CHAPTER 4, KEY ISSUE 4

WHY DOES GLOBALIZATION OF POPULAR CULTURE CAUSE PROBLEMS?
IMPACTS OF THE GLOBALIZATION OF POPULAR CULTURE

2 MAJOR PROBLEMS:

• SPREAD OF POPULAR CULTURE THREATENS SURVIVAL OF FOLK CULTURES.
  • MOSTLY WESTERN IDEAS ARE ADOPTED.
  • LOSS OF TRADITIONAL VALUES.
    • CLOTHES ARE WESTERN BUSINESS STYLE (URBAN PEOPLE IN AFRICA & ASIA)
  • CAN HAVE RESISTANCE TO THIS: AFGHANISTAN IS AN EXTREME EXAMPLE

• POP CULTURE MAY BE LESS RESPONSIVE TO THE DIVERSITY OF LOCAL ENVIRONMENTS AND CONSEQUENTLY MAY GENERATE ADVERSE ENVIRONMENTAL IMPACTS
Some counties try to protect traditional Folk cultures.
IMPACTS OF THE GLOBALIZATION OF POPULAR CULTURE

• As a result of spread of popular culture woman's status increase.
  • Also threatens the subservience of women to men that is embedded in many folk customs

• Taliban in Afghanistan did not allow women to attend school, work outside the home, or drive a car—also could not leave the home without a male (relative) escort

• Pop. culture has brought ideas of legal equality and economic and social opportunities to many LDCs

• On the negative side, “sex tours” have led to an increase in prostitution in South and Southeast Asia
Status of woman change. Traditional Geisha but now in Japan women do not get married or delay marriage for work.
THREATS OF FOREIGN MEDIA

• LEADERS OF MANY LDCS VIEW INFLUX OF POP CULTURE AS A THREAT TO INDEPENDENCE
  • THE MASS MEDIA PLAYS A BIG ROLE IN THIS
    • ESP. NEWS-GATHERING ORGANIZATIONS

• THE US, UK, AND JAPAN DOMINATE TELEVISION IN LDCS

• LDC LEADERS VIEW THIS AS A METHOD OF ECONOMIC AND CULTURAL IMPERIALISM

• AMERICAN SHOWS PRESENT AMERICAN BELIEFS AND SOCIAL FORMS

http://www.youtube.com/watch?v=D8bCuNiJ-NJ
WESTERN CONTROL OF NEWS MEDIA

• DIFFUSION OF INFORMATION TO NEWSPAPERS AROUND THE WORLD ARE DOMINATED BY THE ASSOCIATED PRESS (AP) AND REUTERS
• STORIES THAT OTHER COUNTRIES GET FOCUS MORE ON NEWS OF MDCS
• MANY AFRICAN AND ASIAN GOVERNMENTS CRITICIZE THE IDEA OF FREEDOM OF THE PRESS
ENVIRONMENTAL IMPACT OF POPULAR CULTURE

- Pop. culture can significantly modify or control the environment

- We often modify environments to increase leisure
  - Ex. Golf course
    - Avg. about 200 acres
The 50 best-served and worst-served metropolitan areas in terms of golf holes per capita, and areas that are above and below average.
UNIFORM LANDSCAPE

• DISTRIBUTION OF POP. CULTURE AROUND THE WORLD LEADS TO MORE UNIFORM LANDSCAPES

• PROMOTERS OF POP. CULTURE WANT A UNIFORM APPEARANCE TO GENERATE “PRODUCT RECOGNITION”
  • EX. DIFFUSION OF FAST FOOD RESTAURANTS
    • LOOK SIMILAR AROUND THE WORLD SO TRAVELERS CAN EASILY IDENTIFY THEM
    • GAS STATIONS, SUPERMARKETS, AND HOTELS FOLLOW A SIMILAR PATTERN
Globalization promotes uniform landscape. The entire world becomes similar.

MCDONALD’S IN BEIJING, CHINA
ROUTE 66, U.S.

This landscape is exported around the world.
UNIFORM LANDSCAPE

• IN 1970S AMERICAN, EUROPEAN, AND JAPANESE CARS ALL LOOKED VERY DIFFERENT

• TODAY THEY LOOK MORE SIMILAR THAN DIFFERENT
NEGATIVE ENVIRONMENTAL IMPACT

2 WAYS THIS MIGHT HAPPEN AS A RESULT OF THE DIFFUSION OF POPULAR CULTURE:

1. DEPLETION OF SCARCE NATURAL RESOURCES
2. POLLUTION
NEGATIVE ENVIRONMENTAL IMPACT

• POP CULTURE DEMANDS A LARGE AMOUNT OF NATURAL RESOURCES TO MANUFACTURE CERTAIN GOODS

• MINERALS CAN BE OVER MINED AND ANIMALS CAN BECOME ENDANGERED IN THE NAME OF POP CULTURE

• POP CULTURE GENERATES A HIGH VOLUME OF WASTE—SOLIDS, LIQUIDS, AND GASES

• SOLID WASTE IS PARTICULARLY PROBLEMATIC

http://storyofstuff.org/movies/story-of-stuff/