

Impact of Cultural Imperialism in the Media Communication and the Effects to the Society

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Abstract

This research will explore one of the most prominent critical stances that have been adopted towards the globalization of cultures: the discourse of cultural imperialism in mass media. It will focus on the idea of globalization and the arguments surrounding it are increasingly part of our lives and from academic discussions. For example, the complex interplay between economic and cultural aspects of globalization is discussed by Kevin Robins (1997). What Robin's account brings out well are the complexities, the contradictions and ambiguities and the uncertainties in globalization process. Globalization is a complicated and perplexing process in terms of the cultural politics it poses for us. The cultural "live experience" of globalization thus be grasped as transformation in the way we experience our everyday local lives as they are increasingly penetrated by distant globalizing forces. The detail of this paper will investigate on cultural imperialism issues that arise from the process of globalization, de-regulation in mass media and the new technology such as internet among society.

Keywords: culture, cultural imperialism, globalization, mass media.
