**Field of study :** Literature and Civilisation

**Level :** Master 1

**Module :** GLOBAL ISSUES

**Course Number :**2

**Course Title :** Concept of Global Homogenization (subject debate )

**Teacher’s Name :** Dr FRID DAOUDI

**Read the following passage**

**Homogenization’s Influence on Culture**

Global homogenization has an impact on culture at all the three levels mentioned above. It affects directly the production and use of consumer goods. People use the same kind of goods everywhere. But even such use is set in differing social contexts. For example, Coke and McDonalds may be very popular in the USA; but in India, only the few rich can afford them and they become status symbols and in China, traditional Chinese restaurants are still dominant.

At the level of social relationships, there is a certain homogenization about how a business is run and how people relate to each other in situations of production and marketing. But the relationships of people are not limited to production and marketing. There are other natural (family), traditional (cultural) and associative groups.

As for the third level, sociologists have frequently pointed out that while religion loses the dominant position and modernity has led to a differentiation of social institutions, modernity has not managed to become a substitute for religions for most people (Bauman, 1998). Ultimate questions of meaning are still being asked and answered in various ways. Religions are even undergoing a revival in many areas.

Considering these factors, we can say that the homogenization brought about by globalization is superficial and is limited to the material level of the consumer goods used by people and a certain consumer culture that is artificially promoted by the media. It does not affect how people relate to each other and how they find meaning and purpose in life. It leaves largely untouched the freedom and agency of the subjects in the creating and changing culture, both as individual and as groups (Friedman, 1994).

**Globalization Enhances Cultural Identity**

In the new era of globalization, people become much more concerned about the uniqueness and particularity of their own culture. Cultural identity provides the global significance of local knowledge and the sense of self, community and nation. Deng (2005) points that cultural identity answers the questions of “Who am I ?”, “Where are we going ?” and “What do we Have ?” Since people construct their identities through their cultures, they will defend them. Actually, globalization brings much more awareness of cultural identity than before.

In terms of science and technology, or in terms of economic development, globalization may reflect some kind of theory of convergence. But in a deeper sense, globalization enhances cultural identity and people become much more concerned about the uniqueness or the particularity of their culture. If we look at it negatively, globalization may lead to hegemonic control. But hopefully, globalization may lead to a sense of “togetherness”. The planet is our lifeboat and we are all in this boat together. Globalization can also lead to a sense of “deeply-rooted-in-one’s-culture,” and the global significance of local knowledge. These two dimensions can form a very fruitful interaction. Some people say globalization and localization are so much integrated that we have to coin a new word “glocal”, both global and local. Therefore togetherness is not at all in conflict with diversity. The world becomes more diverse and also more “together”.

 **Globalization Enhances Cultural Identity**

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Intercultural Communication Studies XVI : 1 2007

Key words to explain :

Homogenization , global marketing , marketing of global culture , culture consumers

Glocal, togetherness

The sense of ‘togetherness ‘creates an new world wave called ‘the sharing movement ‘where all people are practicing which means that all people are sharing information data and even actions . Can we consider it as a new dominant culture, not a culture but an issue of globalization?

1. The development of technology and what is known by the ‘networking’ creates a new way of living based on adopting new cultural influences considered until now alien influences the macdonalization concept at the beginning of the globalization was a clear example. The result is a common cultural aspect shared by billions of people.
2. It is only global issue due to the fact that people could adopt some behaviours that cannot go with their environment society roots..etc it can even threaten their identity simply because people are attracted by the other cultures thinking that are better ; for the developing countries the culture of the developed countries is better since it put them at the paramount of development .on the other hand the developed countries adopt that of the developing ones since they consider it as a return to the source of life close to nature etc.

Remember that the aim of our second semester lectures is to answer the following problematic:

**Are we living in a globalized culture or a culture of globalization?**