

STANDARDIZATION OF CULTURAL IDENTITY INTO INTERCULTURAL COMMUNICATION

Edlira Cerkezi

Department of Literature and Albanian language, Faculty of Humanities, University of
Vlora” Ismail Qemali”, Vlora, Albania, E mail: edlira_cerk@yahoo.com

Abstract

Nowadays an increasing number of people have no clear racial identities, ethnic or national, but they may feel divided between different cultural tradition. They also can develop just one multicultural identity; an identity that exceeds a certain culture and they feel comfortable in different cultures. A multicultural person is someone who manages to understand multicultural realities. This multicultural identity, is determined not just by the sense of belonging, but also by a new sense of SELF. The Multicultural Individuals can become “cultural mediators” who facilitate intercultural interaction .But these people can mislead the essential point with the non-significant one, feeling so fragmented or feeling the lack of authenticity. In our thesis we have undertaken two samples or models: multicultural people with “The Insert “identity; others who seem to succeed in life at the border and they can be labeled as “Constructive” .Multicultural people with “The Insert Identity” have such characteristics: **a)**They can feel separated between different cultural identities .They have difficulties in making their decisions and they are concerned by the ambiguity and feel the pressure from both groups aiming the assimilation but without result.**b)**While people with constructive identities in contrast to the first one can succeed in their lives in the edges(borders)of two cultures, see themselves able to make choices, recognizing the meaning of being “in between”, having the ability to make choices more than others. Through the examination of these models we will aim to point out -The Identity- as an essential element in the intercultural identity, also not ignoring the individual personality and even recognizing and balancing both: Individual and the cultural aspect of someone else identity. We express our identity to others through communication with key symbols, labels(as categories of key symbols) and through the norms of behavior or common pattern of behavior. Focusing solely on one’s nationality, place of birth, education, religion and others can lead us to wrong conclusions about the identity of another person.

Keywords: *Cultural identity, multicultural, integration, adaptation, localization, authenticity*