

CONTEMPORARY CULTURAL CONFRONTATIONS - MULTICULTURALISM VS. GLOBALIZATION

Adina CÂMPU¹

Abstract: *This article is an attempt to analyze the complex problematic of identity within the new context generated by the discourse of multiculturalism and globalization. Characteristics and differences between the two terms are clearly explained. The confrontation between the two main trendsetters worldwide, namely America and Europe, is debated.*

Key words: *multiculturalism, globalization, cross-cultural, post-colonial.*

¹ Dept. of Foreign Languages, Transilvania University of Braşov