Negative – local cultures destroyed?

Cultural homogenization/Cultural heterogenization?

Westernisation/Americanisation of the world
- The domination of American consumer brands (McDonalds, Nike, Coca-Cola, Gap) causes:
  - Global culture homogenisation (same goods everywhere, same ways of thinking everywhere)
  - Imbalance of cultural flows – from “core” to “periphery”, not vice versa (World Systems Theory)

Inequality in commerce & culture – chocolate example – production vs. consumption
“Culture” of chocolate production – wonderful, mysterious, fun – myths – Chocolate Factory
- Slavery
- West, Africa, south America, Caribbean, Asia
- $5 billion sold every year
- Ivory Coast produces 43% of cocoa used in US
- Most widespread abuse of children
- Estimated 200 000 children treated as slaves and beaten on Ivory Coast farms
- Ivory Coast = world’s largest producer
- Smuggled from Mali to the Ivory Coast (after 2008, trafficking should be illegal)
- Video of child slavery in Ivory Coast