After you have finished Chapter 5 "The Cultural Dimension of Globalization", write an essay to explore the effects of cultural globalization. Use the examples in the textbook to support your view.

1.econogy 2. communication 3. problem

Influential Cultural Globalization

In the text, the author Steger talked about what is culture first. But we just need to treat it as habits of collectivity in human life instead of a concept which is too numerous to be fleshed out. And there is no denying that cultural globalization has affected the world drastically.

First, it promotes the development of the global economy. As what the author said about media, media firms are increasing profiting from cultural globalization. Also, cultural globalization makes it possible to have a number of international matches such as Football World Cup where humans can get profits and communicate each other.

For all that we are enjoying the colorful life brought about by cultural globalization, there are some problems we can not ignored. With popular cultures pouring into, some niche cultures are facing the danger of extinction. What’s more, the media tends to monopolize, become shallow and commercialize.

In a nutshell, cultural globalization is influential in today’s life. We must treat the alien cultures correctly and retain our own cultures.