

cultures. Increased choice promotes different culture styles around the world in which a range of local and westernised global cultural influences are combined into new hybrid cultures. Some Marxists argue that consumers and audiences now have more choices and knowledge available to them than ever before in history. Pluralists claim that this makes it even more difficult for any one set of ideas of culture to dominate in the world, leading to a promotion of democracy, growing cultural diversity through hybridisation, and the blossoming of ideas that were never before possible. Moreover, new media has also meant that some countries actively resist and challenge western consumer values, such as Islamic fundamentalism. Postmodernists argue that a globalised culture has enabled 'pick 'n' mix' identities to flourish. They regard the diversity of the globalised media as offering the world's population more choices in terms of their consumption patterns and lifestyles, opening up a greater global awareness and access to a diversity of cultures; bringing more opportunities for their identities unconstrained by local cultures.

To conclude, the main arguments to back up this claim include cultural homogenisation, the culture-ideology of consumerism, companies operating on a global scale promoting a global culture, and the idea of 'cocacolonisation'. Whereas the main arguments against this claim are the concepts of glocalised cultures, increased choice promoting different culture styles and hybrid cultures and 'pick 'n' mix' identities. Overall, the evidence is on how globalisation does not mean western domination.

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