

Cultural Impacts of Globalisation

What is Culture?

- Culture is **a way of life**, comprising:

Material Components	Non-material Components
Clothing	Language & symbols
Jewellery/ornamentation	Beliefs & values
Food	Norms, traditions/customs
Art (paintings, sculptures, etc.)	Religion
Architecture	Art (film, music, dance, etc.)
	Sport

How is Culture Exchanged and Spread?

- Conquest and occupation
- Cross-border/international trade
- Migration
- Tourism
- Mass media
- The Internet



(Ferrante, 2011)

Cultural Globalisation

- Culture **flows easily** because much of it is **abstract** – digitised forms increase ease flow; **tangible** forms of culture accompany international trade (e.g. food)
- Barriers still exist in places lacking access, and cultural flows are **unequal**: dominant and popular cultures move more quickly
- **Three main perspectives**: Homogenisation (convergence), Hybridisation, and Heterogenisation (differentialism)

Q8. Cultural Globalisation Trends

- **Homogenisation** scenario
 - Local cultures become **shaped by global more powerful cultures** (Western) or a “global culture” due to weak barriers and strong flows (e.g. Americanisation or McDonaldisation)
 - Globalisation seen to be a destructive force that **erodes identities** and local cultures and **eliminate uniqueness** of national cultures

Q8. Cultural Globalisation Trends

- **Hybridisation** scenario
 - Internal and external flows combine to create **unique cultural hybrids** of the two; barriers exist to prevent overwhelming of local culture, but do not completely block external flows
 - These new, distinctive and hybrid cultures are **neither global nor local** at their core (e.g. creolisation and glocalisation)



Cultural Globalisation Trends

- **Heterogenisation** scenario
 - Cultures **become more diverse** over time (local) or **distinct from each other** (trans-local/global) due to strong barriers and weak flows
 - Local cultures experience continuous **transformation and reinvention**; only peripheral surfaces of culture affected by globalisation – actual crux of culture remains intact and unaffected

WHY CHINA LOVES KFC

BUSINESS
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肯德基

KFC



Q9. KFC in China as Hybridisation

- Products and practices unique to Chinese market
 - Chicky mascot
 - Hostesses for children
 - School outreach programmes
 - Spicy chicken sandwich



Q10. How KFC Contributes to a “Globalised Childhood” in China

- “Globalised childhood culture”: deterritorialised space comprising universally relatable experiences
- By **successfully appealing** to children in the Beijing market, KFC becomes an integral part of Beijing children’s social life and **influences Chinese experiences of childhood**

BTS score a first for Korean band on Billboard chart with 'Dynamite'



The single notched 33.9 million US streams and 300,000 sales in its first week. PHOTO: BANGTAN.OFFICIAL/FACEBOOK

LOS ANGELES (REUTERS) - K-Pop band BTS roared to the top of the Billboard Hot 100 singles charts in the United States on Monday (Aug 31), becoming the first Korean pop act to debut at No. 1.

"Dynamite," the first all-English language single from the seven-member boy band, notched 33.9 million US streams and 300,000 sales in its first week, according to Nielsen Music data.

The band also scored the biggest digital sales week in nearly three years since Taylor Swift's "Look What You Made Me Do" in September 2017.

The Billboard Hot 100 singles chart combines US streaming, radio airplay and sales data.

Formed in 2013, BTS has spearheaded the K-Pop drive into the United States over the past three years with catchy, upbeat music.

South Korean solo artist PSY reached a No. 2 Hot 100 best with his viral hit "Gangnam Style" in 2012.

Although the band had previously broken into the top 10 on the Billboard Hot 100, reaching the No. 4 spot with its March release "On," Monday marked the first time it debuted at No. 1.

The band on Sunday performed at the MTV Video Music Awards show for the first time and won four trophies, including best group and best pop group.

The Straits Times, 1 Sep 2020

IN FOCUS: Squid Game, Parasite and BTS – how 'Korean wave' has taken over the world



This undated photo released by Netflix shows South Korean cast members (from left) Park Hae-soo, Lee Jung-jae and Jung Ho-yeon in a scene from Squid Game. (Photo: AP/Youngkyu Park)



Tang See Kit

@SeeKitCNA

30 Oct 2021 06:00AM

(Updated: 30 Oct 2021 06:00AM)



SINGAPORE: Dennis Lim did not expect himself to be binge-watching a South Korean television drama.

Related Topics

K-Pop and the Korean Wave

- How is the Korean Wave (*Hallyu*) both an example of cultural **homogenisation** and **hybridisation**?
 - Korean popular culture's widespread global popularity **shapes local cultural tastes** and preferences for music, fashion, food
 - K-Pop is **itself a fusion** of Western (predominantly American) music genres (pop, hip-hop/R&B, EDM) with South Korean cultural elements – other products are also similarly influenced by global culture

[#SQUID GAME](#) | [#NETFLIX](#) | [#TIKTOK](#) | [#VIRAL VIDEOS](#)

Squid Game fever is real, here's how Singaporeans are joining the game

SEPTEMBER 27, 2021 ⓘ PUBLISHED AT 2:47 PM

By [CLAUDIA TAN](#) | [ASIAONE](#)

TikTok/Screengrab

Red light, green light: 7 S'pore firms that jumped on the Squid Game biz marketing hype

Angela Teng  • October 14, 2021





EXPLAINS

The rise of the Korean wave



Cultural Impacts of Globalisation

- Raised awareness
 - Global spread of cultures has people around the world **more aware of various cultures**
- Increased diversity
 - Hybridisation creates new cultural products that **increases the diversity** of cultures
- Cultural rejuvenation
 - Resistance to the homogenising effect of foreign cultures can **rejuvenate traditions and “lost” cultures**

Cultural Impacts of Globalisation

- Erosion and loss
 - Traditions and practices **gradually diminish** as locals adopt foreign cultural counterparts e.g. languages, religions, clothing
- Conflict
 - **Resistance and opposition** can result in tensions between local and foreign (e.g. xenophobia) that may escalate into outright violence

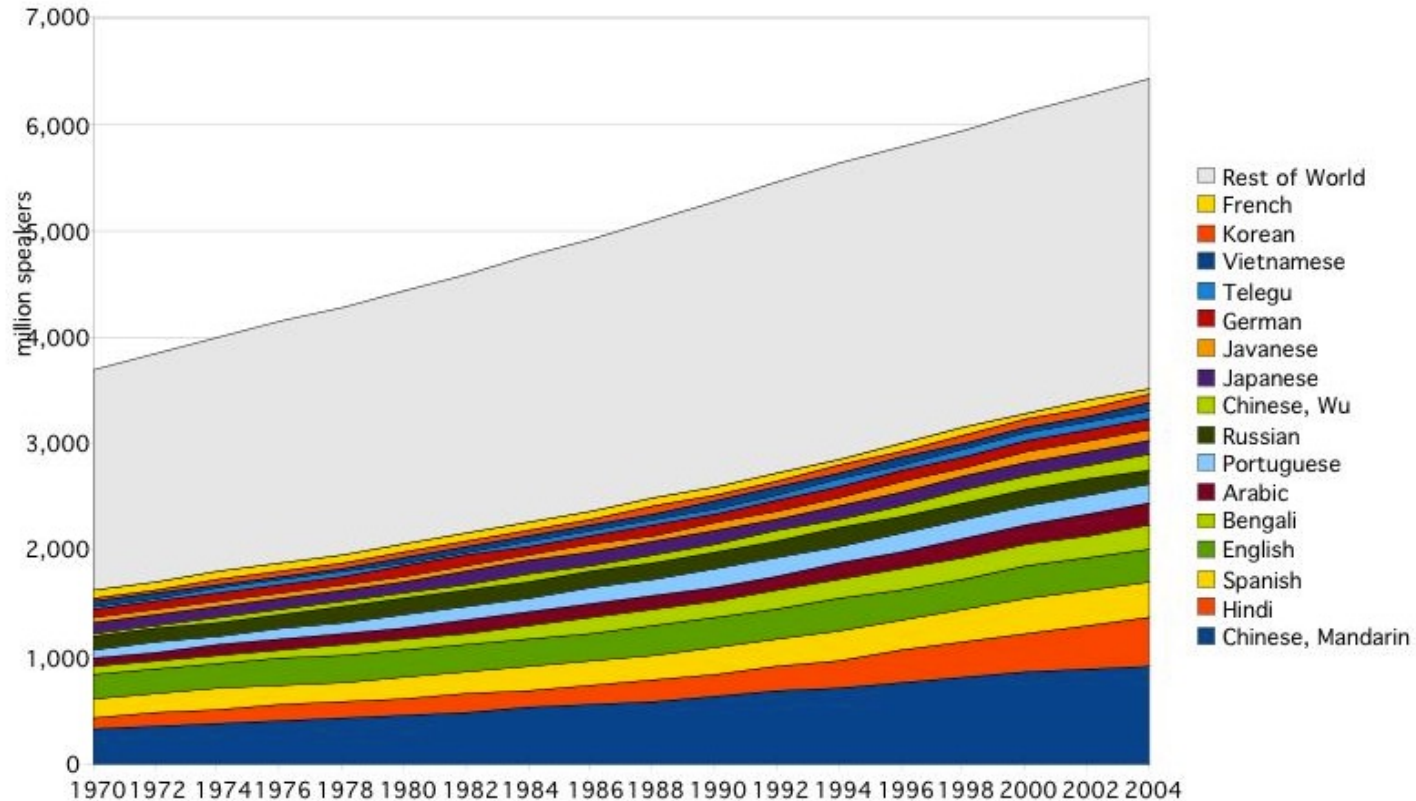
Global Language Diversity Loss

- In just 35 years, between 1970 and 2005, **global linguistic diversity has declined by 20%**
- Ever-growing social and economic pressures are inducing or even forcing people to switch from generally smaller, more geographically restricted languages to larger languages, especially **global languages** like Mandarin Chinese, Hindi, English, or Spanish, or regionally dominant languages like Swahili
- The top 16 languages spoken worldwide increased their share of the global population from 45% in 1970 to 55% in 2005.

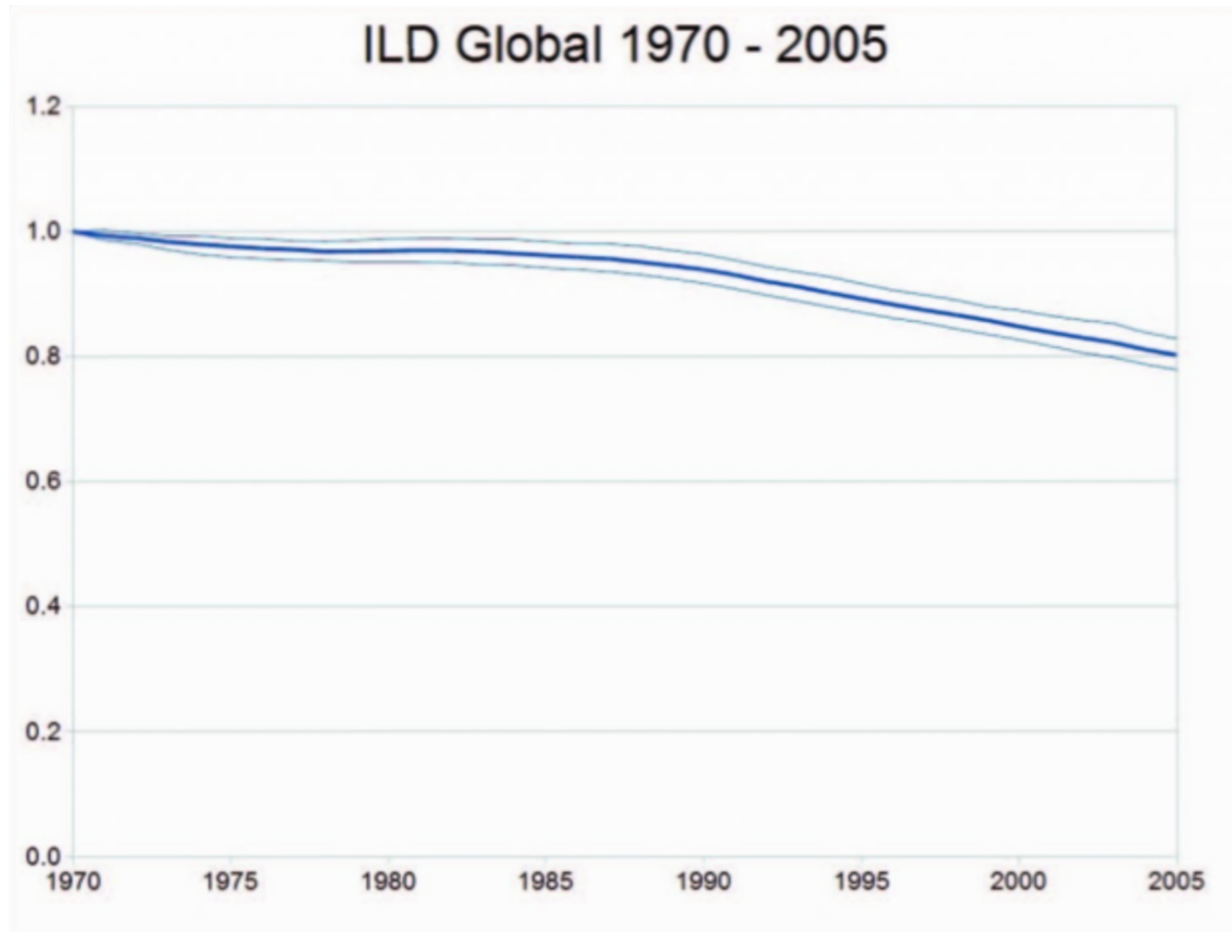
- Harmon, D. and Loh, J. (2010). The Index of Linguistic Diversity: A New Quantitative Measure of Trends in the Status of the World's Languages

Largest World Languages

by number of speakers 1970 - 2004



Largest World Languages Increasing Their Share of World's Population



Declining Trend of Global Linguistic Diversity, 1970-2005

Cultural Globalisation in SG

- Singapore's culture shaped by influences from all over the world:
 - **Early immigrants** brought their cultures to our shores from China, the Malayan/Indonesian archipelago, South Asia and Europe
 - Welcoming policy towards **migrants and tourists**
 - Singaporeans are **well-travelled** and **highly connected** to the world **via the internet**

Cultural Globalisation in SG

- Amidst the backdrop of globalisation, there is a debate about Singapore's cultural identity
 - Will our status as a global city strip Singapore of its own unique cultural identity, or will it enhance our attempts to create one?
 - Will our appetite for international culture (e.g. Netflix, K-pop and bubble tea) come at the expense of our local culture?

Cultural Globalisation in SG

- Opportunities
 - Singapore is **defined by its cultural diversity** – unique selling point that attracts continued immigration and investment
 - Local culture can be easily **promoted and spread** through tourism and the Internet (see Vadaketh's *End of Identity*) and status as global city

TRAVEL | ARTICLE

Singapore: where cultures come together

A multiracial, multicultural, multireligious heritage forms the backbone of the city's character.



Traditional Chinese puppetry is an intricate artform that features characters inspired by Chinese culture and mythology.

PHOTOGRAPH BY DERRICK SEE, PHOTOGRAPH COURTESY NATIONAL HERITAGE BOARD, SINGAPORE

BY TAN J KEN

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MUSIC

Jasmine Sokko on being the only 'exotic' Singaporean on China's Rave Now competition

BY JOVI HO | 03 FEB 2019 | 

She may have finished fourth on the reality TV competition, but the 23-year-old musician learned the importance of artistry – and her Mandarin got way better.



Singapore retains 21st spot in global soft power ranking

It scores in enterprise, digital areas, can do better in culture, global engagement: Study



Singapore came out tops in one of the study's six subindexes called "enterprise" and ranked eighth in the "digital" category. PHOTO: REUTERS

Cultural Globalisation in SG

- Threats
 - **Cultural erosion** – loss of language, practices and values (e.g. Chinese dialects to Mandarin, mother tongues to English)
 - “Singaporean identity always remained in flux” – **constant change** brought about by immigration

Experts concerned Chinatown is straying too far from roots

✓ This article is more than 12 months old

MELODY ZACCHEUS, HERITAGE AND COMMUNITY
CORRESPONDENT
© Jul 18, 2018 06:00 am



Amid an influx of eateries selling mala hotpot alongside shops touting kitschy souvenirs, some tourism and heritage experts here are questioning if Chinatown is losing its local flavour.

At a forum at the URA Centre yesterday, where preliminary findings of a survey on Chinatown were presented, attendees discussed among other things, the challenge of balancing





By June Yong

★ Commentary | [Commentary](#)

Commentary: In English-speaking Singapore, children face huge challenges in mastering mother tongue

27 Oct 2019 06:04AM

(Updated: 27 Oct 2019 10:18AM)



Bookmark



From a child's perspective, arguing that they have to master mother tongue because of economic or cultural reasons cuts no ice, says mum June Yong.

