

## THE ROLE OF TRADITIONAL CULTURE IN THE FORMATION OF SOCIAL IDENTITY IN MODERN RUSSIA

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Article Info	ABSTRACT
<b>Keywords:</b> Traditional Culture, Social Identity, Modern Russia, Globalization, Cultural Preservation	Traditional culture plays an important role in the formation of social identity in Russia, especially in the midst of the dynamics of rapid modernization. The study aims to explore how elements of traditional culture—such as language, ritual, and art— influence and maintain social identity in modern Russia. This study uses a qualitative approach with literature study methods and in-depth interviews to explore the perceptions of individuals and groups regarding the role of traditional culture in their daily lives. The results of the study show that traditional culture not only functions as a means of identity preservation, but also as a tool of resistance to the influence of globalization and cultural homogenization. These findings show that traditional culture remains relevant and significant in shaping the social structure and collective identity of Russia, despite being in an environment increasingly influenced by modern values. This research contributes to a further understanding of the dynamics between tradition and modernity in the context of social identity formation, as well as emphasizing the importance of preserving traditional culture in the era of globalization.
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### INTRODUCTION

Traditional culture has long been the foundation for social identity in various societies, including in Russia. From the time of the Tsarist to the Soviet and post-Soviet eras, Russia underwent significant social, political, and economic transformations. In the midst of these changes, traditional culture remains a vital element that connects societies with their historical roots, maintaining the sustainability of collective identity amid the inevitable currents of modernization.

In recent decades, Russia has experienced a wave of globalization that brings new values and norms from the West. This creates a dynamic between tradition and modernity, which affects many aspects of Russia's life, including the way they perceive their social identity. Many Russian societies

feel the need to return to their cultural roots as a form of resistance to global homogenization and to maintain the uniqueness of their national identity.

Nonetheless, there are significant challenges in efforts to maintain and integrate traditional culture in modern life. Rapid social change, urbanization, and shifting social values have reduced the role of traditional culture in daily life. This raises questions about the extent to which traditional culture is still relevant and how it can adapt to modern social realities without losing its essence.

In the last decade, social identity in Russia has become an increasingly relevant topic, especially in the context of the interaction between traditional culture and the dynamics of rapid social change. Modernization and globalization have brought significant influence on the social structure and cultural values in Russia, but traditional culture has retained its important role in shaping social identity, especially among societies that seek to preserve their cultural heritage amid the tide of global change. Although many studies have addressed the role of culture in the formation of social identity, there is a gap in understanding how traditional culture specifically plays a role in the context of modern Russia, which is undergoing significant social, economic, and political transformation.

This research is very important because it focuses on how traditional cultural elements in Russia remain relevant and function in shaping social identities in the modern era. As globalization increases and the penetration of foreign values, it is important to understand how Russian society manages the tension between preserving traditions and adapting to modern changes. The research also contributes to the literature on social identity in a global context, where traditional cultures are often overlooked in studies that place more emphasis on the dynamics of modernity.

Some relevant previous research suggests that there is still room for further exploration. For example, Zhuravleva (2015) examines how cultural heritage contributes to the formation of identity in post-Soviet Russia, but lacks in detail how specific traditional elements interact with modern elements. Kuznetsov (2017) examines the role of folklore in national identity, but does not specifically associate it with social identity in the modern context. Petrova (2018) emphasizes the importance of traditional values in contemporary Russia society, but does not explore their impact in depth on the formation of social identity. Fedorova (2019) discusses the impact of globalization on cultural identity, but has not yet linked it to the role of traditional culture in the formation of social identity. Meanwhile, Morozov (2020) focuses on rural communities and how they maintain cultural traditions, but less discusses the interaction between tradition and modernity in urban contexts.

This study brings novelty by highlighting the interaction between traditional culture and social identity in the context of modern Russia, which has not been elaborated much in previous research. This research also aims to fill the gaps in the literature by providing a more in-depth analysis of how

traditional elements adapt and contribute to the formation of social identities in the era of globalization.

The main objective of this study is to understand the role of traditional culture in shaping social identity in modern Russia, focusing on how traditional elements interact with modern values in Russia society. The results of this study are expected to provide deeper insights into the dynamics of social identity in Russia, which can be used to design more effective cultural and social policies in preserving cultural heritage in the era of globalization. In addition, this research is also expected to be an important reference for academics and policymakers in understanding the complexity of social identity in a society that is experiencing rapid social change.

## METHOD

This study uses a qualitative approach with the library research method or literature study to analyze the role of traditional culture in the formation of social identity in modern Russia. The qualitative approach was chosen because this research aims to understand complex and profound social phenomena, especially related to how traditional cultural elements affect social identity in the midst of social change and globalization.

**Type/Type of Research** This research is a type of descriptive-analytical research. Descriptive research aims to describe existing phenomena in detail and thoroughly, while analysis is carried out to identify patterns, themes, and relationships between traditional cultural elements and the formation of social identity in modern Russia.

**Data Source** The data sources in this study come from a variety of secondary literature which includes books, journal articles, research reports, and official documents related to traditional culture and social identity in Russia. The literature used was selected based on its relevance to the research topic and its contribution to a deep understanding of culture and social identity in Russia.

**Data Collection Techniques** Data collection techniques are carried out through a comprehensive literature search using various academic databases such as Google Scholar, JSTOR, and Springer. Literature searches were conducted with relevant keywords such as "traditional Russia culture," "social identity," "globalization in Russia," and "the influence of modernization on culture." This process involves a critical selection of the sources found to ensure that only literature that has high credibility and relevance is used.

**Data Analysis Method** The data obtained was analyzed using the content analysis method. This analysis is carried out by identifying the main themes that emerge from the literature reviewed, as well as exploring how these themes are interrelated in the context of the formation of social identity

in modern Russia. The analysis process includes several stages, namely data encoding, theme grouping, meaning interpretation, and drawing conclusions. The analysis is carried out in depth to reveal how elements of traditional culture function and adapt in Russia society in the era of globalization, as well as how these elements influence the formation of social identity.

## RESULTS AND DISCUSSION

In the context of modern Russia, traditional culture plays a central role in the formation and maintenance of people's social identities. This culture includes elements such as language, religion, art, and customs that have been passed down from generation to generation. Although Russia is undergoing modernization and exposed to the effects of globalization, its people still go to great lengths to preserve this cultural heritage as part of their social identity.

One of the main pillars in maintaining social identity in Russia is the preservation of tradition. Traditional cultures such as language and religion remain symbols of national pride. The Russian language, for example, serves not only as a means of communication but also as an identity marker that distinguishes Russian society from other cultures. The widespread use of Russian in daily life, education, and mass media shows how society has maintained this traditional aspect despite rapid social changes.

In addition to language, the Russian Orthodox Church plays a key role in the formation of social identity. This church not only acts as a religious institution but also as a symbol of deep culture. By teaching strong moral and ethical values, the Russia Orthodox Church helps shape social behavior and strengthen national identity in the midst of changing times. Its strong presence in people's daily lives emphasizes the importance of religion in shaping and maintaining social identity in Russia.

Traditional arts and literature also play an important role in the formation of social identity. The classic literary works of authors such as Tolstoy and Dostoevsky remain valued and taught in schools, influencing the formation of people's mindsets and social values. This art and literature not only serves as cultural expression but also as a tool to strengthen social

identity. By teaching traditional values, art and literature help Russian society to connect the past with the present, creating continuity in their social identity.

However, globalization brings significant challenges to efforts to maintain traditional culturally-based social identities. Nevertheless, Russian society shows resistance to outside cultural influences through the revitalization and promotion of traditional culture. In various aspects of daily life, from the celebration of national holidays to religious practices, Russia society continues to strengthen their social identity in a way that is in keeping with their traditional values.

Changes in social identity are also seen among the younger generation. Despite being exposed to global culture through technology and media, Russia's younger generation still shows a tendency to retain traditional cultural elements, especially in the context of families and local communities. They play an important role in the transformation of social identity in Russia, by adopting and adapting traditional values in a way that is relevant to modern life.

## **CONCLUSION**

Traditional culture plays a very important role in the formation and maintenance of social identity in modern Russia. Although Russia has undergone modernization and been exposed to the effects of globalization, cultural elements such as language, religion, art, and literature remain the main foundations in maintaining the social identity of its people. The Russian language and the Orthodox Church, for example, serve not only as a means of communication and trust but also as a symbol of a strong national identity. In the midst of the challenges of modernization, Russian society shows significant resistance to the influence of outside culture, by strengthening and preserving traditional culture in daily life. The younger generation, despite being exposed to global influences, still plays an important role in maintaining the continuity of traditional values, demonstrating that Russia's social identity is the result of the interaction between tradition and modernity.

In order to strengthen the role of traditional culture in the formation of social identity in Russia, it is important for the government, educational institutions, and society to continue to promote and preserve cultural heritage. Educational programs that emphasize the importance of language, religion, and traditional arts should be improved, especially among the younger generation. In addition,

the government and cultural organizations need to work together in supporting cultural activities that can strengthen national identity amid the influence of globalization. Further research is also needed to understand how the younger generation adapts and integrates traditional values into their modern lives, as well as to explore new ways of maintaining social identity in the era of globalization.

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