

Globalization in the cultural area

Business



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Cultural Globalization Cultural globalization is the term used to refer to the transfer of values, meanings, and ideas across national borders. The process of cultural globalization is marked by the shared adoption of cultures diffused by such factors as popular culture, traveling, and the Internet. The following picture reflects cultural globalization:

Globalization in the Cultural Area (Pirkey).

This picture is suggestive of globalization in the cultural area because first of all, the words “ global culture” are written in bold and capital format in black. The color of the words becomes infused with the colors of the picture which reinforces the perception that the picture carries global culture as its underlying theme. The picture makes one face from a quarter of four faces each. The four faces belong to people from different cultures, ethnicities, races, and genders. The four people can be guessed to belong to some Arab country, some African country, some Asian country, and some European country. The picture is diverse on many levels, and not just culture or ethnicity. For example, one of the two bottom faces is of some supposedly uneducated, illiterate, and poor African man whereas the other face can be of a British man in armed forces. The picture shows how, in the present age, people from different cultures have joined together to fulfill each other’s needs. The unification of the four faces reflects a common and shared focus of the different cultures. The fact that one face forms from four different faces is suggestive of the fact that different cultures reinforce each other and combine to form the contemporary lifestyle.

Works Cited:

Pirkey, Will. “ Emic & Etic Approaches in International Research.” iModerate

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