



How is global media influencing our culture?

## Description

### Positive Influences:

- When local cultures gain visibility on a global stage, it can inspire pride within local communities. People feel motivated to learn more about their own traditions, pass them down, and celebrate their heritage. Global media often highlights the beauty of diverse cultures, encouraging people to embrace and value their roots.
- Media platforms, such as social media, streaming services, and news outlets bring people together from all over the world. creates a feeling of unity, where people can relate to each other's experiences, celebrate common interests, and learn about diverse cultures. Over time, this contributes to the development of a global culture.
- When people have access to a wide variety of ideas, art forms, and viewpoints, they are exposed to new ways of thinking, seeing the world, and solving problems. This exposure can help people become more innovative. That can help them incorporate fresh ideas into their own cultures.
- Global media encourages people to challenge harmful behaviours within their own societies. As people are exposed to different cultures and values, they may begin to question outdated or negative traditions, leading to the transformation of harmful cultural practices. By promoting education, empathy, and social movements, global media helps shift cultural attitudes toward more inclusive, ethical, and sustainable practices.

### Negative Influences:

- Global media, especially advertising, often promotes a consumer-driven lifestyle, encouraging people to adopt global brands and trends. This can lead to the erosion of traditional local practices, where homemade goods, local craftsmanship, and cultural values centered on sustainability are replaced by mass-produced, globally marketed products.
- As global tech giants dominate the digital space, local media outlets and platforms may struggle to compete. This situation can lead to a form of "Digital colonialism," which can

result in the spread of dominant cultural narratives. This can overshadow and dilute local cultures.

- As global media content is largely produced in English, it can promote the idea that English is the universal language, leading to the decline of local languages. As people consume more content in English, especially younger generations, they may start to lose fluency in their native languages or see them as less important.
- Global media platforms, including TV, social media, and streaming services, heavily advertise global fast-food chains. These food chains often offer high-calorie, processed foods that are high in sugars, unhealthy fats, and salt. While these food items may be seen as convenient and modern, they can replace traditional diets that are often healthier and tied to cultural rituals.

### **Conclusion:**

Today, information spreads quickly, making cultural influences stronger and faster than before. Global media will keep shaping our cultures in both good and bad ways. As technology moves forward, it will connect people all over the world, but we need to be careful to make sure local cultures are not lost or forgotten in the process.

### **Your Turn...**

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