# Dictionary of global culture

## Penguin books - Globalization: Social Theory and Global Culture



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### The Dictionary of Global Culture: What Every American Needs to Know as We Enter the Next Century

Getting your head around this can prevent a lot of confusion around which aspect of globalization fits within which definition — it may fit within multiple. Cultural globalization involves the spread of language, the arts, food, business ideas, and technology, and therefore, its impact is felt by almost everybody in the world.

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One type of globalization may have similar characteristics of another and they may influence one another.

#### Globalization: Social Theory and Global Culture

National culture dimensions should provide guidance when communicating and interacting with members of that group; they should not, however, be used to pre-judge or stereotype. But a society is a group of people who all live together. One from the UK and USA around the world in the 1970s.

## Globalization: Social Theory and Global Culture

Local businesses in the U.

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So, it appears, we are now all a common society who need to learn to get along despite our different cultures and beliefs because what we do affects people all around the world. For example, within minutes of a major political upheaval in one country, financial traders around the world might react by selling stocks in large volumes, resulting in a financial panic even before events can be fully analyzed. By the end of the century, the Internet had made it possible for ordinary people on opposite sides of the Earth to connect instantly and cheaply, whether for the purpose of conducting business or for personal communication.

Globalization: Social Theory and Global Culture

cial Globalization Also known as sociological globalization, social globalization refers to the integration of our societies. Ja tched in Chicago, and Mexican soap operas are enjoyed by viewers in Manila.	panese animé is

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