**Media Globalization and Cultural Imperialism**

Name of the Class Course

Professor

Name of the School

The Name and the State Where it is Located

The Date

In this 21st Century, the era referred to as the Silicon Age, technological advancement has peaked. This advancement has led to the enormous growth of media industries. The correspondence between media globalization and cultural imperialism is a complex and multifaceted topic that requires careful consideration of local contexts and power dynamics. Stasberger (2023, p.1-3) defined media globalization as a transformative phenomenon that has revolutionized how information and culture are disseminated across the globe through the spread of media content, technologies, and connection networks facilitated by advancements in technology and communication. On the other hand, cultural imperialism refers to the dominance or influence of one culture over another, often through the export of media and technology. By examining both the positive and negative aspects of media globalization, we gain insights into its role as a transformative force that shapes how we perceive the world by witnessing an unprecedented transformation in new ways like entertainment. However, media globalization can manifest as a form of media imperialism.

Here is the critical examination of compelling evidence that supports the positive impact of media globalization and the crucial acknowledgment of limitations and drawbacks that portray cultural imperialism.

* Westernization of content and erosion of traditional culture: Globalized media has influenced most people's ways of living, causing significant changes in northern culture. In this essay, closely examining the impact on North culture, it is evident that accepting different civilizations, such as Christian and Islamic societies, which were initially considered Western, results in a hybridization of culture, shown in their way of life and attitudes regarding issues. The evidence presented through a case study by Gbambu et al. (2022) on the Influence of Foreign Media on Northern Ghanaian Cultural Identity among the Dagbamba Ethnic Group in the 21st Century shows the dominance of Western culture. (Kwarteng & Amponsah 2021, as cited in Gbambu et al., 2022) show the direct impact of foreign movie content on Ghanaian cultural values. Foreign movies negatively impact Ghanaian cultural values by promoting Western or foreign ideals contrary to Ghanaian traditions and beliefs. The study showed that foreign films may promote individualism over collectivism, a core value in Ghanaian society.
* On the contrary, the positive impact of media globalization on cultural exchange must be addressed. Imports of expensive Hollywood movies almost dominate China’s cinemas every year. Japanese cartoon books and cartoons fill Chinese newsstands and TV channels. Internet broadcasting technology has developed steadily, and the latest Korean and American dramas are translated into Chinese with subtitles within 24 hours. adThis offers a platform for exchanging ideas and appreciating others' cultures. Li, (2022).

Impact on Language and Identity: Global media flows can influence language use and identity as dominant languages, like English, and cultural expressions from the dominating culture become more prevalent. This impact can marginalize local languages, mostly from developing or third-world countries, and contribute to a sense of cultural loss or displacement. Language is not a purely technical tool; it is a cultural artifact. It is created in specific sociocultural and historical contexts, and as such, it carries with it the characteristics of these contexts. In regions where there exist different people with different cultures and beliefs, their respective language is the primary factor in identifying them. This identification can be altered by cultural globalization. Media plays a crucial role in shaping culture and areas of culture, including the systems of beliefs and practices developed historically. A case study by Kamran et al. (2023) on the tribal culture of Punjab, Pakistan, found that technological and communicative inventions have changed tribal cultural traits. Young tribal people had more frequent exposure to global media than their older counterparts. The international press is mostly documented or written in dominating languages like English. As a result, they were more likely to adopt foreign cultural traits, and a high number preferred speaking the language over their tongue language. At the same time, the older were more attached to their tribal cultural characteristics and language. Another research conducted by (Muhiuddin et al. 2018, as cited in Kamran et al., 2023) showed that Pakistani youth frequently watch cable TV, spending 2-6 hours daily. The most viewed programs were from foreign media. They frequently watch Indian Western programs more than local programs.

Considering the advantageous outcome of globalization, it vividly demonstrates cultural hybridization. Hybridization is the interaction of different cultural elements in global media. The benefit of this is that people can follow international events, understand global issues, and engage in discussions that transcend national boundaries. Globalization allows for and also causes interaction between cultures worldwide. Consequently, different cultures interact, resulting in a hybrid and mutual interaction between cultures worldwide. Tuncer, (2023)

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