IMPACTS OF GLOBALIZATION ON CULTURE

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ABSTRACT

Culture refers to the characteristics and knowledge of a particular group of people in the context of their music, art, food, the language they speak, religion, and how they interact with one another. Culture can also be said to be a particular way of life of a particular social group within the society. For instance, it is cultural for Nigerians to wear African prints, which enables them to preserve and maintain their cultural heritage.

Globalization entails the connectivity and integration of societies and their elements and the great change of transportation and telecommunication sector technologies with the aim to facilitate cultural, political, and economic change.

In recent years, the world has gone through gradual drastic changes. Globalization has become a familiar term. Nevertheless, globalization has been said to have an impact on people`s lives and cultures as well, although these impacts are not quite agreed on by scholars.

Some scholars have it that globalization has brought in more of positive impacts while others claim it has negative impacts on cultures. Some claim that globalization tends to damage the diversity of local cultures, emphasizing American and Western influence (Schiller 1976; Van Elteren 2003).

On the other hand, some scholars argue that cultural globalization can lead to polarization according to Barber 1995; Huntington 1993, 1996), and hybridization according to (Hannerz 1992, 1996; Tomlinson 1999).

Below is an elaborate and further discussion of globalization on culture.

GLOBALIZATION IMPACTS ON CULTURE.

1). Perspectives change.

These are basically the world views or approaches of different individuals from any given society or culture towards ideas, thoughts, and implementation of the ideas. Below are some of the forms of perspectives brought about by globalization.

1. Hybridization

Most writers claim that what globalization entails is the long-term historical process of bringing different cultures to relation with one another. Scholar Jan Pieterse suggests that the globalization of cultures involves integration and hybridization, making an argument that one can detect or notice the mixing of cultures across continents tracing back several years back.

Jan goes ahead and gives an example of the Indian experience, which brings about a clear picture of pluralization as the result of cultural globalization and its long-term history. Intermarriages have also been encouraged by globalization in that interaction is made easier by faster means of travel, and the Internet as well as gadgets that are mobile and connect people from far worldwide places, like someone can connect with someone from Westphalia, converse and understand each other as they build their relationship.

1. Homogenization

Cultural erosion and adaptation of one culture in that it may look, or sound better is another impact of globalization. Westernized consumer culture is because of emphasis on cultural globalization turned uniform.

Some critics make arguments like the dominance of the American culture influencing the whole world, will in the end erode cultural diversity, leading to human monoculture. This process is known to be cultural imperialism and is associated with the destruction of cultural identities, overthrown by homogenized and all-western consumer culture.

An example of homogenization on clothing is that most people think and prefer to be in suits for the corporate sector which is an aspect borrowed from the Western culture a process referred to as Americanization.

On food, companies like Coca-Cola for soft drinks and McDonald’s have played an enormous role in spreading American culture across continents all around the globe.

This has been more impactful and quickly spread through the entertainment industry, by channels like American-based television shows and movies that are viewed around the globe as well as Western music content.

Religion also came about from Westernization, especially Christianity which was made possible by the ability of the missionaries to spread the good news. This has especially rendered Africans’ ways of worship and spiritual intervention to get eroded, as Africans take in the new religion brought about by the Europeans.

1. Polarization (Machida, 2012)

According to oxford languages, polarization on this concept is dividing into two sharply contrasting groups or a set of opinions and beliefs. People on the internet especially social media are majorly interacting in a way that suggests that my culture is better than this other culture a term referred to as ethnocentrism. In this way, so many misunderstandings and conflicts to justify one`s way of living as the best, compared to others.

Samuel Huntington emphasizes that in as much as the world is getting smaller and interconnected, the iteration of people of different cultures encourages civilization awareness that in turn breeds differences. In the end, this understanding of our cultural differences brings about conflict.

Benjamin Barber is another scholar who brings in his argument on this concept. In his book Jihad vs McWorld, he argues that there can exist a different cultural division of the world. In his book, the McWorld represents a world characterized by globalization, interdependence as well as connectivity, with the aim of creating a global network that is homogenous commercially. He further subdivides this global network into four sections: ecological, information technology, market, and resource.

On the other hand, the Jihad world is used to represent conventionalism and maintain one`s identity. Jihad vs McWorld shows a world where strive takes place on a sub-national level. In as much as the Western countries are termed as capitalists and can be seen as McWorld countries, societies within them can be termed as Jihad and vice versa.

CONCLUSION

In as much as globalization has positive impacts on culture, it is also difficult not to notice the negative impacts and the complexities it has on it too. Globalization has made us see things differently and know that there is the existence of other cultures and the need to embrace them all as they are.

Friction of cultures is unavoidable since it is what keeps this world in motion. Globalization is often seen as homogenizing the world which includes the diffusion of beliefs that are eventually infused and accepted within space and time. Instead, globalization is all about noticing and being able to understand that societies are different, and it is these differences that make up the modern world.

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