

# Global Culture

- Today, more than ever before we find same cultural patterns gradually taking over the world.
- Similar forms of dress, pop music, advertisements, products we use and even English as a language (preferred second Language)
- We are witnessing a rise of global culture
- World is divided but also more together
- Reason: Existence of global connections - certain processes enabled it
- Globalization- an umbrella term to capture those processes

Globalisation - Global flow of goods, products, services, people and ideas.

Rise of global culture is facilitated through expanding globalisation through these three processes:

### 1) **The flow of goods across global economy**

–Heightened international trade

– Consumer goods like big brands to cars to TV shows are largely not localized to regions.

–Parts of products manufactured in different parts of the world, assembled in one place, sold all over.

Toyota, Honda, Nissan (Japan)

Dell, McDonalds, Apple, Google, Microsoft, Ralph Lauren, cK (American)

UCB, Gucci, French Connection, Prada, Jimmy Choo (European)

CCD, Old Monk, Royal Enfield, Infosys (India)



## 2) Global Communications and information flow

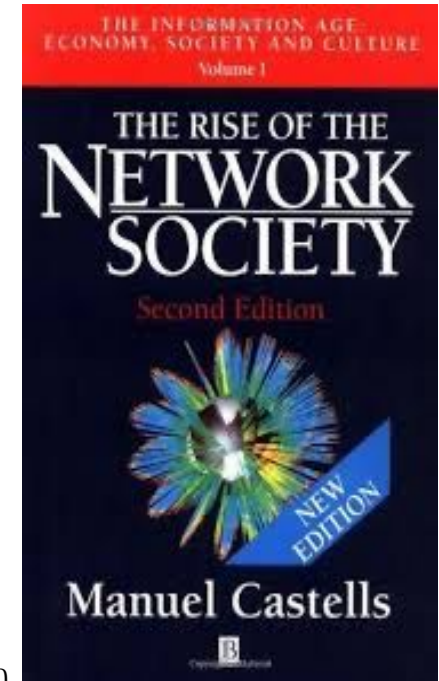
- Early communication was slow and erratic – through boats, messengers, horses – later by telegraph wire
- Now instantaneity has happened to conversations – satellite based signal processing
- Create space-time compression (Manuel Castell)
- Revolutionized the way social life is organized.

Ex: Protests online – physically present is no longer a mandatory condition

## 3) Global Migration of people

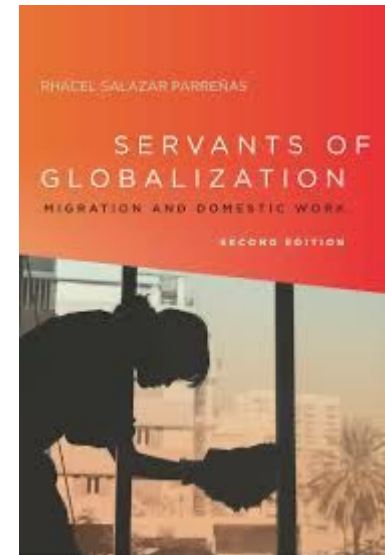
- Facilitated through easier faster travel and means of transport
- Number of international migrants globally in 2019: 272 million (3.5% of the world's population) (IOM, 2020)
- India had the largest number of migrants living abroad (17.5 million), followed by Mexico and China (11.8 million and 10.7 million respectively)

**All three forms of movement have made culture more similar, at least at the superficial level.**



# Dark side of Global Culture

- These flows have been uneven throughout the world – some countries lead, others follow
- Globalization can lead to **cultural imperialism**- Dominant countries imposing their culture on less powerful countries
- the disadvantaged (poor low income countries) remain restricted to local world.
- Some import technologies/products, other labour
  - (Nannies, Maids in US; Gulf workers from Kerala ;
  - Sri Lankan male domestic workers in Paris)
  - ‘*Servants of Globalisation*’ (R.Parrenas)
- Global culture thesis assumes everyone can access everything; poverty renders it impossible –
- Divide between rich and poor is more visible ;
- Millions deprived of basic necessities and safe and secure lives



Some global brands: Zara, Nike , H&M well known for being super exploitative of labour in underdeveloped and developing countries. (Read this:

<https://globalhobo.com.au/2017/04/19/the-devil-wears-zara/>)

- Lesser Wages only one form of exploitation, Long working hours, no breaks  
[https://www.youtube.com/watch?v=iD9aA1o\\_94](https://www.youtube.com/watch?v=iD9aA1o_94)
- Excessive reliance on child labour
- Destruction of tonnes of brand new clothes/footwear rather than donating to needy - causing massive industrial waste and environmental problem
- Toxic waste being dumped into rivers of poor nations



- Global waste flows- Hazardous waste being shipped From developed to developing countries (Third world nations and Africa) \_ **Toxic Colonialism**

<https://www.youtube.com/watch?v=MHnDgelUh-4>

- Pearl river in China (Denim capital of the world turned black due to industrial waste - Satellite image  
(<https://www.denimsandjeans.com/environment/denim-pollution-in-xintang-the-blue-jean-capital-of-the-world/1982#:~:text=CNN%20reports%20that%20the%20Pearl,being%20discarded%20into%20the%20river.>)



- There can also be backlash against cultural imperialism.
- In the aftermath of 9/11 and American Military Actions in Middle East and other Muslim countries, some Muslims urged banning American products



# Glocalisation

- Just because globalization is happening it does not mean people attach same meanings to same things - Bhangra in Canada has taken new meanings.
- Term coined by sociologist Roland Robertson, who wrote that **glocalization** meant "**the simultaneity—the co-presence—of both universalizing and particularizing tendencies.**"
- Glocalisation is a combination of the words 'globalisation' and 'localisation'
- Glocalisation refers to the process of responding to global cultures differently in local ways.
- Ex: McDonalds – Huge Global Brand (Started in 1940)



- Came to India in 1996
- India posed a paradox for business



McDonalds is an expert in Beef burger!

**BUT**

Hindus in India worship cow



# So McDonalds practiced Glocalisation!



McDonalds strategy is to listen to needs of local consumers  
And adapt to local market tastes – Global meets Local

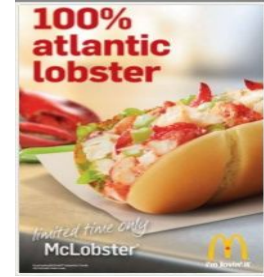
– McTurco Kebab in Turkey



- McFalafel in Israel



- McLobster in Canada



- McSausage in Germany



- A global product or service is tailored to conform with local laws, customs, or consumer preferences.

## Another example : IKEA

- Old Swedish Brand - came to India (first store - Hyderabad, then Mumbai, Bangalore, Gurugram - Emerging Financial / IT Hubs - so spending power available)
- In India, the store started by providing Samosas @ 10 rupees. Also, the famous meatballs are made from vegetables and chicken keeping in mind local tastes and religious sensitivities.
- IKEA sells self-assembly products but understanding the Indian mindset and habits the store provides around 1/6th of its store staff for assembly of the furniture. Also collaborated with Urban Company - consumers purchase furniture from IKEA store, book furniture assembly services via the Urban Company
- IKEA has created a section for cheap products, keeping in mind the price-sensitive market of India.



# Cultural Universals

- These are certain models or patterns that have **developed in all cultures** to resolve problems around group organization.
- Though they are universals, their specific contents are particular to each culture.
- Some Cultural Universals include:
  - Division of labour,
  - Incest Taboo, Family and Marriage
  - Rites of Passage



- **Division of Labour**
- In all societies: simple to complex
- Ex: Division of labour in Castes System; Bureaucracies, Tribes, Households, Factories, Government, State
- Means that humans constantly depend on each other

- **The Incest Taboo, Marriage and Family**

- All human societies regulate sexual behaviour
- Share basic cultural value: No sexual relations between parents and children, but also extend to kins, blood relations, siblings
- Great deal of variation in Incest rules across societies
- Family is the basic unit in all societies – its form and content varies

## •Rites of Passage

- All cultures recognize stages through which individuals pass in their lifetimes
- Often associated with rituals, ceremonies, celebrations
- These rites of passage are culturally defined . Ex: Menstruation celebration in parts of South India ; *Upnayana sanskaar* in North India
- Includes: Birth, Graduation, Birthdays, anniversaries, bachelor/Hen parties, Graduation, retirement parties, funerals
- Such rites of passage give individual a social identity and tells them what their roles should be