

Beyond Cultural Imperialism Globalization Communication And The New International Order

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"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, are large corporations, many of whom have their base in the United States.

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The state of global mass communication today can be identified through a discussion of key concepts at play. Those concepts are: globalization, media concentration or conglomeration, electronic colonialism, and consumerism. Many of these terms, such as globalization, struggle to have one widely accepted meaning.

Global mass communication: pros, cons and what drives it

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It first examines how the discourse of globalization has historically moved from cultural imperialism to cultural hybridity. It then attempts to intersect such evolution with issues of gender and race. This essay is theoretically grounded in the intersection of cultural hybridity and postcolonial feminism.

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