

From Extinction to Reinvention: Alago Cultural Narrative in a Global Era

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Abstract

Globalisation functions as a double-edged force, opening spaces for cultural creativity while intensifying threats to indigenous lifeways. This paper examines how the Alago people of North-Central Nigeria negotiate cultural preservation, continuity, and reinvention within an increasingly globalised cultural field. As with many indigenous societies, Alago cultural narratives confront pressures of erosion and possible extinction arising from external influences and internal socio-cultural shifts. Yet rather than capitulate to loss, Alago expressive forms reveal adaptive strategies through which identity is reworked and asserted. The study interrogates the interface between traditional Alago narrative practices and contemporary global currents, foregrounding questions of identity, politics, cultural resilience, and the sustaining power of storytelling, festivals, and performance in the production of communal memory. It assesses how globalisation has reshaped Alago values, belief systems, and narrative modes, offering a balanced account of its enabling and disruptive effects on cultural heritage. Drawing on primary and secondary sources, including field observation of selected festivals and performances, scholarly literature, government publications, conference materials, and digital archives, the paper is guided by theories of cultural hybridity and cultural imperialism. The findings show that while globalisation enhances cultural exchange and visibility, it also accelerates the weakening of traditional values and distinctiveness. The paper highlights the roles of state institutions, community leaders, and individuals in mitigating cultural loss and harnessing globalisation for sustainable cultural survival.

Keywords

Alago cultural narrative, cultural resilience, globalisation, identity, reinvention.

