

THE IMPACT OF GLOBALISATION: CULTURAL

Globalization is the process through which the world is becoming increasingly interconnected. Globalists argue that globalization has real consequences for the way that people and organizations operate across the world.

There are full transformation that globalization has had on other societies. One, there has been a change in the communications concept of time and space i.e., global communications are now instant. Two, economic markets and production in different countries. Three increasing cultural interaction and four increased problems sharing.

In terms of cultural globalization, there are two competing ideas *diversity* and *homogenization*. Homogenization is when society is a consumerist culture. A globalized culture has occurred through social networks, transportation, increased tourism, and experience of international cultures. cultural globalization is easy to spot as TV films are easily transmitted which is an empirical demonstration of global diffusion of ideas.

Globalization has brought about changes in language. Due to globalisation, majority of societies are now multi-cultural. People do not necessarily have to travel from one point to the next to learn the language(s) in the new region. Through TV, radio and social media programs, the world has become a "small village". It is not uncommon to listen to kids in Finland for example, using American lingo in their daily conversations. Learning a new language has never been made easier as it is right now. Intermarriages also play a crucial role in this.

New ways of dressing: From fashion blogs, Tv commercials, and celebrities, people pick up new fashion styles that they resonate with across the world.

A change on the way we eat. We adopt/try new cuisines whenever we have the opportunity to do so. A lot of restaurants from Thailand, Turkey, France, Mexico etc have sprung up all over the world. An American family will have a French dinner occasionally and accord it the respect and swag perhaps even better than the French would.

Has changed our way of communication. Globalisation has made it possible to study different cultures, their languages, and ways of life. Whenever we have an encounter with people outside our culture, we must appreciate the difference and try as much as possible to be at the same level with them when having a conversation as some cultures are more direct in their conversations while others are indirect.