



Cultural Dimension of Globalization

What is culture?

"Culture...consists in those **patterns** relative **to behavior** and the products of human action which may be **inherited**, that is, **passed** on from generation to generation independently of the biological genes."

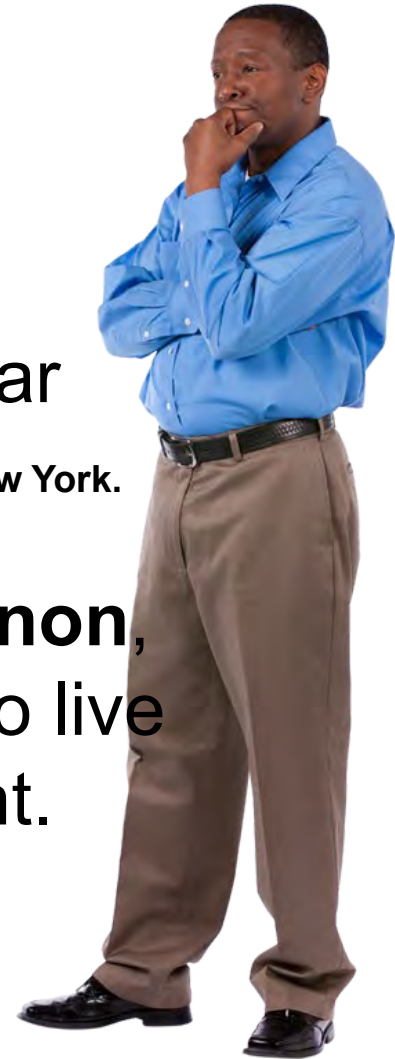
Parson, T. (1949). *Essays in Sociological Theory*. Glencoe, IL.



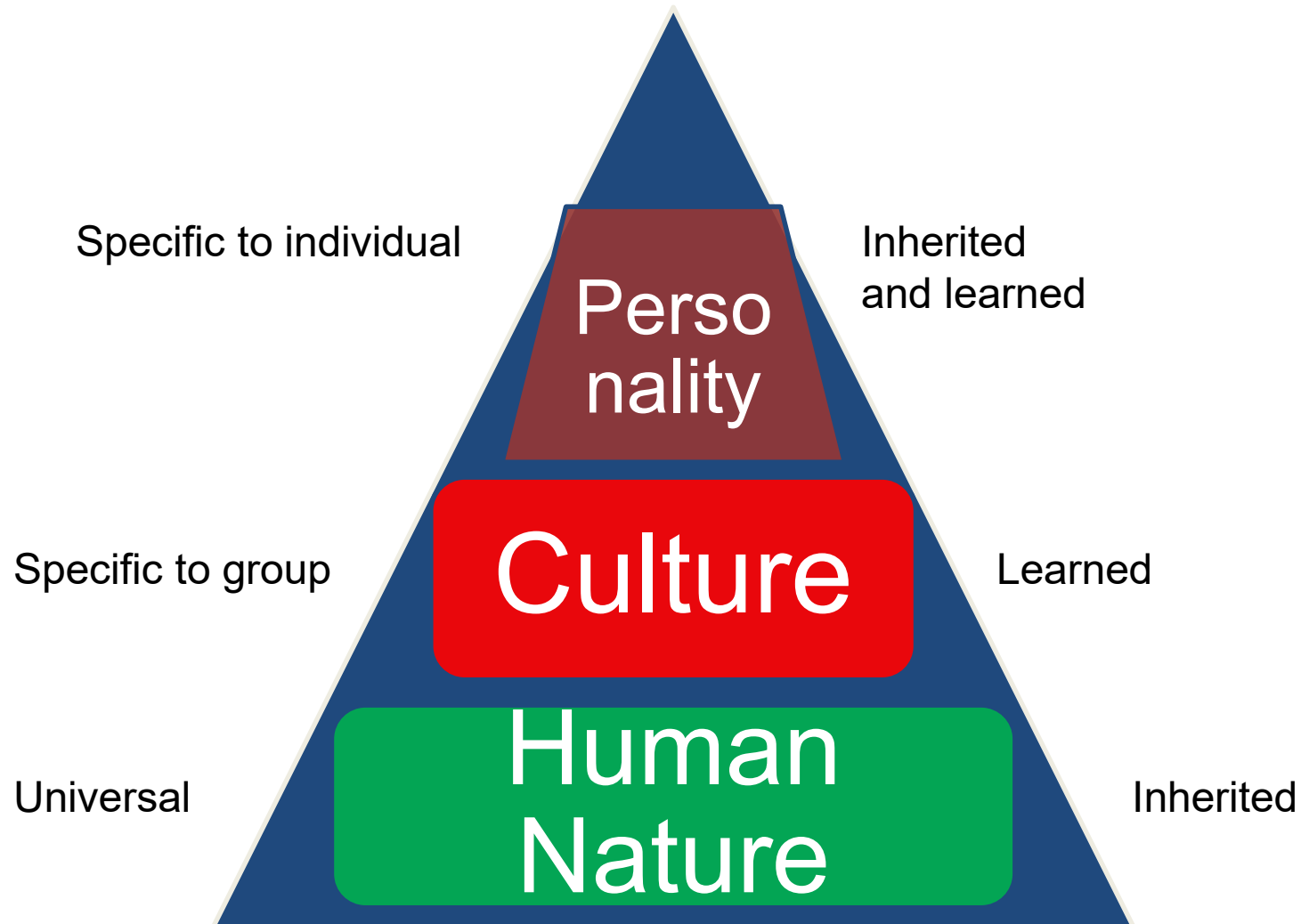
What is culture?

"A culture is a configuration of **learned behaviors** and results of behavior whose component elements are **shared and transmitted** by the members of a particular society." Linton, R. (1945). *The Cultural Background of Personality*. New York.

Culture is always a collective phenomenon, because it is partly shared with people who live or lived within the same social environment.



Three Levels of Uniqueness in Mental Programming



Cultural Globalization - Concepts

- Cultural Globalization: the transmission of culture globally
- Facilitated by the movement of people, signs, objects and symbols
- Keys: forms of communication and transportation

Cultural Globalization - Concepts

Diverse outcomes:

- Homogenization
- Contestation
- Hybridization
- Indifference



The view of cultural change from Globalization Frameworks

- **Hyperglobalizers:** Homogenization of world under American popular culture or Western consumerism
- **Political skeptics:** cultural differences and conflicts along geopolitical fault lines
- **Transformationalists:** intermingling of cultures and peoples: hybrids

Cultural Homogenization

- The rise of a homogenized popular culture
- Globalization makes people more alike: sameness
- Dominant Western culture: view as Americanization of the world
- Sometimes view as “cultural imperialism”
- Existing cultural diversity is destined to vanish

Cultural Homogenization

McDonaldization



McDonaldization refers to socio-cultural processes by which the principles of the fast-food restaurant are coming to dominate the world.

McDonaldization



McDonaldization could eclipse human creativity and dehumanize social relations in the long run.

<https://www.youtube.com/watch?v=Fdy1AgO6Fp4>

Principles of McDonaldization

Four dimensions:

- Efficiency: choosing optimum means to a given product (rationality)
- Predictability: production process ensures standardized and uniformity of the products
- Calculability: quantifiable rather subjective criteria (quantity vs, quality)
- Control: minimize human errors through automation

McDonaldization



Cultural Homogenization

Nike in South Africa



Libyan militia wearing American Yankees baseball caps and designer sunglasses.



Cultural Hybridization

- Result of the interaction of global and local culture
- Sociologist Roland Robertson referred to it as “glocalization”
- Processes of hybridization most visible in fashion, dance, food, language, and film



Cultural Globalization

- Main drivers:
 - Media: TV, Radio, and newspapers
 - Internet
 - Book publishing
 - Movement of people
 - Language
- Trading cultural products: movies, music, books, and art

The role of the media

- A global cultural flows are generated and directed by global media empires
- Prerequisite and facilitator for all other forms of globalization
- It is a result of new communications technology
- “Media has the power to cross cultural gaps and bring people closer together” (Friedman, 2005).
- Media makes international communication easier

The Top 30 Global Media Owners 2015

Ranking of Top 30 Global Media Owners 2015

Rank	Media owner	Rank	Media owner
1	Google	16	Asahi Shimbun Company
2	Walt Disney Company	17	Grupo Globo
3	Comcast	18	Yahoo!
4	21st Century Fox	19	Fuji Media Holdings
5	CBS Corporation	20	CCTV
6	Bertelsmann	21	Microsoft
7	Viacom	22	Hearst Corporation
8	Time Warner	23	JC Decaux
9	News Corp	24	Yomiuri Shimbun Holdings
10	Facebook	25	Mediaset
11	Advance Publications	26	Axel Springer
12	iHeartMedia	27	ITV plc
13	Discovery	28	ProSiebenSat.1
14	Baidu	29	NTV
15	Gannett	30	Sanoma

Source: ZenithOptimedia, 2015

Top 10 Global Media Owners

Rank	Media owner	Media revenue (US\$ billion)
1	Google	37.9
2	The DirecTV Group	27.2
3	News Corporation	26.4
4	Walt Disney Company	19.7
5	Comcast	16.2
6	Time Warner	15.6
7	Bertelsmann	11.3
8	Cox Enterprises	11.1
9	CBS Corporation	10.8
10	BSkyB	10.2

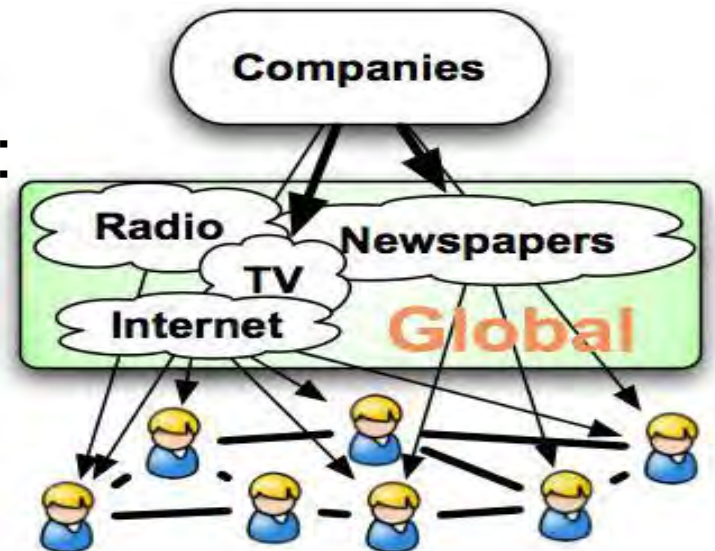
Source: ZenithOptimedia. May 2013

ZenithOptimedia defines media revenue as all revenues deriving from businesses that support advertising – television broadcasting, newspaper publishing, internet search, social media, and so on.

Negative Effects

- Media construct an audience of a particular type that is addicted to a certain lifestyle with artificial wants.
- Promote the culture of the wealthiest countries
- The pursuit of profit is at the core of multinational media.

Largely funded by advertising: media content is affected by the desires and politics of advertising agencies.





Cultural Dimension of Globalization

The Globalization of Languages

Introduction

The globalization of languages refers to the **process** by which some languages are increasingly used in **international communication** while others lose their prominence and even disappear for **lack of speakers**.

Language and culture

- Language is a means of communication between state and people.
- For a nation-state, national culture is **embedded** in its own language.
- The countries' attachment to their culture is based on the fear that their culture will disappear along with their language.

Drivers of the globalization of language



- **Movements of people:**
 - People carry their languages with them when they migrate and travel
 - Migration patterns affect the spread of languages.
- **Foreign language learning and tourism:**
 - Tourism facilitates the spread of languages beyond national borders
- **Internet:**
 - A global medium for instant communication

Drivers of the globalization of language



- **Media:**
 - The influence of global media facilitates the spread of English
- **International scientific publications:**
 - Contain the languages of global intellectual discourse
 - Impacting the intellectual community

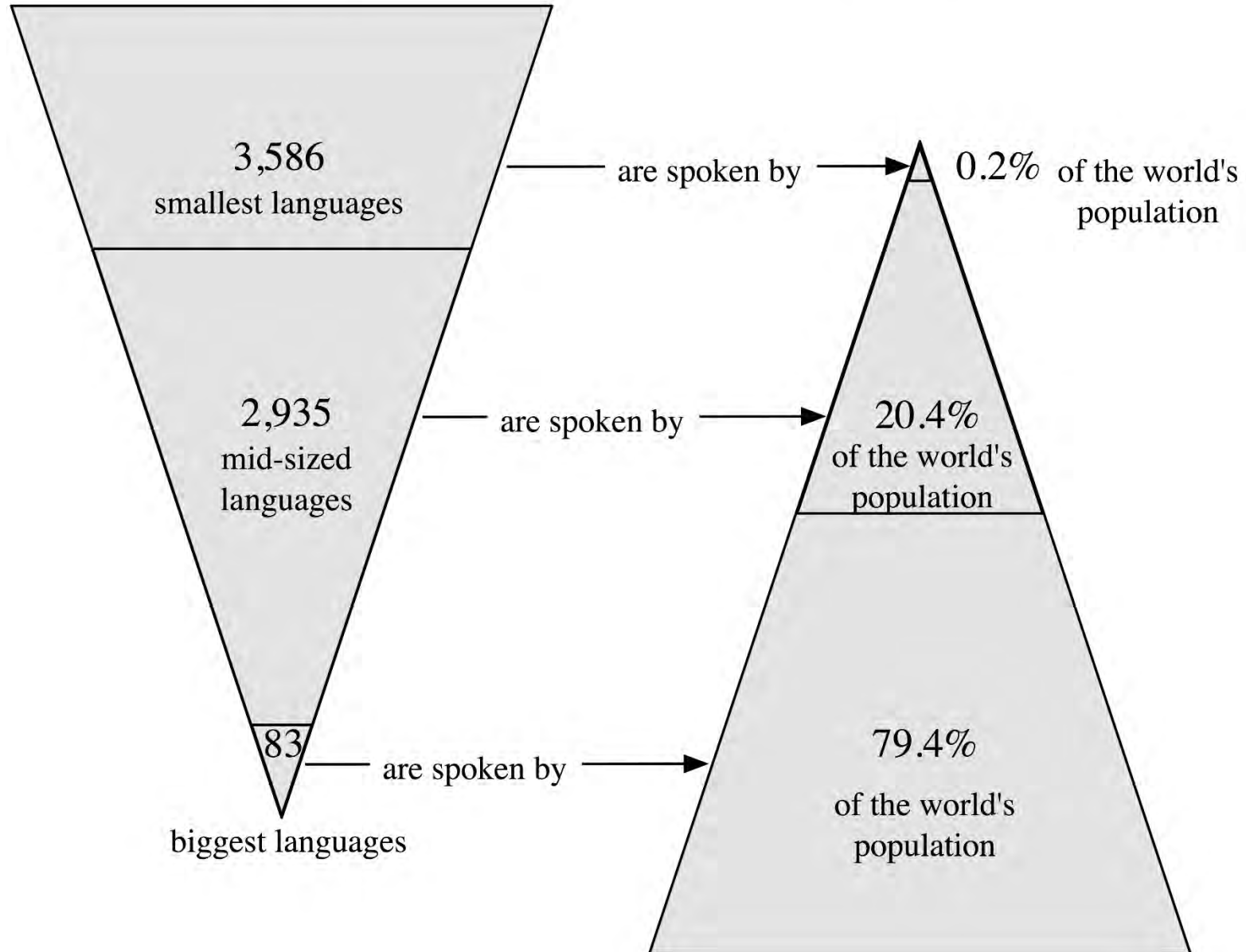
Global language loss



- There were approximately 7,000 numbers of spoken languages in 2007.
- By the end of the 21st century, 50-90 percent of the currently existing languages will be disappeared.

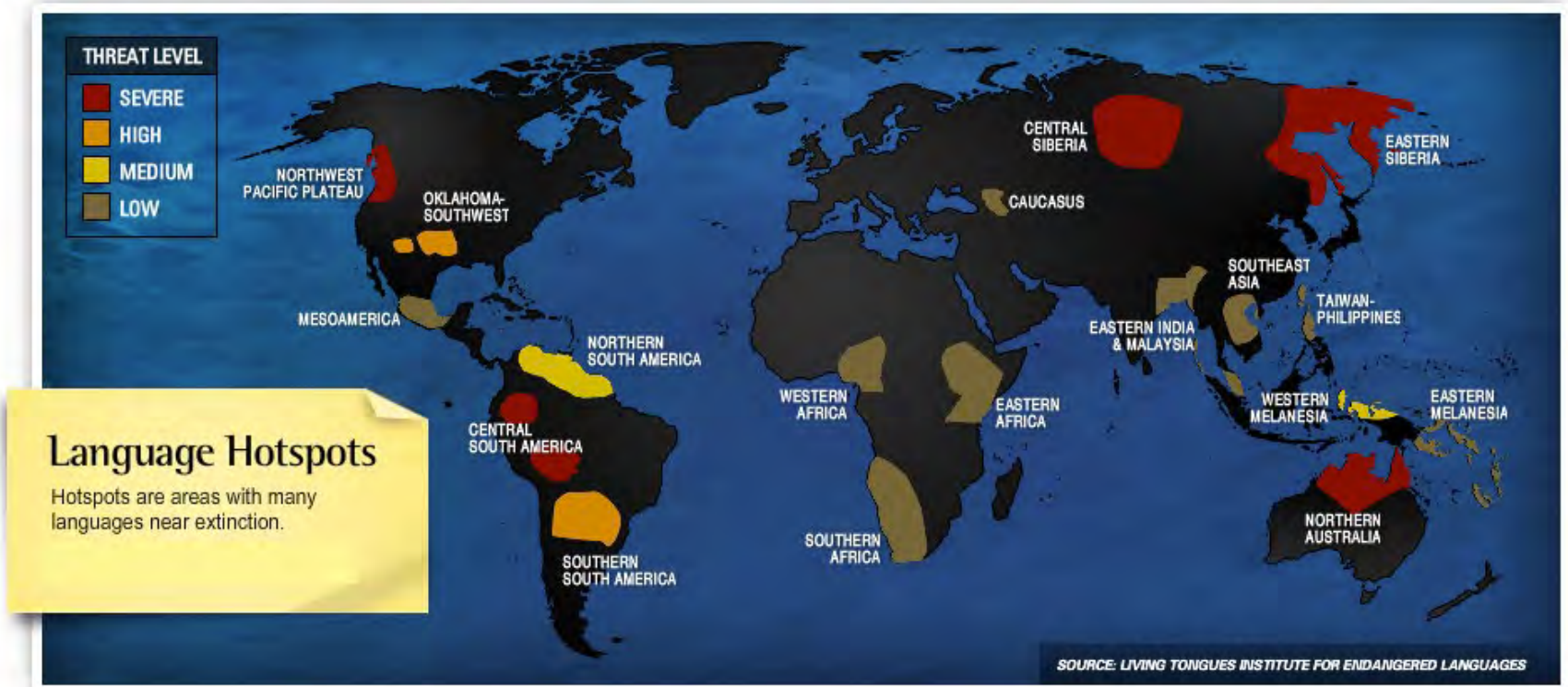
Languages

Speakers



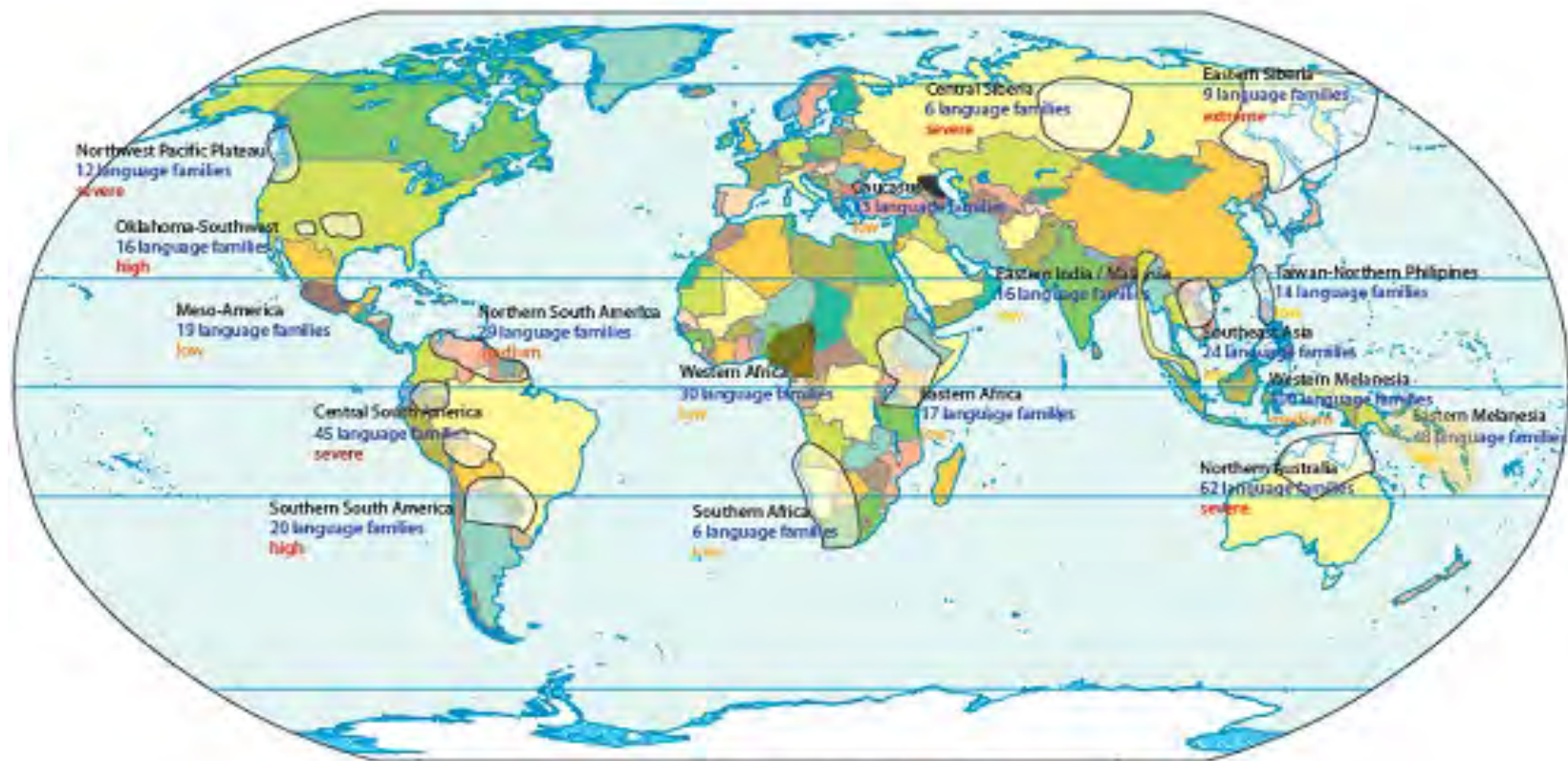
Smaller languages get smaller and die out

Endangered Languages



Endangered Languages

Global Language Hotspots



Work in progress - do not cite without permission
Map by Greg Anderson & David Harrison, assisted by Robbie Hart, 2007
© Living Tongues Institute for Endangered Languages

Distribution of World Languages by Area of Origin

Area	Living Languages		Number of Speakers	
	Count	Percent	Total	Percent
Africa	2,146	30.2	810,209,997	12.9
Americas	1,060	14.9	51,456,819	0.8
Asia	2,303	32.4	3,770,496,032	59.9
Europe	285	4.0	1,656,808,477	26.3
Pacific	1,312	18.5	6,740,866	0.1
Total	7,106	100.0	6,295,712,191	100.0

Note: Year 1995
<http://www.ethnologue.com/statistics>

Reasons for language loss

- Cultural assimilation:
 - Colonization
 - Migration
 - Invasion
- Demographic factors
- Economic forces: English language of business relations
- Mass media

Language by class

- Members of the social and cultural elite were bilingual
- As Stig Hajvard pointed out, “French, German, and Latin were languages of high status; Danish was a sign of low status, the language of the peasantry and the uneducated” (Stig Hajvard. The Globalization of Language).

English: the language of globalization

- English the language people use whenever they wish to communicate with others outside of their own linguistic community
- World language
- English becomes the lingua franca of the global network
- Lingua franca: language that is adopted as a common language between speakers whose native language are different

English: the language of globalization

- In 1990s, English was spoken by about 350 million native speakers, with 400 million as second language.
- 80 percent of the content posted on the internet is in English.
- World literature will be English literature: “just as in the sciences, those who wish to reach a world audience will write in English.” (Jacques Melitz. CEPR Paris)

The top 10 most spoken languages of the world

Pos	Language	Speakers (Millions)	Where Spoken (Major)
1	Mandarin	1151	China, Malaysia, Taiwan
2	English	1000	USA, UK, Australia, Canada, New Zealand
3	Spanish	500	Mexico, Central and South America, Spain
4	Hindi	490	North and Central India
5	Russian	277	Russia, Central Asia
6	Arabic	255	Middle East, Arabia, North Africa
7	Portuguese	240	Brazil, Portugal, Southern Africa
8	Bengali	215	Bangladesh, Eastern India
9	French	200	France, Canada, West Africa, Central Africa
10	Malay, Indonesian	175	Indonesia, Malaysia, Singapore