

Are we becoming part of a global culture?

Yifan Peng *

The High School Affiliated to Beijing Normal University, Beijing 100000, China

* Corresponding Author Email: pengyifanted@163.com

Abstract. Cultural globalization is a multifaceted phenomenon driven by a variety of factors that facilitate the spread of ideas, knowledge and practices across national borders. One of the most visible manifestations of cultural globalization is the proliferation of multinational corporations and global brands that have penetrated markets around the world and have become symbols of Western culture. At the same time, however, cultural globalization has also led to the spread and adoption of non-Western cultural products. The increased exchange of cultural practices and values has also led to the emergence of hybrid cultural forms. The spread of digital media and the Internet has also facilitated the creation of new communities and social networks that transcend national borders and provide new avenues for cultural expression and exchange. However, cultural globalization also has its negative effects, particularly in terms of the erosion of local cultural identities and traditions. In sum, although cultural globalization is a complex and multifaceted phenomenon.

Keywords: Cultural globalization, Factors, Impact.

1. Introduction

As science and technology advance, the modes of communication available to people have undergone a dramatic transformation. The proliferation of the internet, for instance, has enabled people to communicate with unprecedented ease and rapidity, transcending the limits of time and space. The associated decline in the cost of long-distance communication has fostered increasing globalization, thereby breaking down barriers between countries and regions. Although the connection between different countries has become closer, it is still challenging to overcome the obstacle of geographical distance. For most people, they can use their cell phones to connect to the internet and then contact each other, which will cause cultural exchange. Therefore, the “we” from “Are we becoming a part of global culture?” refers to people who can use the internet to contact others from around the world. “Are we becoming a part of global culture?” implies that we are supporters and advocates of global culture. Humans are social animals and live in societies that are interconnected and dependent on each other. In this society, people communicate and influence each other in various ways, and culture is one of the most important factors. Culture includes language, beliefs, values, customs, art, and literature. Cultural Anthropology: A Toolkit for a Global Age by Kenneth J. Guest (W. W. Norton & Company, 2017) provides a framework and tool for our understanding and interpretation of the world. Due to the trend of globalization and technological development, communication and cultural integration between people are becoming increasingly frequent and common. This means that we are now more easily exposed to different cultures and perspectives than ever before, and it is also easier to spread our views and cultures to other places. Therefore, we play the role of supporters and advocates not only because we live in an era of globalization but also because our culture and perspectives have an impact on other people and cultures. At the same time, being a supporter and advocate is also a mutually reinforcing process. When we support and advocate a certain culture or perspective, we also learn new things from other people and other cultures, thereby expanding our horizons and cognition. This mutually reinforcing process helps to promote cultural diversity and exchange, thereby contributing to a better understanding and respect for other cultures and perspectives, promoting the harmonious development of global society. Against this backdrop of continuous globalization, it behooves us as members of the general public to ponder whether we, too, are participating in this process. As ordinary people, we rely on basic modes of communication, such as letter writing and online media, to connect with others. Moreover, given the increasing prevalence of global culture, it is difficult to abstain from

participating in online discussions regarding this phenomenon. Indeed, whenever we utilize our mobile phones to connect to the internet, we become implicated in the global culture, for our words and actions online inevitably impact this global phenomenon to some extent.

2. Introduction of global culture

The concept of global culture refers to the set of shared experiences, norms, symbols, and ideas that unite individuals and communities at the global level. Culture is a multi-layered construct that can exist at various levels, including global, national, regional, city, neighborhood, subculture, and super culture. The emergence of global culture is largely attributable to social forces such as electronic communications (e.g., telephones, e-mail, fax machines), the mass media (e.g., television, radio, film), the news media, the Internet, international businesses and banks, and the United Nations, among others. Marshall McLuhan is a media and communication theorist who coined the term "global village" in 1964 to describe the phenomenon of simultaneous contraction and expansion of world culture due to pervasive technological advances (Johnson 192). This concept includes cultural integration, indicating the emergence of cultural globalization. In the era of electronic media, humanity will move from individualism and fragmentation towards a "tribal" collective identity. McLuhan calls it a global village. This means that global culture will also make people more collective and centralized. McLuhan also published "The Gutenberg Galaxy: The Making of the Type Man" in 1962, analyzing the impact of mass media, especially the printing press, on European culture and human consciousness. This book popularizes the term "global village", which refers to the idea that mass media allows a village like way of thinking to be applied to the entire world; And the "Gutenberg Galaxy". Despite the pervasiveness of global culture, there is a need for individuals to examine it critically. One practical example of global culture is the phenomenon of food as a symbol of cultural identity. For instance, McDonald's, a quintessentially American fast-food chain, has expanded its reach to different countries around the world, and in the process, has become a global icon. The globalization of businesses and nations is driven by the scarcity of resources and the unique resource endowments of different nations and continents. The need to trade and communicate with each other to access essential resources and information has facilitated the emergence of global culture. The enhanced interconnectedness between countries and cultures has also led to greater communication and exchange of ideas about cultural practices and traditions, resulting in a more profound appreciation and understanding of cultural diversity. In conclusion, global culture is a complex and dynamic construct that is shaped by various social forces and factors. While it has the potential to promote cross-cultural understanding and appreciation, it also poses challenges to the preservation of local cultures and traditions. It is therefore imperative for individuals to critically evaluate their engagement with global culture to ensure its sustainable and equitable development.

3. The impact of global culture on a person

For the average person, work and leisure are the most significant aspects of daily life. In China, the implementation of the new working hour system on March 5, 1994, was a turning point, marking the first Saturday off and granting people more time for relaxation. However, it took some time for individuals to adjust to the five-and-a-half working day system, and some employees arrived at their workplaces on the first weekend, having forgotten that it was a day off. Subsequently, the State Council revised the regulations on employee working hours on March 25, 1995, stipulating a 40-hour workweek and implementing the two-day working hour system starting May 1, 1995. This change increased people's leisure time and catalyzed the growth of the tertiary industry. Friday became a weekend, and television programming was adjusted accordingly, offering a plethora of entertainment and variety shows. As a result, the weekend system has enhanced people's quality of life by providing them with a range of leisure activities. Following a busy workday, people seek a place to unwind and relax, and the global culture has an impact on their choice of location. For example, Chinese

individuals used to frequent teahouses, but today, more and more young people prefer coffee shops like Starbucks and Costa. This shift in preference exemplifies the influence of different cultures on each other, altering people's lifestyles through the global culture's impact on their daily lives. Furthermore, individuals tend to discuss academic and intellectual topics during conversations, just as nations exchange information and knowledge. Historically, different tribes shared information to improve their hunting and provide for their families, and this practice continues today. The acquisition of knowledge is crucial to personal development, and as such, individuals must obtain information from schools and the internet, thereby participating in the global culture by learning and disseminating shared global knowledge.

4. How does a person influence global culture

A person can influence global culture in several ways, including through conversation, personal views, and new media. Through conversation, people can share their ideas and perspectives with others, promoting new ways of thinking. Personal views can also influence others, shaping their beliefs and values. New media, such as social media platforms and blogs, have also become important tools for people to express their opinions and connect with others globally. Global culture is a phenomenon that has emerged due to the increasing interconnectedness of people and nations. With the rise of globalization, individuals have become increasingly influential in shaping the culture of the world. Here are three ways in which a person can influence global culture: Conversation: One of the most direct ways in which an individual can influence global culture is through conversation. By engaging in discussions with people from different parts of the world, individuals can learn about different cultures, share their own experiences, and challenge stereotypes. These conversations can take place online or in person and can be facilitated through various platforms such as social media, online forums, and conferences. Through these conversations, individuals can promote cultural understanding, tolerance, and respect, which are essential for the creation of a global culture that is inclusive and diverse. View: Another way in which an individual can influence global culture is through their views. The opinions and beliefs of individuals can shape the way people think and act, and they can have a significant impact on the development of global culture. For instance, when influential figures such as celebrities, politicians, or intellectuals express their views on issues such as human rights, climate change, or social justice, they can inspire others to take action and create change. Through their views, individuals can influence the values and norms that shape global culture, and they can help create a more just and equitable world. New Media: With the rise of new media, individuals now have access to a vast range of platforms through which they can create and share content with a global audience. From social media platforms such as Instagram, TikTok, and Twitter to video-sharing platforms such as YouTube and Vimeo, individuals can create and share content that reflects their perspectives and experiences. Through their content, individuals can inspire and educate others, challenge stereotypes, and promote cultural diversity. New media also allows individuals to connect with like-minded people from different parts of the world and form communities that can drive social change. In conclusion, individuals play a crucial role in shaping global culture. Through conversation, views, and new media, individuals can influence the values, beliefs, and norms that shape global culture. First, viewpoints and dialogues are interrelated. People's perspectives are often generated and formed through dialogue and communication. Dialogue is an important way for people to understand and exchange their views. It can help people better understand and accept different views and also help people better express and explain their own views. Secondly, the media is an important platform for dialogue and perspectives. The media can help people spread and share their views more widely and promote dialogue and communication. Various media in modern society, such as newspapers, television, radio, and social media, provide people with channels and tools for exchanging and disseminating ideas. Finally, the media can also influence and shape people's views and conversations. The way media reports and presents can affect people's perceptions and understanding, thereby affecting the process and outcome of dialogue. At the same time, the media

can also guide people to focus on specific topics or opinions, thereby shaping the public's views and opinions to a certain extent. In summary, viewpoints, dialogues, and media are interrelated and mutually influencing, together constituting an important component of dialogue and communication in society. As the world becomes increasingly interconnected, it is essential for individuals to promote cultural understanding, respect, and tolerance to create a global culture that is inclusive and diverse.

The electronic age, also known as the digital age, has brought about significant changes in the way we communicate, interact, and consume information. It has also had a profound impact on global culture, shaping its characteristics and defining its nature. Here are some of the key characteristics of global culture during the electronic age: **Interconnectedness:** The electronic age has made it easier for people from different parts of the world to connect and interact with each other. Through social media platforms, video conferencing, and other digital communication tools, individuals can communicate and collaborate with others from anywhere in the world. This has created a global culture that is characterized by interconnectedness, where people are able to share their experiences, ideas, and cultures with others on a global scale. **Diversity:** The electronic age has also contributed to the diversity of global culture. As individuals are exposed to different cultures and perspectives through the internet and other digital media, they become more aware of the diversity that exists in the world. This has led to a greater appreciation of cultural differences and has contributed to the creation of a global culture that is more inclusive and diverse. **Homogenization:** Despite the diversity that exists in global culture, the electronic age has also contributed to a certain degree of homogenization. This is because digital media has made it easier for cultural products such as music, films, and fashion to be distributed on a global scale. As a result, cultural products from certain regions or countries may become dominant in the global market, leading to a certain degree of cultural homogenization. **Hybridity:** The electronic age has also contributed to the creation of hybrid cultural forms. This is because digital media has made it easier for individuals to mix and match cultural influences from different parts of the world, creating new and unique cultural expressions. For instance, the popularity of K-pop, which mixes Korean and Western cultural influences, is an example of this trend. **Instantaneity:** The electronic age has also made culture more instantaneous. With the rise of social media platforms such as Twitter and Instagram, cultural events and expressions can be shared and disseminated instantaneously, creating a culture that is constantly changing and evolving. In conclusion, the electronic age has had a significant impact on global culture, shaping its characteristics and defining its nature. Interconnectedness, diversity, homogenization, hybridity, and instantaneity are all key characteristics of global culture during the electronic age. Understanding these characteristics is essential for anyone who wishes to navigate and participate in global culture in the 21st century.

- 1 conversation
- 2 view
- 3 through new media

5. How do we participate in global culture

A Participating in global culture is something that almost everyone can do, regardless of their location, background, or interests. Here are some ways in which we can participate in global culture: **Culture industry:** The culture industry is a term used to describe the commercial production and distribution of cultural products such as music, films, and television shows. By engaging with the culture industry, we can participate in global culture by consuming and contributing to the creation of cultural products that are shared and enjoyed around the world. This can be through purchasing and streaming music from international artists, watching foreign films and TV shows, or participating in online communities and forums that discuss and critique global cultural products.

Society: Society is another way in which we can participate in global culture. As members of a global community, we can engage in social and political issues that affect people around the world. By participating in discussions and debates on global issues such as climate change, human rights,

and social justice, we can contribute to a global culture of awareness and activism. This can be through volunteering for international organizations, participating in peaceful protests and marches, or simply engaging in conversations with people from different backgrounds and cultures. In conclusion, participating in global culture is a multi-faceted and accessible endeavor. By engaging with cultural products, traveling, participating in the culture industry, and engaging in global society, we can all contribute to a more diverse, inclusive, and interconnected global culture.

-1 culture industry

-2 society

6. The concrete manifestation of cultural globalization

For those people who run for their life, it's hard for them to have enough time to observe the changing of the society they live and the global change. Cultural globalization has brought about many concrete manifestations that can be observed in various aspects of life, such as the economy, healthcare, festivals, trade, and media. Here are some examples of how cultural globalization has manifested in these areas:

Economics: If people want a trade with each other, one of the most important things is the trust. Only by build enough trust that people can trade with each other. However, for people in the past, they didn't know anything about others, which hard for them to trade to each other. Globalization of the economy has led to the spread of cultural products and practices across different regions and countries. For example, fast-food chains such as McDonald's and KFC have become ubiquitous in many parts of the world, serving as symbols of Western culture and global commerce. Similarly, international brands such as Coca-Cola, Nike, and Apple have become recognizable symbols of global culture and have spread their products and advertising campaigns around the world.

Medical care: As we know that ancient people in different continent have different way to treat the illness. As time pass by, they different region will have their unique method for treatment. For instance, traditional medicine practices from various cultures have gained popularity in the Western world, such as acupuncture and herbal medicine. On the other hand, Western medical practices such as vaccinations and surgical procedures have been adopted in many developing countries, often with the help of international aid organizations.

Festival: It's hard for us not to mention the festival when we talk about the culture. For China we have Spring festival and the Dragon boat festival, and for Western country they have the Christmas Day and the Thanks Giving Day. When the culture become globalized, the different festival from different culture will be mixed together. For example, more and more America people tend to celebrate the Spring Festival even the California have admitted that Spring Festival is the legal holiday; for people in China, celebrating Christmas has become a popularity activity for young people. Events such as the Carnival in Brazil, the Chinese New Year, and Oktoberfest in Germany have gained popularity around the world and are often celebrated in countries far from their origins. This trend reflects the growing interest in and appreciation of diverse cultural traditions and practices.

Media: The spread of digital media and the internet has also been a significant factor in the globalization of culture. Social media platforms such as Facebook and Instagram have created new opportunities for people to share their cultural experiences and connect with others around the world. Some blogger even will share the culture of other countries on the Internet as their career. Similarly, streaming services such as Netflix and YouTube have made it easier for people to access and consume cultural products from different regions and countries.

In conclusion, cultural globalization can be seen in a range of concrete manifestations across different aspects of society. From the spread of fast-food chains and international brands to the adoption of medical practices and the celebration of cultural festivals, these examples reflect the increasing interconnectedness and exchange of ideas between different cultures and societies.

-1 economics

-2 medical care

- 3 festival
- 4 media

7. Is it good or bad that we become part of the global culture

The increasing globalization of culture has both positive and negative aspects, and it is up to individuals to weigh these factors when considering the impact of global culture on society. Here are some arguments for both sides: Positive: One of the biggest benefits of global culture is the opportunity for people to experience and appreciate diverse cultural expressions and practices from around the world. This can lead to greater tolerance and understanding between different cultures, and can also encourage creativity and innovation through the sharing of ideas and influences. Additionally, the spread of cultural products such as music, films, and literature can provide new economic opportunities for artists and businesses around the world. Negative: However, the homogenization of culture can also lead to the loss of unique cultural traditions and practices. As more cultures adopt global trends and behaviors, there is a risk that local customs and traditions may be overshadowed or lost altogether. Additionally, the dominance of Western cultural products and values in the global market can lead to cultural imperialism, where Western ideals are imposed on other cultures and societies. Conclusion: In conclusion, the globalization of culture has both positive and negative aspects, and it is important to approach this phenomenon with an open mind and a critical eye. While there are undeniable benefits to the sharing of cultural practices and products around the world, we must also be aware of the potential risks of cultural homogenization and imperialism. Ultimately, it is up to individuals and communities to decide how to engage with global culture in a way that is respectful and sustainable for all cultures involved.

- 1 positive
- 2 negative
- 3 conclusion of this paragraph

8. Conclusion

Cultural globalization is a multifaceted phenomenon that has been driven by various factors, including advancements in transportation and communication technologies, the expansion of global trade and investment, and the increasing ease of travel and migration. It has had a significant impact on the world's cultures, as it has facilitated the spread of ideas, knowledge, and practices across national borders. One of the most visible manifestations of cultural globalization is the proliferation of multinational corporations and global brands, which have penetrated markets around the world and have come to symbolize aspects of Western culture. The spread of fast-food chains, for example, has led to the global standardization of food products and the homogenization of eating habits. At the same time, however, cultural globalization has also led to the popularization and adoption of non-Western cultural products, such as anime, Bollywood films, and traditional Chinese medicine. The increased exchange of cultural practices and values has also led to the emergence of hybrid cultural forms, as cultures blend and influence one another. For example, the globalization of music has led to the fusion of different genres and styles, resulting in new and unique sounds. The spread of digital media and the internet has also facilitated the creation of new communities and social networks that transcend national boundaries, providing people with new avenues for cultural expression and exchange. However, cultural globalization has also had its negative impacts, particularly in the erosion of local cultural identities and traditions. The increasing adoption of global cultural products and practices has led to a loss of cultural diversity and the homogenization of cultural expressions. Additionally, cultural globalization has also been criticized for promoting a Western-centric worldview and for perpetuating global inequalities and power imbalances. In a word, although cultural globalization is a complex and multifaceted phenomenon, from the current social

development trend, all regions and individuals are inevitably experiencing the process of globalization.

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