

Abstract

The essence of the thesis is to answer the best possible way the theoretical and empirical question how national identity reflects the transcultural turnover (Kreuzzieger, 2012a, 2012b). The concept of transcultural turnover includes theories which consider the cultural aspects of contemporary accelerating globalization, including a premise of weakening of the nation-state in terms of its cultural homogeneity (Welsch, 1999, 2000), which is seen as one of the pillars of national identity (Hall, 1992; Anderson, 2008; Tomlinson 2003). Answers to the raised questions are by some authors conceptualized differently, and as such, in the form of hypotheses, the answers enter the empirical part of this thesis and there they are tested for 16 selected European countries thanks to the publicly available data from a survey of national identity. The research was carried out by ISSP in 1995 and 2003. There are also used some other sources of aggregate data such as GDP level or index of globalization. From the statistical analysis there is hierarchical cluster analysis, correlation analysis and Z-test of proportions. The real effect of transcultural turnover to change the form of national identity can not be on the basis of the empirical part of this thesis excluded, given the fact that the national identities of the analyzed countries are influenced by further numerous factors, such as the economic situation of the country.

Keywords

transcultural turnover, national identity, globalization, cosmopolitanism