

National Identity and Global Sensation in the Social Sciences in the Albanian Speaking Area

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The interplay between national identity and global influences is a significant topic in the social sciences, particularly in the Albanian-speaking regions, where historical, cultural, and political factors shape the discourse. Here are some key dimensions of this issue.

National Identity in the Albanian Speaking Area

National identity in Albania, Kosovo, North Macedonia, Montenegro, and the Albanian diaspora is shaped by historical legacies, linguistic unity, and cultural traditions. Despite being spread across different states, Albanians maintain a strong sense of national belonging, reinforced through:

- **Language:** Albanian serves as a key unifying factor, despite dialectal variations.
- **History and Myths:** The narratives of Skanderbeg, the Ottoman past, and the struggle for independence remain central to national identity.
- **Political Developments:** The formation of Kosovo as an independent state (2008) and aspirations for EU integration have influenced national consciousness.
- **Cultural Practices:** Traditional customs, music, and literature reinforce a shared national identity.

Globalization and Its Impact

Globalization challenges and reshapes national identity by introducing transnational influences through:

- **Migration and Diaspora:** Large Albanian communities abroad (Italy, Switzerland, Germany, USA) maintain connections to their homeland while adopting new cultural elements.
- **Media and Digital Influence:** Social media platforms (YouTube, TikTok, Instagram) allow young Albanians to engage with global trends while simultaneously promoting national identity through music, language, and traditions.
- **Economic and Political Integration:** EU aspirations and international collaborations push for a balance between national pride and global participation.

Theoretical Perspectives in Social Sciences

Scholars in the Albanian-speaking world approach national identity and globalization through various lenses:

- **Constructivism:** Argues that national identity is fluid and shaped by social interactions, emphasizing the role of media and global influences.

- **Ethno Symbolism:** Highlights the enduring role of historical myths and cultural symbols in maintaining national consciousness.
- **Postmodernism:** Challenges fixed notions of identity, suggesting that globalization leads to hybrid identities rather than the erosion of national belonging.

Contemporary Debates

- **Europeanization vs. Nationalism:** While EU integration is a goal for Albania and Kosovo, there is an ongoing debate about how much national sovereignty should be sacrificed.
- **Cultural Authenticity vs. Western Influence:** The younger generation often blends Western pop culture with traditional elements, leading to discussions about cultural preservation.
- **Diaspora's Role in National Identity:** Albanians abroad contribute to both economic development and cultural transformation in their home countries. Conclusion In the Albanian-speaking area, national identity remains strong despite increasing global influences. The challenge lies in maintaining cultural heritage while adapting to a globalized world. Social scientists continue to explore this balance, examining how Albanians navigate between local traditions and global trends.

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