. The use of language is a major aspect of this interrelatedness, as it forms the first medium of communication. The ability to speak more than one language (being bilingual) will not only link one to his/her culture and/or family inheritance, but also offer knowledge benefits .Language is an imperative determinant of our level of understanding and a sure vehicle of communication in every culture .It facilitates free flow of ideas, beliefs, and values. It is a remarkable index of cultural experience of reality, and the only means of communicating cultural values, with its own system of communication or speech and set of conventions. It can be used in ways which excludes, rejects, or discriminates against specific social group. Language, no matter the intention of the speaker or writer, has the potential to play out three things in every social setting : inclusion , exclusion , and definition of people \$ perception .Suffice it to say here that language has the power to distinguish or differentiate people from others in ways in which they are spoken (style of communication and or accent and diction) and the style of writing. Hence, it is necessary that we appreciate other people's ways of writing and speaking any given language §) .

Customs, traditions and dressing codes differ from one country to another. The ways people dress and what type of materials they put on speak a lot about their cultural identities .For example ,Africans are markedly distinguished by the way they dress .For instance, a Gambian can be distinguished from a Nigerian by the way each of them dresses. During important ceremonies

like traditional festivals, people in Africa, with different national and ethnic backgrounds, display their artistic styles or beauty through dressing or through the use of certain specific cloths made from specific fabrics and for specific occasions. Those days in traditional African society, cloths were made using raw cottons and hand-looms. Among the Igbo ethnic group of South East Nigeria, a combination of the smug and the red cap with a feather and a staff is a customary dress. Customarily, drumming and dancing and marketeering of guns are common characteristics of celebrations during festivals among most ethnic groups in most African countries. The custom surrounding the disposal and treatment of dead bodies varies across culture. While some like Indians cremate dead bodies into ashes before burial, other ethnic groups would like to bury them even in their homes with certain ritual and personal effects like cutlass, if it is presumed that he/she was killed by someone else. The cutlass, it is believed, will be used by the dead to take revenge on the killers, while others like the ancient Egyptians mummified them. These diversities exist to bring about varieties in outlook perception and thoughts .

History or common historical experience gives place to cultural diversity. People who have gone through the same historical experience are familiar with cultural diversity .The African people have passed through the common experience of the Atlantic Slave Trade and Colonialism, which spanned over 500 years, in the hands of Americans and Europeans respectively In the struggle for liberation from the shackles of the trade in humans and independence from the colonial masters, they sunk their differences, ethnic loyalty, and religious and political affiliations to fight a common enemy - the colonialists .Colonialism has therefore united Africans and has given them a common identity in the face of domineering powers of the Europeans, who feasted on and exploited their natural resources for long.

Cultural diversity certainly grows in the process of cultural diffusion or dissemination. People regularly remember and hence differ in some aspects of culture, equally making extra purposeful differences. Learners of new culture will always add their own individual ideas regarding what they have learned or taught .As long as the new cultural modification subsists, there is a likelihood that it may be preserved and maintained .For instance ,a woman \$ offspring may copy a variation she produced and extend it amongst their acquaintances in school (Amott & Matthaei, 1991). They may in turn pass it on to their family members .Assuming such cultural diffusion is the only one operating ,cultural diversity will

rise without boundaries. Although cultural diversity is immense and significant, it has some limits. It is important to note that some societal procedures are fashioned to pick and sieve less important cultural modifications. It leads to members of the same cultural milieu and subordinate culture assigning an enormous portion of their cultural awareness and ideas.

Cultural information sharing gives sets of mankind opportunity to relate and collaborate well; so it is important to note that some actions hinder diversity. If such procedures do not exist, societies cannot operate effectively as they do. Languages and dialect are suitable and acceptable instances of joint information sharing. Members of social networks such as Facebook, Twitter, etc. can only interact if their words and sentence structures (grammar) are at par to a very good degree. Therefore, agreeing to a general practice strongly limits language diversity. Differences in the use of language do not thrive on a personal level. However, the large portion of the noticeable differences is focused in societies, which originally have slight cause or occasion to converse with each other. Whenever sets of people do not interrelate or communicate over time, their spoken languages will develop differently and turn out to be incomprehensible. Language harmonization and multiplicity are particularly essential in illustrating the trajectory of cultural transformation, as cultural diffusion involves language, and much more, cultural disparity which follows linguistic patterns. However, the growth of cultural variations can flout language difficulties, mainly in the modern global village. For example, most people of the world know that Coca Cola is a popular soft drink and that Walmart is a certain American Supermarket.

Nonetheless, as a common policy, cultural diversity among societies subsists ostensibly due to the fact that certain instruments, methods and economic systems are well oriented to the condition of a certain community, while some are not. When culture transforms it becomes accustomed, with little successful cultural variation changed or even forgotten. In trying to locate glocalization in this research instead of globalization, one attempts to differentiate the borders between the local and national, and the global or international. The construct, globalization 'is seen as a marked difference between the local and global, hence the name glocalization' (Robinson, 2012). It is oriented towards action-reaction practice. Suffice it to say here that for foreign culture to thrive in any given society, it must have to adopt and adapt to local cultural content or

expressions. A blend of the two makes glocalization workable.

The basic justification for the use of the word glocalization 'rather than globalization' is that the assertion of similarity of cultures under globalization loses position. Though inter-cultural collaborations and cooperations are rapidly growing around the globe, it is known that we are not heading towards unified human cultural practices. One of the main reasons for this declaration is that glocalization links and power are chosen, reflected on, diluted and utilized based on local cultural needs, social stratification and changes in taste and fashion (Bhabha, 2006). In all, the sharp move from globalization to glocalization is also a move in historical time perspective and space.

Briefly, the expression glocalization connotes that homogenization and heterogenization mutually exist line by line in our contemporary world. Put differently, it means the local culture attaches meaning or significance to global cultural expressions and the two as a result are mutually dependent and permit each other. Cultural homogenization progression does not involve only one way, as it in fact involves diverse cultures swapping cultural elements and essentials. It is important to note that as divergent cultures interrelate, homogenization borders less on the expansion of a particular culture as in the blend or admixture of different cultures. This is because people become largely aware of other cultures and adapt their elements in a cultural dynamism and mutualism.

The Influence of Cultural Diversity on the Advancement of International Cooperation

Cultural diversity has become an instrument of global unity and affirmative action. Diversity is an inclusive concept that embraces everyone. It encompasses race, age, gender, people with vast different physical and mental abilities, and people from different socio-economic and cultural backgrounds (Bhabha, 2006). Culture could be defined as the way of life that is created, learned, held in common and passed from one generation to the next by members of a given society. It includes mores, values, traditions, customs, and social behaviour, philosophy of life and world views that are shared by a group of people bound together by a common history, geographic location and language, even sometimes by imperialism and colonialism. Essentially, the call for cultural diversity is a humanistic call for global unity and peace, and imploring us not to judge each other by physical characteristics, colour, cultural

values or philosophical differences. It calls us to understand, acknowledge and accept our inevitable diversity; because of the unlimited opportunities it provides us all.

International cooperation has generally and genuinely been advocated by UNESCO with different instruments dealing with cultural diversity, especially in favour of developing countries. Cooperation to promote cultural exchanges was, for instance, recognized in the 1950's Florence Agreement and especially in its 1976 Protocol of Nairobi, Kenya. The Florence Agreement encourages cooperation amongst states Parties in its Preamble. The 1976 protocol, for its part, prescribes cooperation in favour of developing countries in Article VI para.8, even if no precise and effective measure is foreseen (Schorlemer, 2012). The whole idea is to encourage through appropriate measures the free flow and distribution of educational, scientific and cultural objects and materials produced in the developing countries.

Since culture is an important component of a lasting order of peace and harmony among and between nation-states and ethnic groups, cultural relationships genuinely become the engagement of most contemporary foreign policy. Given the present situations of today's global village and with the simultaneous and regular exchange of ideas among far and different customs, social identities and values, cultural foreign policy in the formal diplomatic setting is not sufficient any longer. Given the geopolitical restructuring that evolved after the liquidation of the Cold War and more especially since the auspicious activities at the commencement of the new millennium, the promotion of inter-cultural awareness and understanding as a matter of fact has become an important instrument of peaceful and beneficial co-existence among countries. Following the end of the former world order of ideological division, exchange of ideas and dialogue among diverse cultures and civilizations has in real sense turned out to be an essential ingredient for comity of nations. The United Nations has identified this objective in like manner in her resolution in 2001 as the United Nations Year of Dialogue among Civilizations; adopted remarkably prior to the event of September 11, 2001.

Knowledge dissemination has continued to be the best practice for promoting cultural diversity. It plays a crucial role in the survival and thriving of our society. It involves interactions among people in our modern society vis-a-vis individuals, groups, races, nationalities, states, governments, professional and other stakeholders,

each having their personal agenda, though tied to Information Technology (Fekri, 2009). Interactions based on societal solidarity emanate from having access to knowledge and the bearing of community in thoughts, competences and expertise by means of culture. As a result, knowledge is used via its production, propagation and protection. There are many reasons to believe that knowledge dissemination fosters diversity through:

- Interaction across boundaries which leads to the mixing of cultures in particular places and practice - pluralization.
- Cultural flows occur differently in different spheres and may originate in many places - differentiation.
- Integration and the spread of ideas and images provoke reactions and resistance - contestation.
- Global norms or practices are interpreted differently according to local tradition; the universal must take particular forms - globalization.
- Diversity has itself become a global value, promoted through international organizations and movements, not to mention nation-states institutionalization (available at <http://sociology.emory.edu/faculty/globalization/issues05.html>).

Cultural diversity cannot be promoted only through knowledge dissemination but also through cultural diversity awareness. Cultural awareness is knowledge about other cultures and appreciation of different cultures, as well as one's own. As an essential tool in the provision of appropriate cultural tendencies, cultural consciousness and awakening entail knowledge of the way a man's culture may influence or affect his values, thoughts, conduct, beliefs and common suppositions. It is known that everyone is fashioned by their cultural environment, which affects the way we view and understand humanity in general, see ourselves and associate with one another. One does not require being a specialist in all cultures or even has all the solutions to be culturally alert; instead, cultural consciousness assists in exploring cultural matters with one's concerned beneficiaries more caringly, and valuing other people's cultures rather than only his. Being well informed about particular cultural performance or activities assist in one's cultural understanding as it gives an insight on cultural traits and matters. Nevertheless, it is normally necessary to recognize personal desires and favorites and bear in mind that nobody can be narrowed to a chain of cultural standards.

Most people view cultural diversity as a good

development as it gives people the leeway to promote synergy in research and development. Diversity is openly viewed as a beneficial process, with so many backgrounds to benefit from. In the field of science, diversity is now explored. People from different cultures and backgrounds across the world are a part of the scientific community. At some points in history, science and scientific exploration have largely been the domain of white males, but that is simply no longer true. A glance at the authors on recent papers in top scientific journals confirm that diversity is now the norm. For instance, Rajsapan Jain, Khayrul Kabir, Joe Gilroy, Keith Mitchell, Kin-chung Wong, and Robin Hicks collaborate on high temperature magnets. Nerile Abram, Micheal Gagan, Zhengyu Liu, Wahyoe Hantoro, Malcolm McCulloch and Bambang Suwargadion, who are from different nationalities collaborated on ocean atmosphere interactions. Ann Jane Carleton and her team of 64 researchers from ten different countries around the world collaborated on the genome sequences of disease pathogens. This proves that people from different backgrounds in our contemporary world sink their cultural differences and work together to conduct researches in sciences that improve our society (Scientific Community, 2002). Many of these scientists come from different societal cultures and geographic regions; however, in their research, they are all united by the global culture of science. Science is now truly without borders.

In the educational system, it is very important to have a large range of different set of students in a school environment and engender group to develop out of their borders and discover things fresh concerning a culture they might not be conversant with earlier on. Achieving this in the four walls of a classroom can create the needed consciousness and education on additional issues that take place within them with individuals they might be friendly with or not. In general, cultural diversity broadens students' general knowledge, horizon, self-development and awareness to enhance self-confidence and esteem. It has helped students to work in peaceful and harmonious ways with other students from different nationalities, continents and races. This is especially when they engage in group assignments and visual discussions and seminars in a school setting where we have students from different countries of the world; having developed awareness of group dynamics and personal sensitivity towards others.

It has been argued that environment, resources and other material factors such as human orientation and

beliefs are major influences of cultural changes or diversity. As we judge culture on its own terms and face value, we make a tremendous impact on international cooperation. What this portends is that people should not judge the behavior of others using the standard of their own culture, and that each culture must be analyzed on its own merits. Sudden exposure to unfamiliar culture or the feeling of confusion and anxiety experienced by somebody suddenly as a result of encountering unfamiliar cultural environment, should not constitute barriers to one's relationship with such people. Fruitful result can better be fetched if one tries to surrender unconditionally one's thought about one's own culture and at any time attempts to understand other people's culture through one's culture. This is because if one faces or tries to understand other people's culture from the spectacle of his own or by using the standards set by his own, one will likely be biased and in so doing, judge incorrectly and subsequently be unfavorably disposed towards that culture and its people.

It is an incontrovertible fact that each nation or ethnic group in the world has its cultural heritage which includes folklore, religion, history, philosophy, traditions, customs, myths and legends. The unbiased mind and intellectual will want to know the nitty-gritty of other people's cultural affinity through the identification of the possible areas of similarity and difference. Culture looks alike; it is the people who have different ways of perceiving those look alike. The core point that should be effectively ruminated upon and pondered over is the universality of religion from which the uniqueness of the Supreme is understood, being the cause of all causes and the originator of these cultural diversities.

The merging of cultural diversity into a large structure of public policies or rules offers a new momentum to the global society in its bid towards the direction of its basic objectives - peacemaking and growth, dispute prevention, good governance, transparency and accountability, rule of law, equality and people's rights. The question then is, to what extent is cultural diversity utilized in the execution of growth rules and policies generally speaking, and how relevant is it, for instance, to comprise global collaboration and cultural discourse in a no short-term international ventures on projects and programmes, designed not only for obtaining gains, rather also to reinforce the confidence amongst business performers from diverse nation states? <http://www.culturelink.org/conf/culdev/>.

Cultural diversity is an active procedure which engenders the exchange of ideas and interaction among

groups of people or societies, or establishments and institutes, whose basic beliefs and goals are not adequately acknowledged in their surroundings, with the purpose of enhancing common respect and improved awareness and understanding. In our contemporary period, it is glaring that cultural diversity and the economy are far off from being unstable, since it is a means of change or modernization and creativeness for development and growth. Nevertheless, it is difficult to establish whether cultural diversity is taking its center stage in international policies and collaboration. This is in view of the present economic meltdown in public funding/liabilities, which is distressing many countries, forcing them to reduce their cultural spending. It is exactly cultural creativeness and multiplicity which are impressing desire of that support.

For many years, there has been an upsurge in the amount of relative research programmes in the area of cultural rules and policies. Subsequent to UNESCO's initial plan in the 1970s, the Council of Europe and EriCarts compiled a Compendium of Cultural Policies and Trends in Europe. For example:

Articles 9 and 19 of the 2005 UNESCO Convention stipulate the need for sharing information and expertise concerning data collection and statistics, as well as best practices and providing appropriate information in their reports to UNESCO every four years as measures taken to protect and promote the diversity of cultural expressions within their domain and at the international level. (Retrieved@ <http://www.culturelink.org/conf/culdev/>)

These are essential means of information sharing amongst affiliate countries while evaluating a particular cultural rule or policy steps and tools put in place in order to foster the major ideologies and aims of the Convention. The actions of the Council of Europe, EriCarts and UNESCO inform the necessity for cultural diversity views and follow ups. In the year 2012, Parties that have endorsed the Convention around the period of 2005 and 2008 tendered for the initial time quadrennial seasonal report.

Cultural industries, made up of publications, songs, films, art, crafts, simulation drawings, etc. have continued to develop progressively and play a contributory or influential part in the existence of culture. The global ingredients of cultural industries offer a seminal part in the future of cultural expressions in terms

of freedom speech, cultural diversity and economic growth. In actuality, inventive and cultural productive industries are one of Europe's vibrant parts, proving about 2.6% of the European Union Gross Domestic Product by a big growth rate prospect and availing good jobs to around 5 million people in EU 27 (Beale & Cox Jr., 1997). The aggregation of the aforementioned dimension of diversity impacts on every human being in the society and each of them introduces a stratum of complication to human identity. It is the dynamic interaction among all the dimensions that influence self-image, values, opportunities and expectations. Together, the primary and secondary dimensions of diversity give definitions and meanings to our lives by contributing to a synergistic, integrated whole - the diverse person. <http://www.latrobe.edu.au/ldip/assets/downloads/GIF%201.pdf>.

Conclusion

Cultural diversity in today's world of integration and globalization has taken a veritable position like never before. This paper therefore has examined the role of cultural diversity in relation to the reasons for its play-out in our world today. It has been seen as an instrument for the propagation of international cooperation, peace and harmony. Cultural diversity makes the difference in our world full of diverse cultural heritage, which include folklore, religion, history, philosophy, traditions, customs, myths, legends etc. These cultural phenomena should be studied with unbiased mind and intellectualism with a view to knowing the nitty-gritty of those who live in a world other than ours. The paper argues that the culture of people is diverse and their practice and people's perception of them differ, and that makes promotion of diversity worthwhile in a world with plurality of cultures. The author submits that the vision for a more equal world can only be achieved if we find ways to inculcate and spread the spirit of cultural diversity in the world around us. Thus, a total promotion of cultural diversity, as well as institutional strengthening among stakeholders in our contemporary world of globalization and integration that is multicultural is strongly suggested.

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