

GUIA N° 4

## Does globalization mean one single culture?

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18 November 2017

Nowadays, globalization is an **overwhelming** world trend, but those who oppose it are especially sensitive about **loss** of culture. They view globalization as homogenization.

On the contrary, **advocates** of globalization say that, instead of creating a single, boring global village, the forces of globalization are actually encouraging the proliferation of cultural diversity.

Famous sociologist Isabella Lynton shares her reflections about this current and controversial topic.

**Q:** Modern humans have created many thousands of distinct cultures. Is globalization making the world more homogenous?

**Isabella Lynton:** Undoubtedly, the current era of globalization is having a homogenizing influence on people. Many people think it may also produce an immeasurable loss of local culture, which in turn can lead to loss of identity.

**Q:** Does globalization mean homogeneity?

**Isabella Lynton:** In terms of science, technology and economic

development, globalization reflects somewhat the theory of convergence and hegemonic control, but in deeper sense, it promotes cultural identity.

**Q:** Prominent critics disagree on that. They argue that globalization has its own dominant culture, which tends to be homogenizing...

**Isabella Lynton:** Well, first, people are not mere objects of cultural influences. They can **reject** or integrate culture. Surprisingly, I have observed that, in this new era of globalization, people become much more concerned about the richness and particularity of their own culture.

**Q:** There are also inter-ethnic, inter-cultural and inter-religious conflicts in the world. It seems that people are protecting their cultural roots.

**Isabella Lynton:** Globalization and cultural identity is hotly debated in the academy. Indigenous peoples are affirming and defending their cultural and social identities in the new global era. It makes the situation about globalization and cultural identity quite complex.



**Q:** Are there any benefits due to cultural globalization?

**Isabella Lynton:** Balancing the benefits of integrating into a globalized world against protecting the uniqueness of local culture requires a careful reflection.

It is impossible to understand culture as a rigid set or forms or parameters that must be strictly adhered to. We need to understand that culture is a dynamic force for change; it is in a constant state of flux, influencing and being influenced by other world-views and expressive forms.

I argue that the seemingly unstoppable and ever accelerating cultural homogenization around the world brought about by travel, the internet and social networking, is probably a good thing, even if it means the loss of cultural uniqueness: it increases our sense of a shared culture. In fact, the breaking down of cultural barriers is probably one of the few things that societies can do to increase harmony among ever more heterogeneous peoples.

1. Answer the questions. (2pts each)

1. Answer in your notebook.
  - a. Globalization is...
  - b. Advocates of globalization say...
  - c. Globalization opponents are afraid of...
  - d. What factors have accelerated homogenization?
  - e. Isabella Lynton's main ideas on this topic are...