At the end of this session, you should be able to understand

- Major characteristics of global consumerism and how transnational corporations exploit the development of global markets
- How less developed countries contribute to the development of a global cultural space at the example of Brazilian music, see presentation by Professor Frederick Moehn/Music Department

Globalization And Cultures Consumption
- “Globalization is taking place in a new historical period in which relations between people and institutions cross national boundaries to form a new type of interdependence.”
- According to Martin Albrow the main features of this new era are:
  - the emergence of a single transnational economy
  - the weakness of the nation-state
  - the spread of a global culture and global consciousness.

Cultural Globalization
- Is a by-product of economic globalization?

Global Corporations
- In 1990, 60 countries (excluding Eastern Europe and those with less than 1 million people) had GNPs < $1 Billion
- In 1990, 135 Multinational Corporations had revenues > $1 Billion

Global Pop Culture
- Historically: Slow Culture Contact Through Soldiers, Merchant Traders, Missionaries, & Immigrants
- New Ambassadors: Ronald McDonald, Big Bird, Michael Jordan, Santa Claus, & Tourists

Consumer Culture and Identity
- Consumer goods take on a symbolic form
  - Liberation from traditional social and geographical constraints
  - Pastiche: World Music, World Cuisine, World Wide Web
- Consumption cache: Levi’s, Sony, Mercedes, Gucci, Rolex, Armani, BMW, Johnny Walker, Bang & Olufsen.
- Consumption as self-expression and identity creation

Areas of Corporate Control
- One-way flows?
Global Capitalism & Global Consumerism
- McDonaldization
- Disneyfication
- Coca-Colanization
- Carnivalization
- Trivialization
- Standardizing places: Airports, Hotels, Shopping Malls
- Hypercommodification: .....Americanization....?

Globalization & Global Consumerism
- Local Cultures are not just appropriated; they are also stylized & trivialized
  - Theme Parks & Mega-malls
  - Themed Countries & Package Tourism
  - Mexico as Gringolandia
  - Non-places

Brazilian World Music?! (Discussion Questions by Stephanie McLean)

1. Frederick Moehn speaks about a ‘musical omelet’ popular music is adapting to new transnational identities. Is it still Brazilian music after it has been tainted by an outside influence?
2. Valeso views cultural production as an expression of high aesthetic purpose on the one hand and as a product for sale on the other. Does the commercialization of culture cheapen its value as a representative of a countries heritage?
3. Culture that is altered for commercial exploits is it a genuine representation of culture or is it something new that exists solely for financial gain?
4. Ricardo condemns TV as the direct enemy of culture itself. To what extent is this true?
5. Ricardo believes that the culture industry is the worst of all inventions. Do you agree or disagree with this statement?
6. In order to sell culture many believe that culture is commercialized and vulgarized just to generate profits. Is it ok to alter a culture to get financial profits on the world market?
7. Is there a genuine global appreciation for this culture if it can not be sold in its true form?
8. Bhabha believes that ‘the truest eye may now belong to the migrants double vision” How accurate do you think this statement is?
9. Why does the global market for cultural goods exist?
10. If Ortiz is correct in saying that cultural goods are exteriorized as they are consumed in different places. How genuine can cultural goods be?
11. Ortiz believes that to be a world citizen you have to strip your local identity. Can this be achieved realistically?
12. Valeso is concerned with providing original solutions to man's problems based on our own way of being. Whose views are more practical Ortiz or Valeso?
13. Valeso absorbs globalization into nationality instead of allowing the opposite to happen. Is this how cultural globalization happens in reality?
14. Anthropofagismo (cultural cannibalism), the foreign other is swallowed up by the local cannibal self. Is this the ideal way of cultural globalization? The local culture is only influenced not absorbed by the outside culture?
15. Valeso believes that savage capitalism taints the process of globalization. Do you believe that cultural globalization is influenced solely by market forces?
16. Do you believe that America and other first world countries are using cultural globalization as another method of securing imperialism over less developed nations?
17. Do you believe that the world is moving towards the creation of a culturally homogeneous society?
18. Are hyper realities harmful?
19. How much influence do you believe advertisements have on you?
20. Can McDonaldization actually occur?
21. How much reverse cultural flow actually exists in the US?