

Differences between countries become less evident each year. Nowadays, all over the world people share the same fashion, advertising, brands, eating habits and TV channels.

Do the disadvantages of this trend outweigh the advantages?

It is undoubtedly the case that the world today has become a global village. With the over-accelerated pace of globalization, many aspects of culture are becoming increasingly similar throughout the world.

One of the most fundamental causes of far-reaching cultural homogeneities is technologies like the internet and satellite which have brought this world quite small, so close. Hence, with such global widespread cultural contacts, people in all corners of the world are increasingly exposed to similar products, but you've got to admit that, by this exposure people have more choices than ever before. For example in the market there are many various variable goods with different ranges of prices which are compatible to all various classes of society. Another substantial benefit is that by mass communication there is a possibility of no more culture shocks for immigrants. For example with the spread of medias like TV; the people via movies which are being been displaying on in satellite TV obtain practicable information about the food other communities eat or other aspects of their lifestyle. Informed by this beneficial knowledge, people would have a more comfortable life. Although this issue has these some benefits, there are more significant drawbacks which do outweigh the benefits.

For one, at this rate of globalization our culture will disappear altogether. A lot of people are worried about globalization and the impact it could have on the local people. It just pushes popular cultures s to the masses and spreads it even further. For example when people go travelling to far-flung places, they want to see something exotic, not the same icons they see around at home, so that,

some original countries which are so proud of glory~~of~~ their culture and customs have begun to resist forced assimilation. For example, France as a civilized, old country has ~~have~~ been endeavoring to maintain the French language alive; qualifying in the privileged, top universities, applicants have to have mastery over ~~dominate~~ their native language.

Last but not least, otherwise, with penetration of ~~imbuing~~ much broader cultural globalization, not only would national traditions be undermined, there would also be ~~also~~ a serious threat to customs and social values, so that it will ruin/destroy ~~vanish~~ the essence of cultural diversity.

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