

## The Study of the Relationship between Cultural Globalization Process and Religious Identity in Iran; (Case study: Lur Ethnic Groups of Noorabad e Mamasani City and Arabs of Kangan City and Environs)

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### Abstract

One of the Iran's religious society's concerns is preservation and promotion of religious identity. In the past few decades, globalization has affected various aspects of Iranian's individual and social life. This study analyzes the effects of cultural globalization on the religious identity of two ethnic groups: Lurs residing in Noor-Abad Mamasani and Arabs living in the Kangan and environs. First of all, we reviewed the literature of this topic and then chose a theoretical framework based on the Giddens' ideas. The sample of research is 770 residents of 15 to 64 ages, living in the two above-mentioned towns that were selected by multistage random sampling. Using exploratory factor analysis technique, 10 life styles in Shiraz were found and named according to variable nature. The findings show a significant difference between Lurs and Arab ethnic group's religious identity. Also results of the multivariate regression technique show that Religious Lifestyle, Scientific-Educational style, Reflection, Sports style, Awareness of Globalization, Cultural Participation style, and Mobile Style respectively explain 36.3% of the changes of religious identity.

**Keywords:** Globalization, Religious identity, Lurs ethnicity, Arab ethnicity.



IJCR

5

Abstract

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IJCR

7

Abstract



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