

Globalization and Women's Social Identity in Iran: A Case Study of Educated Women in the 'World City' of Yazd

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Abstract : The process of globalization has transformed many social and cultural phenomena and has entered the world into a new era and arena. This phenomenon has introduced new methods, ideas, and identity interactions to human beings and has caused great changes in individual and social identity. Women have also been affected by globalization. Globalization has made the presence of women more and more effective and has caused identity changes and changes in the dimensions of identity in them. The purpose of this study is to investigate the impact of globalization of culture on changes in the social identity of educated women in the global city of Yazd. This study will discuss identity change and identity reconstruction due to globalization. The method of this study is qualitative, and the research data is obtained through in-depth interviews with 15 Yazdi-educated women at the Ph.D. level. The method of data analysis is thematic analysis. Findings of the research show that educated Yazdi women have changed their identity due to new communication processes and globalization, including faster, easier, and cheaper communication with other women in the world near and far. Women's social identity has also changed in the face of elements of globalization in various dimensions such as national, gender, religious, and group identities. The analysis of the interviews revealed the confronting elements such as using new cultural goods and communication technologies, membership in social networks, and increasing awareness of environmental change.

Keywords : globalization, social identity, educated women, Yazd

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