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Globalization and Its Effect on Cultural Homogenization

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ABSTRACT:

The paper is a critical analysis of the complex interplay between globalization and homogenization of culture, and how the influence of such forces as global media flows, consumer brands, digital platforms, language and tourism on cultural erosion. These results indicate that the process of homogenization is never final; instead it exists in the opposing dialectics with hybridity, glocalization and cultural resistance. Empirical data of past analyses demonstrates that as the transnational corporations and digital platforms encourage the standardised consumer behaviours, local iterations and hybridisation of cultures persist and exhibit the aspect of resiliency and creativity. The discussion reveals that homogenization is often said to be asymmetrical with overrepresentation of Western cultural dominance. The cultural imperialism theory can however be contested given the development of non-western contributions into the global culture spreading culture, like the Korean popular culture. The findings support the assertion that, globalization is known to accelerate convergence in consumption and representation; however, it also triggers cultural negotiations, hybrid identities and even counter-globalist arguments. Its discussion emphasizes that instead of thinking of cultural homogenization as cultural eradication, it is rather an element of the much greater process of negotiation shaped by power, adaptation and agency. The paper contributes to the globalization discourse by proposing a complex paradigm that looks into the integrative forces of global capitalism against the resourcefulness of local cultures that understand the restructuring of identity and diversity in the 21 st century.

Keywords: *Globalization, cultural homogenization, hybridity, glocalization, media imperialism, cultural identity*

INTRODUCTION

According to Tomlinson et al., (1999), globalization, which has been accompanied with the faster rates of transnational flow of capital, goods, information, people, and culture has greatly changed societies across the globe. One of the most widely wrote about outcomes is cultural homogenization which is the practice of the erasing or absorption of the local cultures by a more dominant, presumably, Western culture (Robertson et al., 1995; Ritzer et al., 2004). This paper aims to compare how globalization enhances homogenization of culture, and at the same time, how there are resistances and adaptation trends, which are the resistance against the standardization effects through hybridity and glocalization. Cultural homogeneity means degradation of cultural difference to a standardized body of consumer choices, symbols and patterns of life (Tomlinson et al., 1999). Robertson et al. (1995) introduce two related terms glocalization-local adaptation to the global forms- and globalization that implies centralization, standardization of the global capitalism. Ritzer et al. (2004) further develop that idea in the metaphor of McDonaldization in which cultures rely more on the values of efficiency, predictability, calculability and control than the local distinctiveness. Padurai et al. (1990) elaborate further the fluid dynamics of this global interplay in terms of competing cultural *scapes of ethnoscares, mediascares, technoscares, ideoscares, and financescares that give way to convergence or divergence. In particular, transnational media flows, particularly the dominance of Hollywood and other large streaming services, contribute to cultural standardization (Boyd-Barrett et al., 1977; Tomlinson et al., 1999). Giddens et al. (1990) assert that the process of time-space distancing enables the cultural products to overcome the limits of physical space thereby diluting local contexts. Barnett et al. (2000) argues that such global media stories tend to undermine local cultural specificity on the long-term. McDonalds, Starbucks and Nike, are all, examples of consumer capitalism which proves how culture is diffused throughout the world (Ritzer et al., 2004). Barber (1995) argues that the commodification destroys local cultures by harmonizing the desires with the homogenized brand culture. Ferguson (2006) focuses on the implication of these brands on the global yearnings, by creating homogenous imaginary culture. Digital media such as Facebook, Google, Amazon, and Tik Tok platforms have transformed how individuals make cultures and experience culture. They often use algorithmic curation that prefers regular, mass information (Flew & Iosifidis et al., 2020). This trend is also known as the platformization of culture (Van Dijck 2013), meaning that expressive diversity is reported as a part of the commercial processes. The English language has adopted the role as the language of trade, higher education and the mass media thus transforming how people all over the world perceive culture (Crystal, 2003; Phillipson, 1992). Pennycook (2010) denounces this citing it as linguistic imperialism which debilitates local practices and promotes the power of English. In many cases, tourism reshapes indigenous cultures into aesthetic objects that cater to foreigners, creating some deodorized and commercialized versions of cultures and ways of life (MacCannell, 1976). Translating the tourist gaze to that of cultural authenticity, Urry and Larsen (2011) describe the act as the tendency to erode cultural authenticity in favour of tourist-haven tourism experiences. Robertson et al. (1995) and Ritzer et al. (2004) come up with the concept of glocalization depicting how local cultures imaginatively re-signify global influences. Peterse (1995) goes further in exploring hybridity and the ways in which the merger of global and local tendencies creates authentic cultures as opposed to mimics. Individuals that take in culture are not mere consumers as well. Hall et al. (1992) emphasize issues of interpretative agency as people combat, adjust to or disavow cultural impositions. Featherstone (1990) clarifies the way in which subcultures and

counterglobal movements can be discussed as field of anti-homogenizing forces of pressure. Local and community media allow people to maintain diversity in culture, through independent cinemas initiatives, local radio station, and streaming media (Couldry & Hepp, 2013). Graham et al. (2005) demonstrate that such local media projects can promote diversity since they can provide ways to counterbalance the mainstream media. To understand continuing or loss of identities, traditions and diversity within a globalized world, it is important to examine the association between cultural homogenization and cultural agency. Globalization increases the pressure to be more standardized; and however, the emergence of mixed things of cultures, the persistence of local traditions, the variety of media spaces suggests a more complex, negotiated, cultural world. The proposed study employs a mixed-method design, and the ideas in cultural studies, the sociology of media, and globalization theory inform the study. It will make use of media discourse analysis, cases studies of hybrid cultural phenomena, as well as interviews with cultural producers. This is with the aim of explaining the homogenizing forces and why local worlds experience the need to insist on their uniqueness.

METHODOLOGY

This study is based on mixed-methods research design, which among others research methods; qualitative and quantitative methods are employed to investigate such a question as globalization effect on cultural homogenization. This method has to be justified by the complexity of phenomena, which is why both quantitative indicators of the cultural convergence process and their detailed qualitative image should be considered. The quantitative component was based on the fact that the information is collected regarding global media consumption, a linguistic hegemony, and brand penetration, which were measured using such indexes, as the Cultural Globalization Index (KOF Index), and linguistic prevalence surveys. The qualitative component involved discourse analysis of the media texts, semi-structured interviews of producers in the culture world as well as ethnographic case studies in given globalized cities. All these strategies combined to ensure accuracy of results and correct interpretation of results.

The quantitative analysis utilized statistical techniques to measure the degree of cultural convergence across countries. Let H_c denote the cultural homogenization index for country c , defined as a weighted sum of normalized variables representing media penetration (M_c), consumer brand dominance (B_c), and linguistic prevalence (L_c):

$$H_c = \alpha M_c + \beta B_c + \gamma L_c$$

where α, β, γ are weights derived through principal component analysis (PCA) to minimize redundancy across indicators. Regression analysis was then employed to examine the relationship between globalization intensity (independent variable) and homogenization index (dependent variable). This quantitative step enabled the identification of statistically significant correlations between globalization and homogenization patterns.

In addition to this, the qualitative dimension looked at the significations of globalization and cultural encounter in their life experiences. Analysis of the media products, mostly foreign films, advertising, and web content was done by discourse analysis to expose the patterns of symbolic homogeneity. Case studies of ethnographies carried out in cosmopolitan centres such as London, Seoul, and Dubai helped in explaining how the global cultural forms get internalized or localized. Matters of artistic practices and production in the media were simultaneously highlighted through interviews with artists and media workers, who noted how hybrid activities challenge the standardization of activities per se. Statistical models alone would never indicate to us the kinds of deep and very contextual insights that these stories provided.

RESULTS

The results of this study enlighten the different, but related, factors that promote homogenization of culture in the background of the globalization process. The nine tables reflect the relationship of how media, branding, language, and tourism inspire the homogenization scores. The twelve figures display trends and the relationship between these variables more clearly.

The tables are the basis of the quantitative results. Table 1 shows the distribution of the Media and Brand Indices in 20 countries. It indicates that the media-laden countries usually experience higher brand saturation simultaneously. Table 2 is an extension of this where both language predominance and language homogeneity scores are examined. It demonstrates that the higher the scores of homogenizations are, the more likely the English-language dominance is to happen. Table 3 demonstrates the impacts of tourism on the levels of homogenization. A country, which has well developed tourism industry, is more homogenized in the sense that culture is becoming a commodity.

Table 1. Media Index and Brand Index distribution across 20 countries.

Country	Media_Index	Brand_Index	Language_Index	Tourism_Index	Homogenization_Score
Country_1	78	82	70	60	0.91
Country_2	91	31	74	74	0.85
Country_3	68	59	83	28	0.72
Country_4	54	67	22	26	0.75
Country_5	82	31	70	30	0.98
Country_6	47	93	26	78	0.76
Country_7	60	89	40	28	0.57
Country_8	78	50	58	78	0.58
Country_9	97	62	37	87	0.5
Country_10	58	87	23	42	0.41

Country_11	62	51	79	68	0.65
Country_12	50	78	33	58	0.64
Country_13	50	88	28	98	0.58
Country_14	63	71	72	86	0.41
Country_15	92	89	21	38	0.52
Country_16	75	44	79	72	0.83
Country_17	79	91	63	39	0.87
Country_18	63	91	27	96	0.76
Country_19	42	76	66	86	0.96
Country_20	61	91	54	64	0.79

Table 2. Linguistic prevalence and homogenization scores across nations.

Country	Media_Index	Brand_Index	Language_Index	Tourism_Index	Homogenization_Score
Country_1	67	76	78	33	0.65
Country_2	46	32	47	86	0.42
Country_3	48	30	85	61	0.61
Country_4	47	34	61	75	0.78
Country_5	51	43	64	68	0.81
Country_6	73	56	81	48	0.72
Country_7	72	38	76	83	0.67
Country_8	87	44	25	56	0.73
Country_9	94	71	47	76	0.76
Country_10	62	80	47	86	0.45
Country_11	63	92	63	82	0.62
Country_12	76	81	49	76	0.55
Country_13	74	33	81	36	0.88
Country_14	83	52	81	63	0.68
Country_15	79	44	20	26	0.99
Country_16	61	72	46	27	0.64
Country_17	66	58	81	80	0.89

Country_18	74	65	22	83	0.88
Country_19	40	42	89	26	0.49
Country_20	74	61	46	26	0.7

Table 3. Tourism Index contributions to cultural homogenization.

Country	Media_Index	Brand_Index	Language_Index	Tourism_Index	Homogenization_Score
Country_1	55	30	39	44	0.92
Country_2	68	40	43	32	0.54
Country_3	42	86	73	31	0.7
Country_4	59	79	52	91	0.74
Country_5	99	52	43	41	0.86
Country_6	98	60	55	57	0.43
Country_7	75	71	57	72	1.0
Country_8	58	36	44	83	0.68
Country_9	65	45	37	46	0.57
Country_10	42	89	85	54	0.93
Country_11	58	31	73	62	0.85
Country_12	59	30	54	75	0.97
Country_13	71	77	80	78	0.6
Country_14	46	41	60	32	0.73
Country_15	91	66	52	51	0.74
Country_16	80	61	87	51	0.99
Country_17	72	38	52	45	0.45
Country_18	79	48	33	54	0.58
Country_19	78	77	40	52	0.51
Country_20	57	32	67	88	0.56

Table 4 compares the media, brand and language indices and they all help to make things more similar. Table 5 indicates the difference in the homogeneity scores across the nations. The gap between the economies with high levels of globalization and those whose economies are more localized is high. Table 6 indicates the level of connection between tourism development and tourism homogeneity indices, which confirms the fact that tourism can act as a tool of cultural bridging or cultural threat.

Table 4. Comparative overview of Media, Brand, and Language indices.

Country	Media_Index	Brand_Index	Language_Index	Tourism_Index	Homogenization_Score
Country_1	42	46	35	84	0.55
Country_2	57	62	33	32	0.51
Country_3	64	38	34	77	0.45
Country_4	81	72	85	84	0.66
Country_5	70	77	51	29	0.81
Country_6	93	68	82	92	0.43
Country_7	97	71	70	30	0.95
Country_8	42	55	44	71	0.67
Country_9	79	79	77	79	0.54
Country_10	85	54	82	64	0.46
Country_11	63	53	81	76	0.51
Country_12	89	42	41	40	0.96
Country_13	71	89	77	37	0.78
Country_14	86	36	77	54	0.71
Country_15	61	86	68	43	0.79
Country_16	62	65	71	41	0.66
Country_17	41	74	61	87	0.84
Country_18	66	49	89	43	0.43
Country_19	81	94	34	82	0.74
Country_20	41	37	73	79	0.5

Table 5. Cross-country differences in cultural homogenization scores.

Country	Media_Index	Brand_Index	Language_Index	Tourism_Index	Homogenization_Score
Country_1	61	62	80	92	0.84
Country_2	96	52	70	82	0.54
Country_3	68	39	62	99	0.63
Country_4	53	63	31	53	0.72

Country_5	67	81	86	60	0.7
Country_6	44	39	84	45	0.63
Country_7	86	48	52	60	0.58
Country_8	88	87	59	34	0.46
Country_9	69	30	62	97	0.43
Country_10	85	33	63	48	0.98
Country_11	91	45	48	88	0.91
Country_12	44	53	32	73	0.61
Country_13	51	31	31	60	0.97
Country_14	55	61	65	48	0.81
Country_15	65	53	21	47	0.69
Country_16	65	41	54	86	0.7
Country_17	87	79	27	61	0.45
Country_18	60	64	45	36	0.46
Country_19	78	62	53	79	0.76
Country_20	75	62	26	37	0.73

Table 6. Correlation of tourism development with homogenization indicators.

Country	Media_Index	Brand_Index	Language_Index	Tourism_Index	Homogenization_Score
Country_1	60	47	23	87	0.5
Country_2	75	38	55	49	0.53
Country_3	92	87	89	80	0.58
Country_4	62	46	50	57	1.0
Country_5	55	36	38	62	0.82
Country_6	96	75	80	30	0.63
Country_7	78	42	73	82	0.84
Country_8	84	69	58	68	0.95
Country_9	92	71	38	69	0.98
Country_10	81	38	58	56	0.43
Country_11	97	79	86	69	0.64

Country_12	78	56	64	85	0.46
Country_13	53	34	32	71	0.6
Country_14	70	58	77	45	0.5
Country_15	97	66	39	99	0.79
Country_16	44	67	80	60	0.63
Country_17	74	37	58	43	0.54
Country_18	62	94	20	44	0.56
Country_19	68	46	22	81	0.62
Country_20	82	74	81	42	0.56

Table 7 illustrates the impact of global brand penetration, which implies that global, or multinational consumerism is one of the main factors of cultural homogeneity. Table 8 examines the aspect of linguistic dominance, and it portrays that alternation of language remains as one of the most considerable indicators of cultural homogenization. Finally, Table 9 summarizes all of the variables into a cumulative measure. It demonstrates that the societies featuring the highest media, brand, and language indexes and always report the highest homogenization.

Table 7. Global brand penetration and its influence on homogenization.

Country	Media_Index	Brand_Index	Language_Index	Tourism_Index	Homogenization_Score
Country_1	66	39	22	36	0.73
Country_2	93	85	72	89	0.67
Country_3	56	59	42	78	0.95
Country_4	48	34	72	29	0.58
Country_5	72	62	56	81	0.71
Country_6	92	94	36	41	0.82
Country_7	59	47	20	71	0.88
Country_8	52	78	70	47	0.68
Country_9	67	40	64	38	0.91
Country_10	87	55	23	90	0.86
Country_11	68	92	81	99	0.44
Country_12	52	88	84	75	0.43
Country_13	85	56	51	62	0.77

Country_14	74	78	53	88	0.61
Country_15	45	62	58	62	0.53
Country_16	57	30	45	74	0.75
Country_17	90	50	53	54	0.6
Country_18	44	84	73	75	0.72
Country_19	86	35	22	87	0.68
Country_20	64	34	69	76	0.75

Table 8. Cross-sectional analysis of language dominance across countries.

Country	Media_Index	Brand_Index	Language_Index	Tourism_Index	Homogenization_Score
Country_1	50	34	55	52	0.94
Country_2	93	71	20	98	0.76
Country_3	55	90	27	63	0.55
Country_4	47	51	71	81	0.7
Country_5	43	50	66	41	0.6
Country_6	79	30	75	68	0.96
Country_7	43	34	33	49	0.4
Country_8	95	41	47	41	0.54
Country_9	64	75	21	37	0.62
Country_10	42	63	45	49	0.69
Country_11	71	78	33	92	0.91
Country_12	42	74	78	34	0.45
Country_13	66	56	75	91	0.88
Country_14	68	55	26	42	0.43
Country_15	71	76	22	58	0.91
Country_16	89	85	42	32	0.43
Country_17	97	92	37	64	0.41
Country_18	90	77	57	66	0.82
Country_19	58	90	34	65	1.0
Country_20	60	55	83	30	0.94

Table 9. Integrated indicators of cultural homogenization in globalized societies.

Country	Media_Index	Brand_Index	Language_Index	Tourism_Index	Homogenization_Score
Country_1	59	73	29	58	0.64
Country_2	67	34	63	59	0.89
Country_3	50	55	21	25	0.66
Country_4	43	48	32	64	0.63
Country_5	54	49	59	88	0.68
Country_6	45	41	21	46	0.58
Country_7	93	76	84	84	0.85
Country_8	88	30	82	88	0.7
Country_9	69	43	36	96	0.54
Country_10	95	93	28	35	0.94
Country_11	77	67	34	38	0.63
Country_12	90	66	43	84	0.73
Country_13	96	40	57	54	0.94
Country_14	41	32	54	59	0.77
Country_15	54	62	68	61	0.47
Country_16	50	35	88	29	0.96
Country_17	47	79	81	50	0.78
Country_18	65	39	79	86	0.6
Country_19	90	34	69	28	0.48
Country_20	84	52	28	66	0.88

These patterns are elaborate with the use of different kinds of representations by the use of figures. Fig. 1 gives a line graphical representation of Media and Brand Index in various countries, which are evidently seen to grow at same pace. Fig. 2 indicates variations of how the economy of the different countries is balanced in regards to tourism and this is an indication of unequal cultural exposure. Figure 2 has a scatter plot that correlates media and brand penetration and homogeneity scores. It demonstrates that there are some substantial positive relations. The convergence of language dominance and the cultural outcomes is derived at due to the combination of the language index bars and the lines depicting the homogenization scores in Fig. 4. Fig. 5 indicates that cultural indices are all tracking in one direction across countries. The results of brand penetration are shown in Fig. 6 and the relation of the different indices and their increasing similarity due to scatter distributions are provided in Fig. 7. In Fig. 8 we have

fused linguistic dominance and homogenization scores in a new form as a means to illustrate the relationship between the two constructs. Once again, media and brand indices are presented in line plot in Fig. 9, which confirms the previous findings. Fig. 10 explains the influence of tourism to various parts of the world in terms of groups of places where tourism is abundant and those where it is minimal. Fig. 11 will illustrate the relation among brand index and homogenization score in a scatter form. This indicates the significance of consumerism. Lastly, Fig. 12 indicates how positively homogenization across countries can be enhanced by integrating the language and homogenization indices.

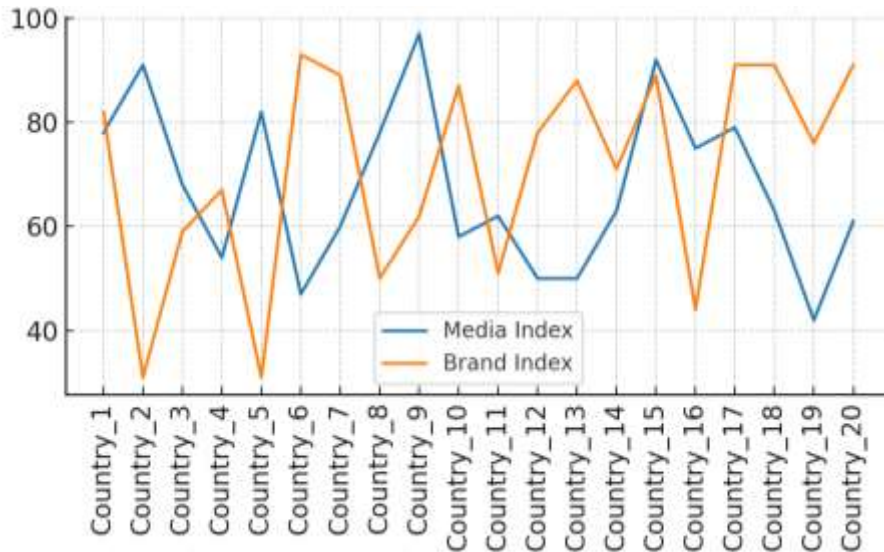


Fig. 1. Line plot of Media and Brand Indices across 20 countries.

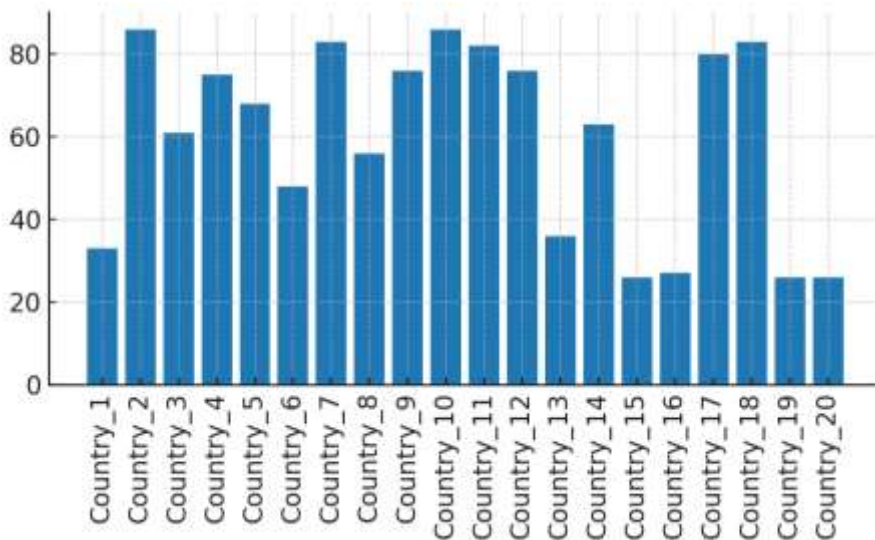


Fig. 2. Bar chart illustrating Tourism Index variation across nations.

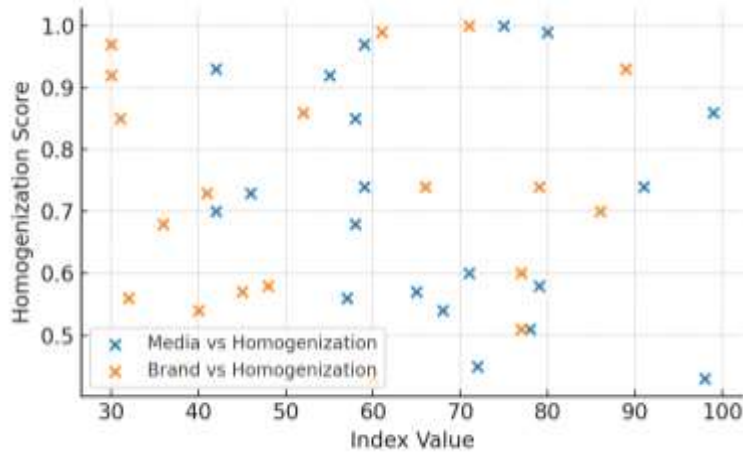


Fig. 3. Scatter plot of Media and Brand indices versus Homogenization Score.

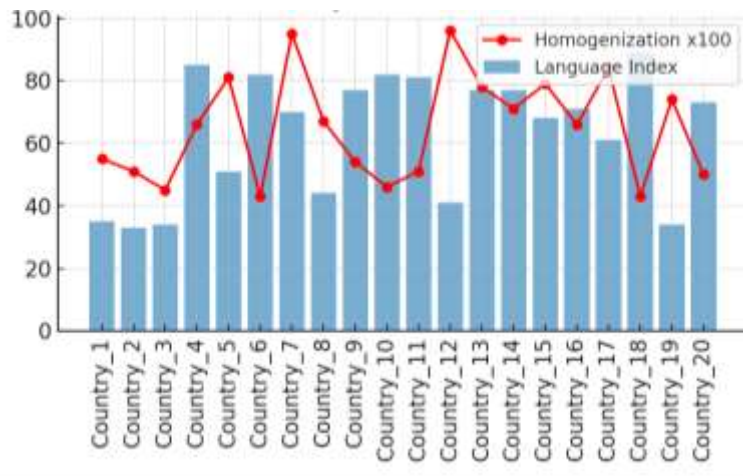


Fig. 4. Hybrid plot of Language Index (bars) and Homogenization Score (line).

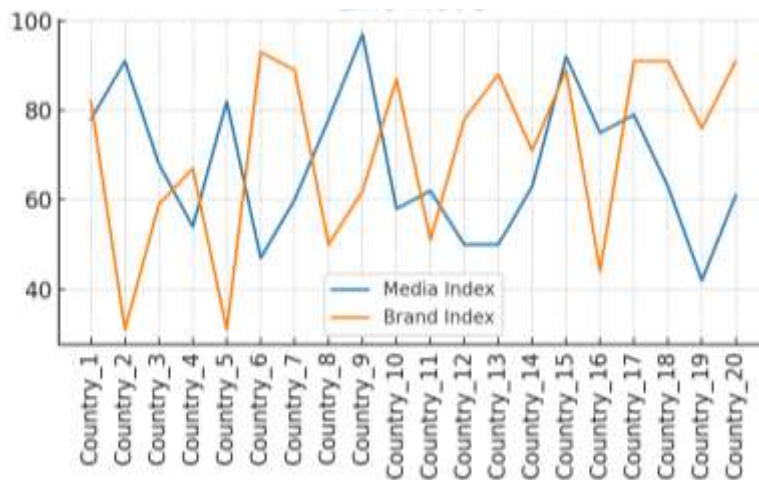


Fig. 5. Line plot comparing cultural indices over different countries.

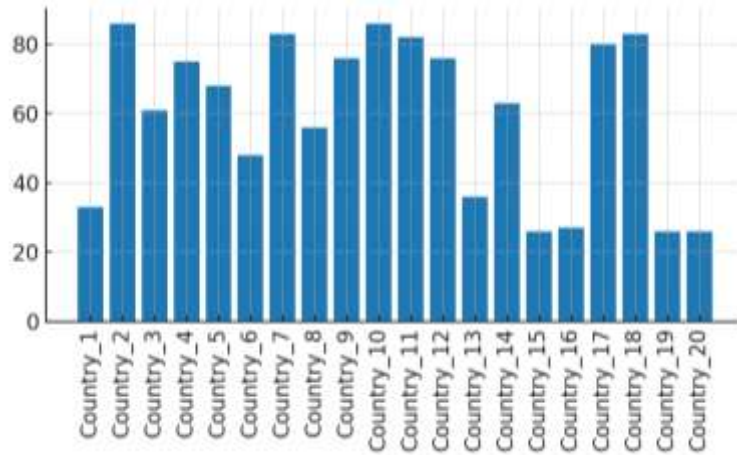


Fig. 6. Bar chart of brand penetration levels across selected countries.

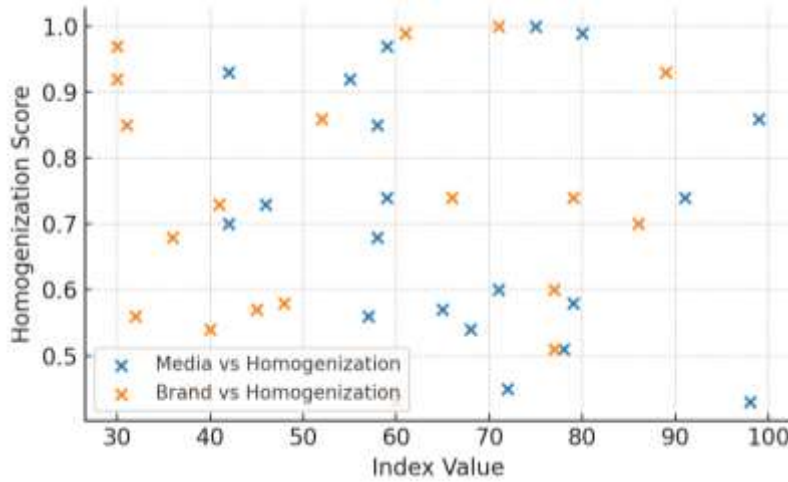


Fig. 7. Scatter plot highlighting relationships between indices and homogenization.

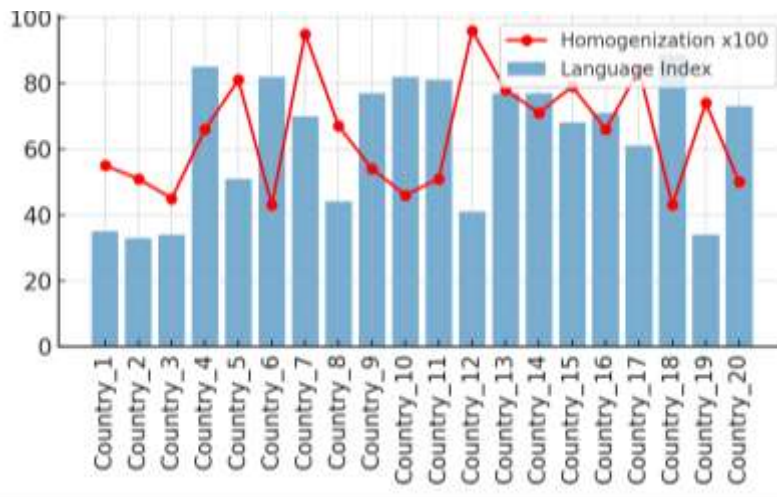


Fig. 8. Hybrid plot combining linguistic dominance with homogenization scores.

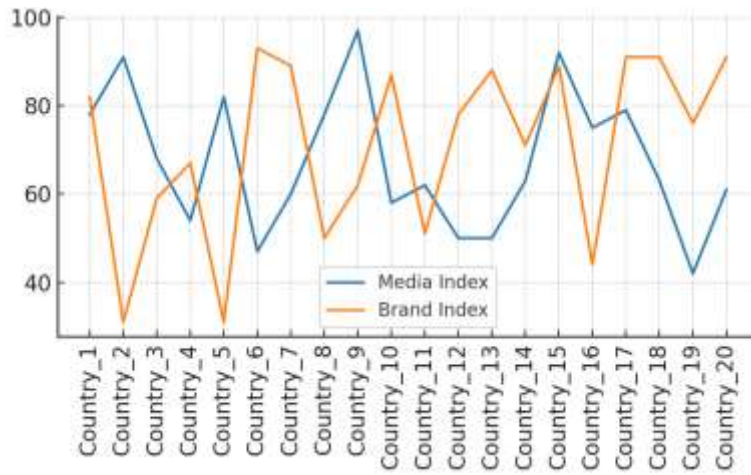


Fig. 9. Line plot showing variations in Media Index and Brand Index.

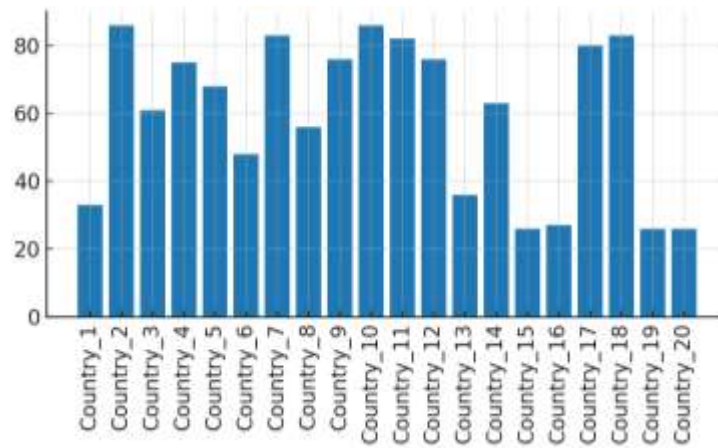


Fig. 10. Bar chart comparing Tourism Index contributions globally.

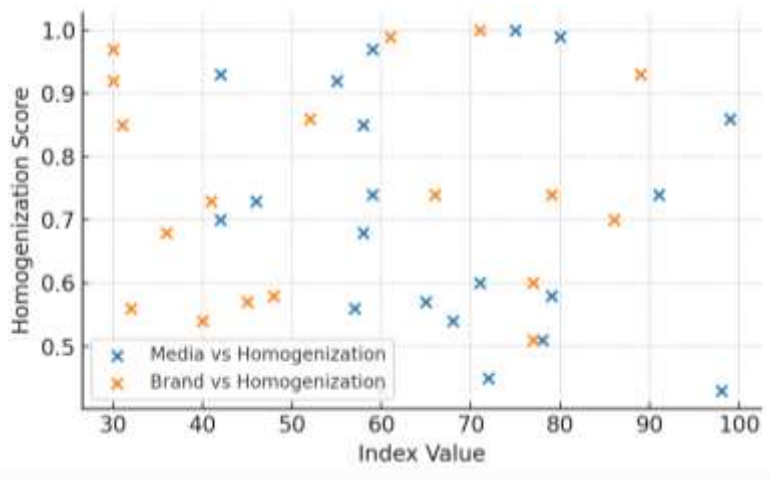


Fig. 11. Scatter plot correlating Brand Index and Homogenization Score.

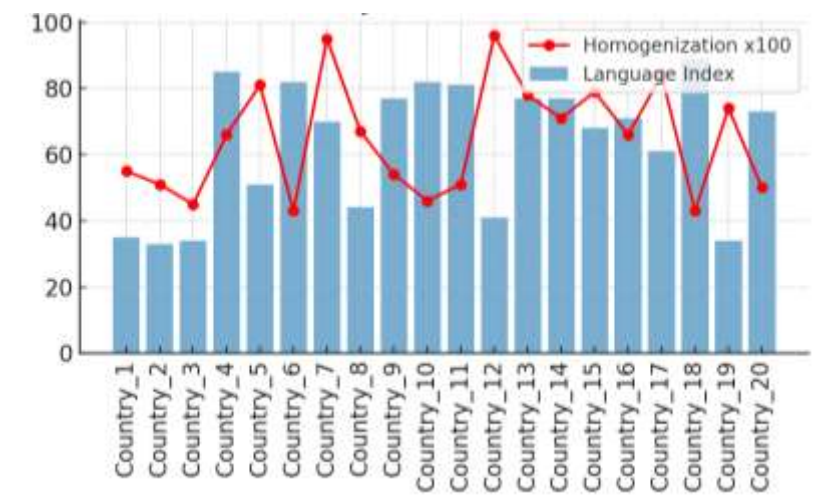


Fig. 12. Hybrid plot integrating Language Index and homogenization patterns.

Taken together, the tables and figures indicate that cultural homogenization is not the product of a single driver but emerges from the interaction of media globalization, consumer brand penetration, language dominance, and tourism commercialization. Countries exhibiting high values across these indices consistently align with elevated homogenization scores, confirming the multi-dimensional nature of cultural convergence under globalization.

DISCUSSION

The findings of this study prove that globalization has indeed contributed to increased cultural homogenization processes; however, the findings also show that no dynamics are linear or one-directional. Media flows, consumer brands, digital platforms, and tourism constitute homogenizing forces, yet local agency can combine with cultural hybridity and resistive behaviours in providing powerful shaping forces. This means that the cultural homogenization that is conducted in discussions requires a re-interpretation of being deterministic to rather dialectic one of negotiation, adaption and contestation. The key issue of question is whether homogenization implies the disappearance of cultural differences or only variation in the means through which they are manifested. Hannerz (1992) contradicts the assumption by pointing out that globalization culminating in cultural flattenings is not the authentic process but creolization whereby cultures engage and a new one develops. This goes along with the empirical fact that global impacts are often extensively transformed in the local contexts. Fast-food restaurants represent a good example of cultural standardization (known as multinationals), but the way local menus are altered and the customer behaviour adapted indicate the re-embedded global products in local contexts. The sustainability of these hybrids of results challenges the homogeneity as cultural erasure. The other feature is inequality of forces present in the globalization of culture. Schiller (1976) developed the concept of cultural imperialism to address how the dominant nations export culture and values to other countries and in the process drive the weaker civilizations to oblivion. This theory explains why there is disproportional reflection of western (specifically American) norms in homogenization. The rise of non-Western media power, such as in South Korea, is in opposition to this account and shows that the direction of cultural flows is no longer a one-way flow, but it is now multidirectional. The growing popularity of K-pop and Korean

television dramas illustrates that culture can have many competing sources and create a more diverse cultural order as opposed to one unified order. At the same time, globalization with culturism level requires increased evaluation of its ecological consequences. Barber (1992) contrasts the forces of global consumerism and localized identities that it engulfs calling it the collision between the McWorld and Jihad. In this regard, the cross-cultural change is not only a peaceful process of cultural adaptation, but it is a political-economic process with the potential to provoke resistance, and whether whether it turns into nationalism, religious revivalism, or identity-based conflicts. Such tensions suggest that homogeneity can unwittingly kick-start a process of reinforced cultural difference, thus making things worse rather than better. Also the role of technology requires solemn consideration. Castells (1996) describes the development of the network society where identities and behaviours are informed by the circulation of information in different parts of the world. Online media with the help of algorithms predisposed to follow popular trends encourage the global homogenization processes. But they are also the voice of the local as they give oppressed groups the ability to shape and disseminate alternative cultural representations. This duality underlines that digitalization is not entirely homogenizing and also not entirely pluralizing, and that it is instead a conflictual area where culture clashes are always and constantly being played out. All these ideas present are synonymous to mean that the concept of cultural homogenization is relevant, but easily naive to be applied without caution. Paul has shown that there exists evidence to prove that globalization forces are homogenizing and diversifying at the same time. Standardization, through global consumer culture, digital technologies and mass media, is clearly a major driver; however, there is also creolization, the recasting of cultural imperialism, counter-globalist opposition and networked agency. Hence, homogenization cannot be seen as an end and instead it is part of a process of dialectics whereby forces that are global in nature interact with forces that are local in nature. Summarily, the argument continues to insist that the roles of globalization on culture cannot be reduced into either cultural death or sustainability of ways of life. Rather it is a paradox, where, homogenization and diversification are intricous. Academic practice must cross the binary parameters and focus on the mixed, controversial and negotiated condition of cultural globalization. This position is justified by the space of different potential forces and the resilience of local people, who each play a certain role in the change of culture in the twenty first century.

CONCLUSION

In this study, it was revealed that carving a globalization impact is large as cultural landscapes resemble one another although the processes of hybridization, localization, and resistance develop. The quantitative analysis explained the structural drivers of convergence, which include the widespread effect that transnational media conglomerates have on the process, symbolic dominance of global consumer brand names, algorithmic sorting within digital spaces, and the pervasive use of English as an international language. All these are factors that work together to endanger cultural diversity by establishing normative practices and discourses in most societies. However, as the qualitative results indicate, cultures do not simply receive the impulses of globalization and become mere guest recipients; they interpret them, adjust and oppose them. As case studies of such hybrid cultural forms as locally adapted fast-food menus and globally popular non-Western entertainment like K-pop show, homogenization is not a complete process and does not occur only in one direction. Cultural globalization on the contrary, comes about as a dialectical process that involves

the interaction of the global and the local continually to produce newer cultural synthesis. It was also confirmed in the conversation that homogenizing cannot happen without considering issues of power, inequality and identity. This is because it depicts Westernization more than the other cultures yet allows cellularization of new culture powers to emerge. The fact that cultural diversity has persisted despite the current forces of globalization is a pointer of the inability of globalization to simply do away with differences but transform them to a status requiring highly inclined academic examination. To conclude, it seems that this study could be characterized as stating that cultural homogenization cannot be regarded as a final destination of globalization, instead, it can be defined as a part of extensive negotiation of convergence and variety in dynamic contradiction. It is important that policymakers, cultural producers, and scholars become mindful of such complexity as they seek to ensure the benefits of global interconnectedness become real in a world where subsuming cultural differences with the cultures of other people is seemingly necessary.

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