**Cultural Globalization**

Under globalization due to time-space compression, cross-border cultures are becoming prevalent, local and external cultures are influencing each other which boosts cultural spread, exchange, integration and innovative ideas.

**Features of Cultural Globalization**

| Cultural Exchange (Cultural diversity) | • Transportation Technology: Increase tourism exchange opportunities (e.g. International tourist increased to 60 million people in just from 2000 to 2016 → learning trip)  
• Internet: People can use internet to spread information and evaluation which are mutually beneficial (E.g. Social media like Facebook, Instagram)  
• Changes in value |
| Cultural Sharing (cultural diversity) | • Cultural products (e.g. Films, other culture food) can be spread and shared by other countries (E.g. Korean drama films like 來自星星的你) |
| Glocalization | • MNEs use glocalization strategies to input foreign culture to local culture so as to integrate new products → Cultural innovation and diversity (e.g. Hong Kong Milk Tea: Milk + Tea; macdonalds having mac-chicken-rice) |
| Western Dominance (Homogenization) | • Western countries have huge economic and political power as well as soft power → Sell their products out will also spread the western culture → Cultural homogenization → Western power become dominating (imperialism)  
• English as the common language: 38 million people mother tongue in the world is English (US, UK, Aus, NZ, CN → 5 eyes)  
• Western Modern Value spread: Democracy, obesity etc. |
| MNEs Role | • Lifestyle changing: E.g. fast-food culture, mcdonaldization  
• Brand Concept: Common consumption values like mcdonaldization → the business model  
• Social development e.g. 迪士尼化 |
**Consumerism:** Business aim on profit to build sales network and create the value of consumerism (e.g. flesh sales like 雙十一, black Friday)

**Soft power**
- Cultural industry (e.g. entertainment industry) is one of the indicator of soft power
- Cultural industry can enhance the income of citizens by exporting cultural products (e.g. Korea’s exports of cosmetic products, chicken and beer) and increase the international status and influence (e.g. UK as the first in soft power, its university is very influential to people all over the world)

### Advantages

| Cultural Integration | Cultural exchanges → Contact with global products and information → cultural understanding → enhance personal life experience  
E.g. Hong Kong as an international hub can enjoy a huge variety of food all over the world include Japanese, Indian, Arabian, French → Fusion |
| Cultural Diversity | Western and Eastern Cultures are arising together and you can enjoy many types of culture  
E.g. We can enjoy different types of movies in Hong Kong like Korean movies, K-pop, J-pop, mainland drama, Western Hollywood films |
| Cultural Innovation | Glocalization: Inject new elements towards local culture to boost cultural innovation  
E.g. Traditional egg puffs in Hong Kong now have many innovations like mango, durian taste |
| Local Culture | Shock from external culture → Reflect upon local culture on external culture invasion → It can raise the awareness towards local cultural conservation which facilitates the protection of local culture  
E.g. Taiwan Movie Industry: 我的少年時代, Italy: Slow Eat Campaign |
### Disadvantages

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| Local culture being marginalized                            | • Local industries are being marginalized, being marginalized by the influx of western culture  
  E.g. some accent, local traditional industries                                                                                                         |
| Cultural Conflicts                                          | • During the process of exchange, western cultures dominate and might create cultural conflicts → Causing terrorism  
  E.g. France ban Muslim females wearing Muslim Bikinis, arise of ISIS                                                                                   |
| Cultural Polarization                                      | • Causing inequality: Only the rich people can enjoy culture like performing arts, music and concert while poor people cannot                                                                                |
| Cultural Homogenization                                    | • Cultural Imperialism: Focus on personal benefits → Spread the western dominating life style to influence others (e.g. the United States dominant the concept)                                                |
| Over commercialization                                      | • Only focus on commercialization of the product → Neglect the cultural value of the product behind  
  • Some products that cannot be commodify are being marginalized                                                                                     |

Response: Accept / Exclude / Integrate / Protect

### Cultural Globalization

- Spread and Exchange ($S$)
- Local Culture ($A$)
- Cultural Diversity ($P(A \cup B)$)
- Glocalization ($P(B|A)$)
- Cultural Integration and Innovation ($P(A \cap B)$)
- Homogenization (Western Dominance) ($P(B) > P(A)$)
- Commercialization ($$$$$$$$$$$$$$$)$

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P(A|B) = \frac{P(A \cap B)}{P(B)}
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