

Differences between countries become less evident each year. Nowadays, all over the world people share the same fashions, advertising, brands, eating habits and TV channels. Do the disadvantages of this trend outweigh the advantages?

It is true that we have been facing a growing similarity between countries, for people are following almost similar fashion, advertising, brands, ways of eating, and watching the same programmes on TV. It seems to me that these trends have been more detrimental comparing to their benefits.

Firstly, the less dominant cultures would gradually die out. Exposed to the same products and media, not only would people be encouraged to either purchase or consume the same consumer goods, but also they would forget about their own precious culture. Consequently, parents and senior members of society would not be able to hand down their traditional values and inheritance to their children as the next generation, which means in a few generations to come, people of these countries would not possess any of their heritage. The whole process would negatively affect these people's livelihood in numerous ways. The Tourism industry as a major source of income for many people, for instance, would hugely suffer because tourists would not bother traveling to these countries, which are already depleted of their most exotic features, such as their apparels and cuisines.

Furthermore, it would create an unbridgeable financial gap between people of different countries. While using internationally popular products designed and manufactured mostly by powerful nations, people are less likely to consume goods come-coming from poor countries with fewer resources. As a result, we would witness more profit and job opportunities in the wealthy countries, and at the same time fewer vacancies and wealth in poorer nations. Moreover, as the demand for similar products is increasing, manufacturers will be able to offer their products with so competitive a price, which pushes es many small industries with traditional production lines out of business, hence again less job prospect for people in impoverished countries.

In brief, I argue that we should actively promote global diversity, as in the most cases the drawbacks of these similarities are significantly heavier than their blessings.