

# Effects of global communication on westernization

[Sociology](#), [Communication](#)



## Introduction

Analysis of the explosion in international exchanges is mainly focused on the impact of globalization and between the peoples of the world economic aspects of the cultural exchanges between the expenditure. Americanization of globalization is another term. General pattern of media ownership that is west led by the United States to dominate the information the major media and entertainment sectors in international flows. But what is such a global way flow of information and entertainment on the national and regional media cultures shock. Some people believe that the international communication and media are lead to cultural homogenization, but the global / national / local interaction model may be more complex. (Montana, et al., 2008)

## **Globalization of western culture**

As detailed in the previous course of global communications hardware and software industry is owned by a few multinational corporations, especially those based in the United States. So, first we study the Americanization.

## **Westernization**

Westernization is a non-Western society that “ Western culture” in the industrial, technological, legal, political, economic, lifestyle, diet, language, alphabet, culture, religion or values deal with the impact of these things. Westernization has been in the past few years the popularity of the world and accelerates the impact. It is usually a two-sided process, that Western influence and interests of their society by the impact of a change on the hope that at least in part to a more Westernized society in the realization of

certain aspects of Western life or hope. Westernization can also be involved in the process of acculturation. Acculturation refers to the change in a society or culture; there will be two different groups of direct continuous contact. After exposure, the changes in cultural patterns in one or both of the culture are obvious. (Barnlund, 2008)

In popular speech, Westernization can also refer to Western expansion and colonialism on the local society. For example, the local people who have used European languages and customs of the characteristics of the West is known as assimilation or westernization. Westernization may be forced or voluntary depending on the exposure circumstances. Domination, destruction, resistance, survival, adaptation, and the local culture may follow different degrees of modification interethnic contact. In one case, the experience of local culture as a more powerful outsiders damage caused by a “ shock period” is often the result from the encounter. This is the shock stage, particularly in relation to colonial expansion or the interaction between characteristics of the times. In the shock phase, civil repression of the use of force may lead to cultural collapse, or ethnic and cultural extinction, this is a culture of physical extinction.

### **The effects of global communication and how it develops**

Hundreds of years ago, when the ship began to explore the world, they may never have thought, people can contact each other too quickly and easily in the 21st century. First of all, we want to know it is a global communications: it is sending and receiving information of a worldwide process. Like a full one on different areas (economic, educational, cultural, business, science,

technology and politics.) country's national communication, but today, global communications has greatly changed, it is increasingly faster, more convenient, more effective. (Kottak & Phillip, 2005)

In the past, it is difficult to obtain enough information on other countries of the world. Is there a link for each country? Most of the country has just cooperation with neighbouring countries. However, it really put their communication time. Because of the distance and low-technology, global communication is very limited. With the technology, significant changes have taken place, based on the invention of cell phones and computers where a dedicated global communications. They communicate a very important global role; they are widely used in the life of the people now in the application.

Development of technology is driving the global spread of growth to change people's lives. People can keep in touch with each other mobile phones and computers, even though they live in different countries. Synchronous communication links to provide the people easy and fast way. In addition, people can acquire knowledge through the computer. We can better understand the world, we can know in our midst, what in the world on a daily basis, we can know everything, and we should know our stuff to learn, the fastest, we can do. (Velkley & Richard, 2002)

There have been advances in global communications, in cultural, economic and political globalization as a high-tech bridge to strengthen international exchanges and cooperation between each country. We have more opportunities and easy way to understand the culture of other countries, on

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the basis of their culture, its benefits; we have further cooperation with them to do business. With the cooperation of all ethnic groups in politics, no doubt played the entire country's stability and development of an increasingly important role.

The growing high-tech, global communication in the past decade has brought changes of globalization. As the international business of this kind, its development speed is very fast. Some of the large companies from the developing countries are opening up new factories in developing countries. They are not only to promote cooperation among countries, but also increase local employment. It can also be ordered from the network products in the domestic and foreign. Their military practice is good for world peace. In addition, there are many regional and international organizations, ASEAN (the Association of Southeast Asian), the European Union, the Arab League, the International Monetary Fund, the World Trade Organization. While some organizations have long ago discovered that they have developed rapidly and in recent years played an important role in globalization. In short, the development of high-tech, global communication has been great progress today. It into a new era, knowledge, and we are full of opportunities. It makes the whole world is onefamily. (Berghahn & Volker, 2010)

However, this concept is misleading, one-way impact of linear and homogeneous medium. Technical effect is always the community mediation and construction. Each new technology must find in social life, a cultural space, in order to have any meaningful social relations impact. In the media, in technology ranging from the simplest to the most complex, easy access at

any time from the unique situation of the small elite, the effects are even more complex and ambiguous. Macromedia, the distinction between the concept of media and micro media may illustrate this point. Communications (satellite, mainframe computers, the Internet, its branches, the World Wide Web) and Macromedia appears to be agents of globalization. Through global satellite and computer networks, cross-border data flows, scientific and professional e-mail, commercial advertisements, Macromedia is supporting the national market, social and cultural globalization.

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globalization. Through global satellite and computer networks, cross-border data flow, scientific and professional e-mail, commercial advertisements, Macromedia is supporting the national market, social and cultural globalization. Micro-communications (telephone, copiers, stereos, VCRs, musictapes and personal computer) in the power of the major media have given the centrifugal force of the external object. All three types of media, but through close government, market and civil society, social network connected. If there is no historical and cultural background in the specific circumstances of social and political functions, therefore, influence the media largely mysterious and incomprehensible. (Nadeem & Macaulay, 2009)

### **English as a global language**

Modern English is sometimes referred to as the global lingua franca. English is the major in communications, science, business, aviation, entertainment, broadcasting and the international language of diplomacy. The impact of the British Empire is a language far beyond the British Isles, the initial transmission, the main reason. After World War II, the growing economic and cultural influence of the United States has been greatly accelerated by the British. Working knowledge of English is required in some areas, professional and vocational. More than one billion people as a result of the English-speaking at least a basic level (see English language learning and teaching.) English is one of six United Nations official languages.

English, computer science and the world because English is so widely used, it is often referred to as a, Auglobal language, the African Union, the common language of our times. Although English is not the official language in most

countries, this is the most frequently around the world, the language of second language teaching. (Fitzpatrick & Michael, 2008)

Some linguists [attribution needed] that it is no longer exclusive, Aunative English speakers, the AU and cultural symbols, but a language, it absorbs all kinds of culture around the world and will continue to grow. It is by international treaties, air and sea traffic official language, and the European Union, the United Nations, one of the official languages and the most international, including the International Olympic Organizing Committee for the English language is the language most often studied as European Union foreign language ( 89% of students), France (32%), Germany (18%) and Spain (8%), followed. In non-English speaking countries, a large part of the population claim to be able to speak English, the Netherlands (87%), Sweden (85%), Denmark (83%), Luxembourg (66%), Finland (60%), Slovenia (56%), Austria (53%), Belgium (52%), and Germany (51%).

Norway and Iceland also have charge of the majority of English speakers. In addition, the younger generation in these countries, English is close to 100%. [Edit] books, magazines, newspapers, and in English in many countries around the world. English is the most commonly used language in science. In 1997, the Science Citation Index reported that 95% of the articles are written in English, even if only half of the country from the English came. (Steger & Manfred, 2009)

Conclusion



The spread of the global communications technology, such as internet, has lead to the above mentioned changes and westernization in countries around the globe. Due to all this adaptation of the western culture by the people living around the globe, there is a growing threat of people completely moving to giving up their own cultures to completely transform to the western cultures.

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