

Global village

Countries



Global Village is a term closely associated with Marshall McLuhan,[1] popularized in his books *The Gutenberg Galaxy: The Making of Typographic Man* (1962) and *Understanding Media* (1964). McLuhan describes how the globe has been contracted into a village by electric technology[2] and the instantaneous movement of information from every quarter to every point at the same time [3]. In bringing all social and political functions together in a sudden implosion, electric speed has heightened human awareness of responsibility to an intense degree [4].

Today, the term " Global Village" is mostly used as a metaphor to describe the Internet and World Wide Web. [citation needed] On the Internet, physical distance is even less of a hindrance to the real-time communicative activities of people, and therefore social spheres are greatly expanded by the openness of the web and the ease at which people can search for online communities and interact with others that share the same interests and concerns. Therefore, this technology fosters the idea of a conglomerate yet unified global community. 5] Due to the enhanced speed of communication online and the ability of people to read about, spread, and react to global news very rapidly, McLuhan says this forces us to become more involved with one another from countries around the world and be more aware of our global responsibilities. Similarly, web-connected computers enable people to link their web sites together. This new reality has implications for forming new sociological structures within the context of culture. Criticisms

There is some disagreement in the consideration of the Internet as promoting the idea of a global village. Modern theorist Glenn Willmott says <https://assignbuster.com/global-village/>

McLuhan's idea of the Global Village is a cliched phrase that does not take into account the corruption of the Internet by government and corporate censorship and control over information on the web (news and entertainment information in particular). [7] The notion of the digital divide also signifies why the idea of global village is the problem is because we have more technical things these days.

The idea of a Global Village is problematic; not all people are connected to the Internet equally (notably the economically disadvantaged) and those that lack web access are excluded from global news and participating in online communities, then modern communication technology does not truly promote a Global Village as McLuhan described it for all people.

Communication media can also be used to divide people within the sphere of online communities.

For example, scholars Marshall Van Alstyne and Erik Brynjolfsson offer a contrasting view in their paper, " Electronic Communities: Global Village or Cyberbalkans? " [8] They say that although modern communication technologies have the potential to create the unified communities reminiscent of McLuhan's idea of the Global Village, they also threaten to balkanize or fragment communities by allowing people to easily segregate themselves into geographic and special interest groups. From Global Village to Global Theater

No chapter in Understanding Media, or later books, contains the idea that the Global Village and the electronic media create unified communities. In fact, in an interview with Gerald Stearn [9], McLuhan says that it never occurred to

him that uniformity and tranquillity were the properties of the Global Village. The Global Village insures maximal disagreement on all points because it creates more discontinuity and division and diversity under the increase of the village conditions. The Global Village is far more diverse, full of fighting.

After the publication of *Understanding Media*, McLuhan starts to use the term Global Theater to emphasise the changeover from consumer to producer, from acquisition to involvement, from job holding to role playing, stressing that there is no more community to clothe the naked specialist [10].

Global Village (Dubai) From Wikipedia, the free encyclopedia Jump to: navigation, search Global Village is located in Dubailand, the world's largest tourism, leisure and entertainment project. Global Village is the region's first premier cultural, entertainment and shopping destination, celebrates diverse cultures, art, theater, commerce and cuisine from around the world and welcomes more than four million guests per year. Each season, Global Village delivers a wide variety of pioneering new shows and attractions in the heart of Dubailand. Covering an area of 17. 2 million sq. ft. The new Global Village at Dubailand will have extensive facilities and features. The construction of this project was started in 2003 and is now almost complete with two or three projects that are expected to be completed by 2011. Contents | | 1

Description | | 2 Entertainment and Activity Zone | | 3 Guinness World Record Pavilion | | 4 New Location | | 5 2008-2009 season | | 5. Pavilions participating in the 2008-2009 season | | 5. 1. 1 Asia | | 5. 1. 2 Eastern Asia | | 5. 1. 3 Middle Eastern Asia | | 5. 1. 4 Africa |

Description The Global village has seen a great success since it has been launched in 1996 and till today it is attracting millions of visitors each year.

<https://assignbuster.com/global-village/>

In the beginning, the global village was located in Dubai shopping festival but now Global village has moved towards its new location in Dubailand. Where it is attracting millions of visitors each year, The new location of Global village in Dubailand is almost completed with the remaining work is in final stages.

For each of the past ten years, the rapid growth of Global Village has put tremendous strain on its facilities and on the roads infrastructure around where it has been held. The Global Village is the perfect forum for the countries of the world to showcase their heritage, culture, architecture, arts and crafts, cuisine, merchandise and unique lifestyle. Participating countries have a choice of large and small pavilions, which they can design to their own specifications.

The Global village had made its first beginning on the Creekside in 1996, where we had a few kiosk opposite to the Dubai Municipality. Then it shifted to Oud Metha area near Wafi city complex there it stayed for 5 years but finally it could not accommodate the demand from both exhibitors and visitors and then it turned in Dubai shopping festival which has remained its home for past 3 years and ultimately Global village location has shifted Dubailand.

In the year 1996 there was a first event launched by global village, then in 1997, the Global Village hosted 18 country pavilions, which have risen to 30 countries during the 2005 event, which remained open for two and a half months from 12 January to 31st March 2005 and attracted a millions of visitor that year. During this year Global village added 15 more pavilions of

Australia, Austria, Cambodia, Canada, Greece, Iraq, Japan, Nepal, New Zealand, Nigeria, Poland, Qatar, Kyrgyz Republic, Switzerland and United Kingdom. followed by 2006-2007 that hosted pavilions of 50 countries and attracted a record 4. million visitors. Shopping grew by 11 per cent, specific pavilion visits by 63 per cent and comparative shopping by 52 per cent over the previous season. According to a survey the total visitor spend amount reached to Dh600 million. Entertainment and Activity Zone The entertainment events will include the World Culture Stage, showcasing premiere entertainment from around the world. Featured on the lake will be the " Beach Adrenaline" Jet-Ski Show, which will provide nightly thrills with exciting stunts from a team of internationally awarded jet-ski champions.

Additionally, a Lantern Festival (Festival of Lights) an array of specially created Chinese lanterns will beautify the entire park including the entrances and canal to create a wonderful festive ambiance throughout the entire destination. Guinness World Record Pavilion This Pavilion is an innovative concept to feature past world records and a venue to bring in world records in different categories. Where a person can try to break the record for the loudest scream, the fastest text message, or the longest coin spin and many more. New Location

The new location of entertainment complex of the Global Village is located on the Emirates Road within the sprawling Dubailand. It is close to the residential development of Arabian Ranches on Exit 37. The Global Village is connected to all emirates of the UAE via an efficient road network. In addition to housing the pavilions of different countries, the Global Village accommodates restaurants, shuttle transport services and a massive parking <https://assignbuster.com/global-village/>

area. Find Global Village just 10 minutes from the Dubai International Airport and 60 minutes from Abu Dhabi. 008-2009 season This New Year has plenty to offer at Global Village. Bringing a precious opportunity to witness one of the most spectacular international entertainment and cultural events this year, Dubai's Global Village has opened its doors on November 12, 2008 and will remain open for a total of 102 days(closes on February 21st, 2009) just after the end of the Dubai Shopping Festival. In addition it has other attractions to offer its projected 5 million visitors, such as around 40 fun fair rides, Venetian gondolas, rowing boats and a World Culture Stage

Pavilions participating in the 2008-2009 season Asia • Pakistan • India • Nepal • Afghanistan • Iran Eastern Asia • China • Philippines • Vietnam • Thailand Middle Eastern Asia • UAE • Yemen • Bahrain • Saudi Arabia • Kuwait • Lebanon • Jordan • Syria • Palestine • Egypt • Morocco • Qatar • Oman Africa • Rwanda • Senegal This tourist attraction has high targets of over 20 million foot visitors to the Village by 2011, when the three permanent phases of the project are due to be completed.

Development of an area with 80 high street outlets and a state-of-the-art amusement park will be implemented after this season's run of Global Village. The project will be finished in 2011, and plans include a 560 room 5 star hotel alongside a 3 star hotel, along with over 1, 000 residential units.

_____ The Global Village

The Global Village is a concept that has come of age and is here to stay. It is an international fair festooned with a carnival like atmosphere. Various countries participate and set up their respective pavilions designed to reflect their heritage and culture, Shops are allotted to each pavilion whereby, a country displays its ethnic crafts. Dancers from around the world showcase their talent around the pavilions. Global Village India promises to be a fantastic, mind blowing shopping extravaganza with lots of entertainment thrown in for the entire family.

It is a holistic package of entertainment, fun and frolic and shopping with an international flavor. Traditional crafts and folk dances of different countries are woven around the theme of culture and heritage. An ambience, hitherto unknown, shall be created by marrying different cultures, crafts and cuisines of various countries. Imagine the incredible spectacle of Brazilian Samba dancers, Russian ballet and Egyptian Belly dancers performing alongside Bhangra and Dandia artistes. Handicrafts from countries as diverse as Kenya and Kuwait will be on display.

Bohemian crystal from the Czech Republic to exotic Egyptian bead necklaces will please even the most die hard buyers. Specially imparted fireworks will dazzle the night sky each day of the festival. This razzmatazz will definitely enthuse millions of visitors who flock to the Global Village. About India India is one of the fastest growing economies with a growth rate pegged at 8% per annum. It is a dream of every single exhibitor to reap the benefits of this growing economy. Delhi the capital city with a huge population of 13.5 million is a bastion of high spending power.

Global Village will bring this kind of citizenry closer to realizing their dreams. Global Village India offers reasonable priced, limited liability opportunity to handicraft manufacturers, artisans and dealers to visit India, get a feel of opportunities on offer, interact with buyers and sell their wares. A festival of such an international flavor will be incomplete without cuisines from the world over. Italian, Chinese and Arabian delicacies along with Indian gourmet delights will be irresistible. A carnival like atmosphere shall prevail .

Floats depicting cultures and traditions from different countries will go around the village all the time. An International standard Giant Wheel and other exciting rides will be specially imported from Europe to ensure that kids and teenagers have the time of their lives. What with the assortment of handicrafts and allied products available, the Global Village will be preferred destination for Delhi cities and its neighbours. This is the inaugural year of the Global Village. We shall strive to innovate , adapt and incorporate all the new success in the years to come.