Beyond Cultural Imperialism: Globalization, Communication and the New International Order

The state of global mass communication today can be identified through a discussion of key concepts at play. Those terms, such as globalization, struggle to have one widely accepted meaning. Beyond Cultural Imperialism, a highly debated concept, refers to how an ideology or a way of life is exported from one country to another through movement of cultural goods. A major driver of cultural imperialism in the era of globalization is large corporations, many of whom have their base in the United States.

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Global mass communication: pros, cons and what drives it

Social practices that are experienced as direct may themselves be formed through exposure to media representations or performed for media. Questions of cultural imperialism speak to major current continuities, including cultural suspension and generational ideas of “gallophobia”, influential economic models of “capitalism” and “free enterprise”, developments that are embedded in the global spread of concepts such as “modern,” “progressive,” “growth,” “development,”..."