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# globalization / the internet



Imagine craving a burger and fries over your grandmother's traditional stew, a testament to the sweeping influence of cultural globalization. With American fast food chains, fashion brands, and media outlets dominating the globe, our local preferences and daily routines are evolving. Thanks to technological advances, world news is just a click away, making global media an omnipresent force in our lives. How has this emergence reshaped our cultural landscapes, and what does it mean for our identity?

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## understanding media globalization

**Media globalization** is the universal integration of media through the multicultural exchange of ideas. It involves the blending and dissemination of cultural products and values worldwide, facilitated by technological advancements and the pervasive reach of media.

To understand how globalization has influenced the media, we first need to understand what cultural globalization and its importance are

**Cultural globalization** refers to the transformation and exchange of values, ideas, attitudes, and cultural products across the globe. This phenomenon has several profound impacts on our society and individual identities.



Audiences everywhere are now closely connected to what is going on worldwide through news media, as significant events are displayed in real-time. This development fosters a global outlook among individuals, allowing them to identify with and relate to global audiences. Sociologist Anthony Giddens describes this process of creating a global identity as **cosmopolitanism**.

Giddens also suggests that globalization leads to **detraditionalization**. This refers to the phenomenon of people actively questioning their traditional values, including religious beliefs, marriage norms, and gender roles. As individuals are exposed to alternative ways of living and thinking, cultures become less stable and predictable. This openness to new ideas reflects a broader shift in societal values and norms.



## cultural imperialism

The cultural imperialist perspective aligns with the neo-Marxist view and focuses on the negative effects of media globalization. According to cultural imperialists, globalization through the media is a process where American culture and values are imposed on other parts of the world, also known as **Americanisation**. The spread of Hollywood films, television shows, sports, and advertisements are prime examples.

Cultural imperialists argue that the widespread nature of American culture might weaken local cultures and traditions in other countries. For instance, many people opt for American fast foods, such as hot dogs and burgers, over their national or cultural dishes. Another concern is the negative political consequences of globalization, including increased data surveillance and tracking, which can be exploited by political powers for corrupt purposes.



## global media & postmodernism

The postmodernist perspective considers media the central point of globalization and focuses on the positive influences of media globalization on society. The globalization of media has provided individuals with the opportunity to learn about diverse cultures across the world, helping them reach beyond what is local and conventional and adapt to new cultures.

For example, people now have access to a wider variety of clothes, accessories, films, TV shows, music, and travel opportunities. Media saturation has led to the rejection of metanarratives, the idea that there's only one truth. People have become skeptical about 'truth claims' and less susceptible to manipulation by those in power.

Marxists argue that globalization restricts choice since the owners of transnational media companies exercise too much power. They are concerned with local media culture being replaced by global culture. Postmodernists have also been criticized for exaggerating the influence of global media, as people across many cultures still consider their nationality, ethnicity, traditions, and beliefs to play a significant role in their lives and identities. Cohen and Kennedy (2000) believe that people don't easily give up their cultures just because they get familiar with elements of global culture.



Communication and collaboration: the internet has transformed how we communicate with others. With the rise of email, message apps, and video conferencing tools, people can now effortlessly connect with colleagues, clients, and teammates from anywhere in the world (Ratnawat, 2024).

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## job market transformation

**Remote Work:** The internet has made it possible to work from anywhere at any time. Thanks to telecommuting, individuals no longer have to be physically in an office to be productive; they can work from home, in cafes, etc. It does not only offer flexibility, but it also avoids expensive office spaces and long commutes.

**Access to Information and Resources:** With the internet, accessing information and resources is now a click away. It has changed the way we research, gather information, and learn new skills. It has also made it easier for businesses to connect with new clients, suppliers, and partners, expanding their reach and potential growth.



**Automation and Efficiency:** The internet has improved efficiency by automating tasks that were once manual. With technology, we can now automate repetitive tasks, which also increases productivity and saves money for businesses. Additionally, online tools and platforms make it easier to track and analyze data.

**Job opportunities:** the rise of freelance and remote work has opened up a new world of job opportunities, allowing people to work on projects from all over the world. The rise of freelance and remote work has opened up a whole new world of job opportunities, allowing people to work on projects from all over the world. The internet has also given rise to the gig economy, providing individuals with the opportunity to supplement their income and work on their own terms. (Ratnawat, 2024).



# language evolution



**Influence of Social Media:** The internet has allowed many new platforms to be available to the public at large. Forums like Facebook and Instagram have practically become a way of life. Captions have become an important part of these forums because they need to be captivating and clever. Typing has itself become a way of expressing emotions. Forming a sentence in all caps gives the reader the feeling that the post might be important. At the same time, lengthening words is similar to expressing an emotion (Thombre, 2023).

The advent of Google Translate, English, and many other languages around the world has seen some change due to the advent of the internet. We use Google Translate for fast and simple translations of almost any language. It is a simple process, especially if there is no translator around, but Google Translate isn't the best way to get error-free translations. It is fascinating to see how a machine can translate words into hundreds of languages, but the finesse and nuance with which translators are able to do the same thing will always be more impressive (Thombre, 2023).

**Rise of Emojis:** Emojis are the new way to express emotions, as they effectively substitute the hand gestures that we make while talking in person. It can become a bit difficult to imagine what other people might be trying to express since these emojis don't have a standard meaning for their expressions. In one study where 1100 people were asked what the expression p stood for, almost 66% said that it meant showing flirtatious or cute behavior, while 8% said that it conveyed a feeling of exasperation. Such a broad difference of opinion can cause misunderstandings among readers, as an emoji could be interpreted to mean two very different things (Thombre, 2023).



**The New Lingo of the Internet:** Furthermore, common words like "cloud," "block," "handle," etc. have different meanings now than they did before the internet. The old definition of the word handle meant something designed to be held by the hand, but now it also means your screen name, like an Instagram handle. Similarly, the word block means different things in traditional language versus internet language. Such newer definitions have changed the way that English is both spoken and written. The number of words being added to the Oxford English Dictionary has notably increased, with the latest update of October 2019 having 650 new words, including words like "xoxo" and "fake news." There is also a huge list of words that fall under the category of internet slang. New words like FOMO, LOL, BRB, or even TTYL don't need any translation for young people today. Imagine a conversation using just these abbreviations; it would leave our grandparents in total bewilderment (Thombre, 2023).

In this era of globalization where the advancement of technology seems to progress day by day, people find more and more ways to communicate, socialize, and entertain each other through the internet. From games, and many platforms for entertainment such as Tiktok, Youtube, and many more, down to social media applications such as Facebook, Instagram, and Viber.

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## disinformation & fake news

As useful as these products of technology may have been for most of us, there are still millions of instances around the world wherein the internet has been used as a tool to harm other people, effectively nullifying the word "social" in social media. This is most specifically true for students, as they are the most well-versed in using technology but are still young and fragile.



A study by Charisse Vitto found that the prevalence of cyberbullying among university students in the Philippines is 96.4% while Turkey had a similar result with 96.8%. Aside from these young individuals, there are also those who are not well-versed in using various digital platforms, which often become victims of Disinformation and Fake News, that is pretty much a threat to the integrity of information that upholds the stability of our society. Such situations highlight the need for regulation and the mitigation of such concerns as such can cause confusion for the majority, the manipulation of political processes, and societal divisions caused by false information.





Globalization has facilitated advanced ways of communication, enabling instant exchange of information between various individuals. However, this ease of exchange from person to person also means that false information and fake news can also spread more quickly than ever before. With a vast amount of information available online, consumers can often get overwhelmed, and might not have the knowledge to distinguish which of which are credible resources that they can trust. This highlights how important it is for people to be educated, in one way or another, how to fact-check and critically analyze certain information before believing it and sharing it to other people. In addition, there should be more regulations and punishments to those who blatantly and intentionally cause the spread of such disinformation and fake news as when these occurrences are prevented, mitigation measures wouldn't even be that necessary, but can still be useful in one way or another.

Even though there were actions to prevent the spread of fake news and disinformation, other people still find ways in order to spread such wickedness. For some instances, such disinformation and fake news are used to manipulate political processes. With the rapid exchange of information and narratives between certain individuals, false narratives about political candidates or issues can then be exposed in order to ruin someone's credibility. This, in one way or another, is directly evident in the 2022 Presidential Elections in the Philippines where people are made to believe that certain candidates, such as Leni Robredo, are not fit to be the next President of the Republic of the Philippines. Such interference undermines the integrity of elections, hence posing a direct threat to a functioning government that aims to uphold justice, and service to the Filipino nation.



In addition to such, certain false information and fake news can also cause societal divisions between people. Indeed, Globalization has brought people from various backgrounds together, but it has also caused the separation of some due to the spread of such cruelty. False narratives around sensitive topics like public health and even race can often cause hatred and even violence between individuals. When one person is made to believe that another is bad, this causes a chain reaction of an unnecessary divide that hinders our potential to collaborate and succeed in our respective goals in life, whether it be as a personal goal, or even a nationwide one.

Situations mentioned above highlight the importance of proper mitigation to such formidable challenges in this era of globalization. Such confusion, manipulation of political processes, and societal divisions caused by false information are brought alongside the development of social media. Hence, it is important for us to also combat such concerns, wholeheartedly, in order to have a safe space where people can trust one another, despite being connected only through digital means. Also, solving these concerns can also pave the way for a society devoid of negativity where the lives of the majority is not entirely focused on surviving, but rather on thriving, and achieving their own respective goals for the betterment of themselves, and the nation itself.

e commerce is the act of transacting goods and services via electronic communications. currently, when we think of e-commerce, we (usually) think it as of a somewhat recent boom that allows us to order stuff online. however, e-commerce has very well been a thing for over 48+ years

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## growth of e-commerce

there are two types of e-commerce : business to business (B2B), and business to consumer (B2C). although we usually relate the term "e commerce" to the latter, business to business is the one that makes up the majority of the revenue. goods and services was exchanged between \*some\* industries vying for "paperless offices" during the electronic data interchange (EDI) days (60's-70's), the infancy of the internet. though it was limited due to the experimental/research nature of it, a need for extensive computer science knowledge to use, as well as due to its high cost. eventually, in the 1980-90s, the development of user friendly GUI and the growing navigability of the World Wide Web made it easier to be used by more people for B2C use.

NSFNET (precursor to TCP/IP based internet) had lifted commercial restrictions on the network, and Advanced Network and Services (ANS), established by IBM, provided internet connectivity to commercial users without the government restrictions. allowing more opportunities for e-commerce. ANS was then sold to America online, transitioning the infrastructure from federal funding to full private commercialization. private companies then took a leading role online, and commercial use became the internet's dominant use in the 90s. amazon and ebay showed up, and dell started selling personal computers online, and it just continued to grow from there, to the environment we have now.





when the internet came to the philippines, e-commerce naturally came with it. however, compared to our neighbors, e-commerce (at least, mostly the business to consumer kind) developed more slowly. due to a lack of access to good internet and a preference to using cash for in-person purchases. despite the potentially large market. once the pandemic happened, however, the requirement for people to stay home, has helped ease people in to the concepts related to buying stuff online. making B2C commerce in the philippines to develop rapidly. the popularity and use of online stores and services such as lazada and foodpanda was boosted. the increased interest on online transactions also helped create new/boost use of existing platforms for all sorts of online transactions. some existing companies were also required to digitalize their business to survive.

due to this, alongside increased trust and use of these services, these services continue to be extensively used by the population even as the pandemic subsides. as consumer behaviours and perceptions are altered and habits are formed. due to the convenience provided by these services, the demand for consumer goods increased across the board, regardless of age. what the philippines has experienced could serve as a good, almost blunt, example of how e-commerce has changed the way people do business. which is pretty cool i guess.



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