

## Essay on Globalization and Popular Culture

### What Is Globalization?

Globalization is a process of interaction and integration among the people, companies, and governments of different nations, a process driven by [international trade](#) and [investment](#) and aided by [information technology](#). This process has effects on the [environment](#), on [culture](#), on political systems, on [economic development](#) and prosperity, and on [human physical well-being](#) in societies around the world.

While the popular culture is the culture of masses manifested through their cultural practices. It is a pattern of human activities and their symbolic expressions, which are popular and widespread among people. Historically, the difference existed between the culture of elite and the culture of masses.

The globalization has brought about tremendous changes in-the cultural patterns by bringing both elite and mass cultures together. The differences between the elite culture and the local culture have been minimized to a negligible number.

With the change of traditional feudal economy into capitalist market-oriented one, a new form of cultural differentiation has taken place. The social structure no longer determines the cultural style. The cultural patterns along caste hierarchy and the cultures of the elite and peasant workers have undergone new differentiation.

The new culture forms that have emerged are described as 'popular culture' or 'mass culture'. Popular culture is the result of technological advancements in mass media and communication. Unlike folk-elite culture forms, it is not based on communitarian social structure governed by tradition. Popular culture is produced and governed by free-floating market forces.

Folktales, folklores and mythological stories are the sources of popular culture and they comprise human activities in every walk of life, such as eating, drinking, dancing, singing, playing, child rearing, merry making, work and leisure, entertainment, etc. The

wide spectrum of human behavior patterns of the common masses, which are projected through mass media, forms the popular culture.

Globalization is the post-modern economic process in which the distinction between the so-called low and high cultures is blurred with the rise of local culture at national and international levels and the diminishing effect of hegemonic culture of the elite. Rising popularity of the culture of the masses has thwarted efforts to eliminate or replace local culture.

Under the influence of capitalist economy, the less developed countries have, instead, gained advantage of enriching their popular cultures by popularizing them at international levels and also commercializing them in the global market thus bringing the artisans and artists out of the modicum of living they had been destined to for centuries.

But neither it happened over the last twenty years of the emergence of the process of globalization nor is there any threat of this kind as cultures do not get extinguished but only undergo change and manage to co-exist. People are found accommodating well with the contrasting cultures. It is found that people are observing family norms and values and also simultaneously enjoying the McDonalds and Barista cultures.

People in villages have enjoyed traditional cultural autonomy and continue to do so despite their being sufficiently urbanized and modernized. Thus, cultural hegemony and eclipse of local culture is only a myth. The culture would instead be enriched by interaction among different cultures of the world. The process of globalization thus is not disintegrative but only integrative.