Impact of Cultural Values and Norms on Political Attitudes and Behaviour: An Analysis from a Sociological Perspective

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Abstract- Cultural influences and political attitudes and actions are the subject of this paper's analysis. Culture has a significant role in shaping people's political ideas, policy preferences, party affiliations, civic involvement, and voting patterns. This was shown via a thorough literature study, expert interviews, and rigorous content analysis. The results show that secularism and multiculturalism are progressive cultural values that predict liberal political leanings, while religious observance and patriotism are conservative cultural values. The research also delves into the ways in which politicians and media outlets use cultural symbols and narratives deliberately to shape public opinion and frame situations in their favor. Evidence suggests that cultural norms about individuals' responsibilities and abilities affect both voter participation and the results of elections. Promoting inclusive institutions and cross-cultural interaction, cultivating political literacy, expanding access to varied viewpoints, and providing critical civic education are all potential changes that might help alleviate cultural prejudices. The importance of democratic procedures and policies that are sensitive to different cultural perspectives in pursuing common objectives fairly is highlighted by this study. Just and successful administration in multicultural countries requires an understanding of the cultural roots of political actions and judgments.

Keywords- Multiculturalism, political literacy, cultural value, civic involvement

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INTRODUCTION

When discussing and debating political problems, culture serves as a multi-faceted prism (Melucci, 2013). Ideas like authority, government, and civic engagement are influenced by one's cultural heritage. Cultural norms and values shape people's perceptions of their place in society, their expectations of political leaders, and the kind and extent to which they support certain policies and strategies. Culture influences the symbols and language that individuals find appealing, their receptivity to ideological or party appeals, the factors that motivate them to become politically active, and their evaluation of elected officials and candidates. The dominant narratives about a nation's past and identity are shaped by cultural influences; these narratives influence perspectives on diversity, regime legitimacy, patriotism, and future goals. Similarly, cultural factors influence how individuals perceive and react to social and political issues (Smith, 2003). A government that is inclusive and ethical cannot function if its members are subjected to prejudice because of their cultural background. Politics is essentially concerned with the peaceful coexistence, resource allocation, and shared future planning of distinct peoples (Barma et al., 2012).

The cultural influences on each part of this equation are immutable. Therefore, for effective and fair policymaking, it is vital to clarify the role of culture. No one's political beliefs are born out of thin air. How people are brought up influences their worldview. An individual's views as an adult are shaped by their upbringing's ideals. People tend to be more resistant to societal change if they come from families and communities that value tradition highly. Individual liberty, rather than conformity to social standards, may take precedence in your upbringing if you were encouraged to think critically. Questions like the proper role of religion in society, the amount of aid the government should provide to the poor, and the definition of a "real" citizen are all susceptible to cultural influences. A person's level of political engagement is also influenced by their culture. People are more inclined to cast ballots if they see voting as a moral imperative. They may decide to

quit if they are led to believe that the system is flawed. Attitudes toward politics are significantly shaped by one's cultural background. As a result, people with similar interests and identities can come together. However, it runs the danger of inciting hostility toward "outsiders" who vary in appearance, language, or religious practice. To be good citizens who can accommodate different points of view, we must be aware of how our cultural backgrounds impact our biases. A single "right" culture does not exist. Despite our disagreements, we must collaborate. Lawmakers are well-aware of the influence that culture has on public opinion. They make good use of it. Their speeches, delivered while national flags flutter behind them, strike a chord with the patriotic spirit. People who care about tradition will be more likely to vote for them if they claim that "traditional values" are under threat. Their statements are not even need to be factual. People may be swayed against certain groups if false accusations of cultural value violations are spread. Political leaders manipulate public opinion by capitalizing on certain cultural anxieties or symbols.

There has been some study on how cultural values affect political leanings and voting habits, but not much on how politicians and media outlets use cultural appeals intentionally to influence the public. In order to address this knowledge vacuum, this study will comprehensively investigate the strategies used by political elites to alter cultural narratives and symbols for electoral benefit or to shape policy agendas, and it will also provide light on how cultural schemas affect political views. Efforts to manufacture consent rely on appealing to cultural prejudices and concerns, but there is a dearth of rigorous examination of the real-world strategies used by players throughout the political-media landscape to do just that. In this age of advanced data analytics and psychographic profiling, democratic government faces new obstacles; this research will provide light on these mechanisms by analyzing politicized cultural messages. The research also intends to delve further into the consequences of unbridled cultural biases and polarization for inclusive policymaking and social cohesion, going beyond just establishing correlations between cultural values and political leanings. Cultural bias is also a commodity traded by the media. The "reality" that people perceive is shaped by the topics they cover and the way they depict various groups. As an example, news outlets may portray immigration negatively, rather than positively, as a factor in the nation's economic growth and stability. Cultural messages are easily absorbed by people and serve to reinforce their preconceived notions and fears. Better informed citizens are able to recognize these tactics. A healthy debate, in their view, entails hearing out opposing cultural perspectives without resorting to divisive tactics. When politicians use cultural references to mislead, divide, and exclude, it can have negative consequences. More people will feel heard and included in decision-making, and that will help us come together. Culture ought to unite different communities rather than divide them. This paper delves into the intricate interplay between culture and politics.

This article summarizes the literature on the topic of cultural influences on political actions such as voting, activism, and partisanship. The author gets more in-depth knowledge from specialists researching the impact of culture on their societies through interviews. Investigating political messaging, internet discourse, and media exposes the strategic use of cultural appeals to influence public opinion. Important inquiries direct the examination: What is the effect of cultural values on ideology? Is it possible to use cultural biases to keep one group out of power? What reforms strengthen healthy democracy when culture is diverse? The author finds culture profoundly yet invisibly shapes how we interpret political issues. Cultural biases potentially undermine tolerance and equity but can be mitigated through education, inclusion, and exchange. Politicians ought to refrain from playing on people's anxieties about cultural shifts. People need to be aware of how their culture shapes their perspectives and be willing to change their minds. To combat cultural dominance, we need inclusive institutions that give a platform to people from all walks of life. According to the research, understanding the political effects of culture enables the development of inclusive policies.

LITERATURE OF REVIEW

Academics, like with the vast majority of previous studies, have previously delved into this subject. Examining the American presidential election of 2000 was the focus of Green et al. (2002). They discovered that cultural values significantly influenced voting behavior. People who were very conventional in their outlook often supported only one political party. Opposition was held by more "open-minded" individuals. In their 2019 study, McAndrew et al. demonstrate that people's cultural origins influence their political leanings. This is in line with what Bos and van Spanje (2010) found in Europe. Concerns over immigration arose for certain voters due to their traditional backgrounds. Diverse perspectives were accepted by those who had more progressive beliefs. This demonstrates how cultural factors influence views on major policy issues (Schwartz et al., 2010).

Family, religious, and educational values shape one's worldview (Kahan et al., 2007). From one election to another and from one country to another, these studies show how cultural factors subtly affect politics. Other studies have shown that cultural factors influence people's political beliefs and perspectives; for example, Fiorina and Plutzer (2010) discovered that American values affected political opinions and that voters' family traditions affected their perceptions of political parties and topics. Kuklinski et al. (2000) found the opposite to be true. Cultural lenses filtered information for voters. They were unable to alter their opinions due to their prejudices. Mutz (2006) examined cultural norms around the globe and found that they influenced voters' evaluations of political candidates. People in democracies tend to choose leaders who

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reflect their cultural views, since cultural assumptions play a role in shaping voter choices. These findings provide further evidence that cultural factors influence our political thinking. Our cultural heritage is profound and unassuming. Public opinion and voting habits are influenced by cultural values, as further study has shown. In their study of cultural differences in the United States, Sniderman et al. (1991) found that voters' moral opinions on issues such as sexuality and individualism were divisive. Political allegiances were more strongly influenced by these cultural norms than by economic considerations. Just as Niemi et al. (1992) observed, culture triumphed over class in the United States. Traditional values were cherished by white voters, who resisted cultural progressivism.

All leaders and policies, regardless of wealth level, were influenced by this. Over the course of many decades, Inglehart et al. (1998) monitored changes in cultural values throughout Europe. Conventional wisdom faded away and fresh perspectives on culture emerged as countries progressed towards modernization. Voter preferences and party systems were reshaped by these changing cultures. The status quo and change-determined political alignments were the source of cultural value conflicts in Canada, according to Nevitte (1996). People looked for political parties that shared their views on the relative merits of change and tradition. Partisan positions and citizen groups are brought together by common value frameworks in democratic countries. In order to stir up bloc voting, campaigns purposefully exaggerate cultural appeals. However, the demonization of compromise across worldviews increases the possibility of political dysfunction brought forth by culture war polarization. Diversity in culture does not have to cripple politics; with progressive leadership and inclusive policies, it can actually strengthen it. Cultural factors, rather than material ones, often dominate in shaping the political conduct of the masses, according to the study. Norms, stories, and symbols that form subjective shared realities are more important than objective self-interest. To reduce prejudice and create policies that benefit society as a whole, one must have an understanding of the hidden effects of culture. Political leaders use cultural factors to further their own goals. U.S. political leaders controlled public opinion via the selective use of symbols and speech, as Finkel and Ernst (2005) revealed. Cultural appeals, rather than policy platforms, were the primary tool of British political parties, according to WIezien (1995).

Cultural cliches about the other side took the place of serious discussion. Psychological profiling and advanced data analytics make cultural manipulation a reality. Skilled politicians use culture as a weapon, driving a wedge between citizen groups for political benefit, and this happens throughout countries and ages. Promoting intercultural literacy, regulating political advertising's truthfulness, and rewarding serious policy debate over trivial cultural insults are all part of the solution. It is crucial for voters to understand how cultural prejudices are used to obtain power. When people become aware, they may demand changes that make politicians listen to and respect their constituents' different cultural backgrounds. Election results are also influenced by cultural norms on political engagement. Voter participation increases in communities where voting is considered a civic duty. Many would lose trust and remain at home if they are cynical about government corruption. When involvement decreases, pessimism becomes inevitable. Furthermore, cultural norms around leaders are important. While some societies value moderation, others celebrate dogmatism. The outcome of the election is influenced by this, as is the level of support for public goods and taxes, which are in turn determined by the relative importance of individualist and communal ideals. Cultural preconceptions, both positive and bad, affect the candidacy of many occupations. Voters are guided by cultural currents on duty, effectiveness, compromise, and identity, in addition to political allegiance. New generations emerge with different ideals, which in turn alter the political environment due to changing cultural trends. In order for democracies to thrive, it is crucial to support cultures that encourage active citizenship without dominating it. While commonalities in identity and ideals may bring communities together, ignoring cultural prejudices increases the likelihood of exclusion and conflict. Some politicians may see appealing to the anxieties and biases of the majority as a simple way to achieve power.

Politicians' words have the power to dehumanize and vilify marginalized groups, endangering their rights and safety if not checked. Disinformation campaigns portraying other groups as dangers are more likely to succeed when voters are confined to culturally homogeneous areas. Politicians may disregard or even hurt people whose values vary from the prevailing cultural standards if their ideas control policymaking. The political ramifications of culture, therefore, are two-sided. Civic pride and engagement may be nurtured via a sense of cultural belonging. Tolerance and equality are, however, illusive due to culturally exclusive prejudices. Democracy may minimize the risks associated with culture while maximizing its uniting benefits via encouraging intercultural debate, training critical thinking, and guaranteeing varied representation. When handled with care, diverse cultural manifestations have the potential to strengthen political life instead of weakening it. As time goes on and new problems arise, it is important to remain vigilant in order to protect a healthy democracy (Bennett, 2019). Increasing media literacy and civic education is one measure to protect citizens (OECD, 2019). By encouraging more analytical and skeptical approaches to political cultural appeals, they work against ideological manipulation (Bennett, 2019). Limits on campaign donations and other reforms lessen the influence of special interests in politics by preventing them from flooding the system with false cultural signals (OECD, 2019).

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To prevent cultural capture at the highest levels of government, it is important to promote diversified public services and political recruiting (Huerta-Melchor & Pilichowski, 2009). Another way to combat the dangers of culturally biased voter profiling is via regulations that promote openness in political messaging and micro-targeting. One way to help people from different backgrounds understand one another is to encourage open and honest communication between them. All things considered, these safeguards prevent political assassination by appealing to cultural prejudices and concerns. Across fluid, overlapping cultures, they disperse authority more widely. Culture can support politics rather than weaken it when well-grounded policies protect plurality and broad participation. Despite its importance, the impact of culture on political behaviors and structures has received little attention in the academic literature. The cultural standards and values that people grow up with have a significant impact on their worldviews. Political ideologies, party memberships, ways of becoming involved, and voting patterns are all shaped by these common frameworks. Influential figures in politics and the media, meanwhile, skillfully steer public opinion and agendas via the purposeful use of cultural symbols and narratives. Cultural views also have a role in shaping participation and the results of elections. The relevance of culture in politics necessitates changes that increase cross-cultural literacy, promote inclusive cultural representation, decentralize authority, and encourage strong civic involvement in order to attain effective and fair government. In politics, many cultures may provide energy and equity via ethical leadership and proactive policy.

RESEARCH METHODOLOGY

Collecting and analyzing non-numerical data is part of the qualitative technique that this work employs. The techniques that follow are included:

Literature Review-

This research delves deep into the ways in which cultural norms, beliefs, traditions, and values impact people's political views, preferences for policies, voting habits, and involvement in politics in various settings. This project aims to address gaps in past work by providing a robust theoretical basis and conducting a comprehensive analysis of current multidisciplinary literature on the complicated link between culture and political behavior. For this reason, a number of significant publications were carefully examined from prestigious peer-reviewed journals in domains such as social psychology, politics, and sociology.

The inquiry is guided by three main aims. The first purpose is to use expert interviews and empirical analysis to understand how cultural elements including gender norms, religious beliefs, community values, and ethnic identities impact civic attitudes and actions. Second, to investigate in depth the ways in which cultural biases in politics affect tolerance, increased discrimination, intergroup conflict, and democratic

erosion; third, to analyze how campaigns, politicians, and media entities use cultural symbols, rhetoric, and narratives to influence public opinion and voting outcomes. In order to foster more ethical, inclusive, and culturally responsive democratic institutions and policymaking on a global scale, this research seeks to forward a comprehensive and detailed understanding of the interplay between culture and politics by illuminating intricate cultural processes. We intend to acquire important new insights into this complex interaction between culture and politics at individual and societal levels by addressing major gaps in the literature using mixed approach.

Table 1. The Selection of Articles for the Literature Review

Source	Paper Selected for Review
Wos	11
Scopus	9

Interviews-

Experts in the field were hand-picked to participate in in-depth, one-on-one interviews that aimed to shed light on the intricate web of connections between cultural norms and political conduct. Political scientists, sociologists, and anthropologists who have spent their lives studying the effects of culturally transmitted norms, values, beliefs, and practices on political attitudes and behaviors were among the nine subject-matter experts with whom we met for in-depth interviews. Two in-depth interviews were conducted with esteemed sociologists from Pakistan's Punjab province, whose empirical research has illuminated the ways in which cultural factors such as family dynamics, religious traditions, ethnic identities, and voting patterns impact political ideologies and voting patterns. Themes concerning the cultural impact on political socialization, party identification, policy preferences, civic involvement, regime support, and many other areas of politics surfaced in the analysis of the qualitative data collected from these expert consultations. Despite the study's modest sample size, the results provide theoretical depth and detail about the ways in which cultural factors both precede and shape political actions and perspectives.

Content Analysis-

An detailed content analysis was conducted, investigating a varied variety of textual sources, to get insight into the representation of culture in media and public discourse. Social media sites where people discuss cultural issues also fell into this category, as did prominent national and international newspapers and publications covering a wide range of interests, from sports and entertainment to politics and news. Rich insights into the cultural narratives,

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assumptions, values, and ideologies conveyed via various channels were uncovered by methodically identifying and categorizing cultural themes across hundreds of media articles, postings, and comments. Rigid qualitative coding processes were used to assess both the overt and covert meanings within the text. Media portrayals of cultural groups and activities, cultural boundaries and definitions, and the promotion and criticism of cultural standards were the main areas of focus. For the purpose of comparing and contrasting cultural understandings and representations across linguistic, national, and political settings, sources were included from a number of different nations. The fundamental importance of these forms in transmitting and developing culture itself was highlighted by the wide content analysis, which produced a multi-faceted empirical knowledge of cultural representations in modern media and public discourse.

Findings and Discussion-

This study's thorough content analysis and in-depth interviews with experts uncovered several discernible trends about the relationship between cultural values and political leanings. The results showed that conservative political ideology and politicians representing right-wing platforms are more likely to get support from those who adhere to traditional cultural values including nationalism, spirituality, and communalism. Conversely, a preference for liberal political ideology and politicians leaning to the left is positively predicted by the embrace of progressive cultural values such as individualism, secularism, cosmopolitanism, and multiculturalism. Attitudes on immigration are one example of a culturally embedded characteristic that significantly influences voting behavior; conservatives are more likely to have nationalist and xenophobic attitudes, while liberals are more likely to have pro-immigrant and pluralist beliefs. Similar to how individualist and collectivist cultural norms shaped partisan alignments, broad value orientations like traditionalism and reformism affected levels of support for existing political institutions versus anti-establishment alternatives, and so on for social welfare. Essentially, the study's mixed-methods methodology showed that culture is the most important factor supporting the partisan political environment. Influential actors may strategically use culture to influence public opinion and governmental choices, according to one of the most important conclusions of this study. In order to frame political problems in a manner that suits their objectives and influences public opinion, influential people, media organizations, and political figures use cultural symbols, language, and stories. To strategically rally support for their desired policies, actors might, for example, appeal to sentiments of group loyalty and nationalism by invoking national flags, anthems, founding documents, or religious imagery. Political and media players may sway public opinion against progressive immigration reforms and other measures by emphasizing certain cultural values at the expense of others or by portraying some groups in a negative light.

These players hone tactics to exploit unconscious cultural prejudices, anxieties about cultural change, and us-against-them mindsets for political gain by conducting focus group message testing, A/B testing culturally nuanced language, and coordinating across affiliated media sources. When powerful people want to change the policies, they may use culture as a weapon to influence people and control society. The results highlight how culture is both fundamental to and easily manipulated in contemporary political maneuvering. Cultural norms and values have a significant impact on political engagement and, by extension, election results, according to this study's most striking finding. Cultures that encourage more participation in civic life are better predictors of voter turnout, according to careful content analysis and interviews with experts, while cultures that promote political indifference or cynicism are worse. Cultures that see voting as important and civic duty tend to have high voter turnout rates, while societies that view voting as pointless and corrupt tend to have far lower turnout rates. Through internalized incentives and social constraints, these cultural schemas about the function and effectiveness of voting influence participation. The degree to which moderate politicians get support is affected by cultures that value compromise over ideological purity, and opinions on the tax policies and public goods programs proposed by political parties are influenced by collectivist vs individualist beliefs. People are more likely to back entrepreneurs, academics, or religious leaders whose stories are portrayed in popular culture as either praiseworthy or suspicious. Using these many methods, the study proves that culture is a major factor influencing voting behavior and, by extension, the outcome of elections.

The results show that there has to be more investigation into the significant role of enculturated values and conventions in election prediction, rather than focusing on personal traits or financial interests. The results of the cultural vulnerabilities to strategic manipulation highlight the need of establishing protections for effective democratic rule. Based on the findings, a number of approaches show promise. The first step in countering ideological manipulation might be expanding opportunities for civic education that teach critical thinking skills. This would lead to more informed media consumption and less vulnerability to political and cultural appeals that exploit anxieties of identity. The ability to think critically about complex policy consequences rather than falling for simplistic cultural symbols is a key component of political literacy, which may be improved via educational programs. This protects the general population against empty speech and cultural allegory-based manipulation. Another way to combat cultural prejudices is to expose people to news and viewpoints from different backgrounds and political ideologies, rather than letting them consume media in silos. One way to combat the mindless adoption of one culture's storyline is to expose viewers to other perspectives and experiences

outside of their ingroup. Affirmative action, quotas, targeted recruiting, and staff training are all ways that political organizations may work to increase diversity and inclusion, which in turn offers a platform to a broader range of cultural perspectives.

The inclusion of diverse cultural backgrounds in governing organizations guarantees that minority groups are given a voice. Similarly, town halls, moderated forums, and community gatherings may help bring people together to talk about real issues, regardless of their political or cultural leanings. Regular cross-group communication helps people avoid becoming more polarized as a result of the demonization of cultural outgroups. Literacy and empathy across cultures are fostered. As a whole, counter-cultural manipulation and the promotion of democratic pluralism may be achieved by concerted efforts focusing on education, information diversity, inclusive institutions, and intergroup participation.

The unfettered use of cultural manipulation in political strategy might lead to a number of negative outcomes. It may become more difficult for politicians to work together in good faith and reach compromises if party polarization continues to grow. Campaigns that appeal to the hidden cultural anxieties and biases of the majority have the potential to further marginalize already victimized minority groups.

There is a danger that future legislation would disregard the cultural requirements, beliefs, and viewpoints of marginalized groups. When political campaigns stop being about complex issues and start being about moralistic tribalism and identity politics, citizens may become more skeptical and lose faith in government. As cultural differences are used for political benefit, social cohesiveness may decrease. There is a need for a more ethical political system that can respect cultural pluralism, accommodate diverse needs, and resist efforts to weaponize culture against the public interest.

The aforementioned strategies—rooted in civic education, media literacy, institutional inclusivity, and facilitated cross-cultural exchange—can help achieve this goal. The vibrant tapestry of cultural variety may be preserved as the collective legacy it should be, if we are vigilant and have vision, instead of letting culture devolve into a weapon in the hands of powerful interest groups. To create participatory systems in which no one cultural voice dominates and all may thrive, an enlightened democracy uses civic values of tolerance and common purpose to harness the synergy of diversity.
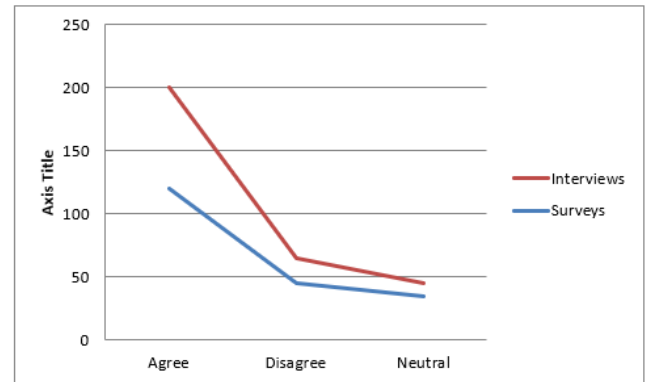

Figure 1: The Degree to Which People Agreed Upon Cultural Activities Influence Political Behavior

DISCUSSION

Several key conclusions on the ways in which culture influences political conduct are drawn from the research. It demonstrates how certain cultural ideas and values impact political ideology and voting behavior. Conservative policies and politicians are associated with traditional values like nationalism and religion, while liberal policies and candidates are associated with progressive ideals like multiculturalism, individualism, and secularism. Particular cultural attitudes, such as views on welfare, immigration, and political institutions, are also identified as having the potential to substantially influence voting patterns in the research. Bos and van Spanje (2010) found that cultural values influenced European opinion on immigration, while Green et al. (2002) demonstrated that cultural values affected voting in the 2000 U.S. election. These results are supported by other studies.

Culture may be used to influence public opinion and governmental decisions, according to the research. In order to frame problems according to their agenda and influence public opinions, politicians and media outlets use cultural symbols, language, and narratives. According to the study, politicians often use religious icons, national anthems, and flags to rally support for their policies and appeal to patriotic sentiments. One important takeaway is that some politicians try to sway public opinion against immigration reform and other measures by using narratives and language that paint specific groups as dangers to national culture and values. This is in line with the findings of Kuklinski et al. (2000), who showed that cultural values greatly affect the way individuals comprehend and interpret political messages. In conclusion, the research highlights strategies for strategically using culture to influence public opinion and policymaking. Cultural norms may influence how people feel about certain political candidates, according to research by Mutz (2006). Thirdly, cultural norms have an effect on election results.

The extent to which people participate in politics and cast ballots is influenced by cultural norms. The

belief that one's vote doesn't matter or that politics is corrupt is negatively correlated with political participation, whereas cultural norms that encourage civic engagement, like a sense of duty to vote, are positively correlated with political participation. The results of elections may also be influenced by cultural norms that influence how people feel about certain political parties and politicians. In the 2000 U.S. presidential election, cultural values significantly influenced voting patterns, according to a research by Green et al. (2002). The impact of cultural values on European public opinion about immigration was also highlighted in a research by Bos and van Spanje (2010). More civic education, more political literacy, more access to diverse viewpoints and information, more diversity and inclusion in political institutions, and more dialogue and engagement across cultural and political lines are some of the tactics proposed by the study to combat cultural bias in politics.

It is suggested that a more inclusive and equitable political system may be achieved by combating cultural prejudice and encouraging inclusion. The research also emphasizes the detrimental effects of manipulating public opinion based on culture on democratic government. Knowledge of politics, education, and civic involvement may prevent cultural manipulation of public opinion and boost political effectiveness, according to research by Carpini and Keeter (1996). Also, according to research by García-Jiménez and Fernández-Vázquez (2021), one way to tackle cultural prejudice in politics is to make political institutions more welcoming and diverse.

CONCLUSIONS

The significance of cultural influences in politics may be better understood and addressed by considering the findings of this research. Even in pluralistic countries, the results show that democratic procedures and policies must be sensitive to different cultural perspectives for common interests to be pursued fairly. In order to combat prejudice and stop people from using cultural differences as a weapon, the study stresses the significance of inclusive government, media literacy, civic education, and intercultural conversation. Reforms that might promote healthy democracies, such as cultural competency training, facilitated public conversation, power decentralization, and campaign supervision, are suggested by the research, which explains how cultural biases impact political actions and interpretations. The research shows that in order to pass laws that benefit society as a whole, it is crucial to understand the cultural roots of political disputes and voting patterns. In sum, the findings show that leaders must be sensitive to the cultural roots of ideological diversity, involvement, and viewpoints in order to make fair and ethical policy decisions.

LIMITATION & FURTHER RESEARCH

This inquiry has its limitations, but it does provide useful information. Although thorough, the expert interviews and content analysis depend on very tiny samples that do not reflect the population at large. It might be possible to confirm the trends seen using larger-scale surveys. The study's qualitative nature means that it sheds light on cultural processes and connections rather than attempting to experimentally separate causes and effects. Lacking multi-modal data that may disclose other cultural dynamics, the research is limited to textual sources. This research only shows patterns in cultural change over a short period of time since it is cross-sectional. To improve generalizability, it would be helpful to include perspectives from additional geographic locations. Furthermore, the scope does not investigate the ways in which tacit cultural impacts on thinking affect behavior. Deeper and more pervasive cultural influences on politics could be better understood with more study using big data, neuroscientific methods, and worldwide sampling. While acknowledging its limitations, this study makes substantial strides in illuminating the cultural impact on political existence.

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