

GLOBALIZATION OR WESTERNIZATION?

Role of the media

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INTRODUCTION

- The Western dominance is comprehensive:
 - - Political
 - - Economic
 - - Cultural

WHAT IS GLOBALIZATION?

- 1- Globalization refers to fundamental changes in the spatial and temporal contours of social existence.
- 2- Free market, economic liberalization based on westernization, technological development, development of the mass media, and most lately the internet revolution, are aspects of this phenomenon.

GLOBALIZATION HAS A BRIGHT SIDE

- 1- Provision of efficient tools for communication.
- 2- Availability of products all over the globe.
- 3- Interaction of cultures.

ASPECTS OF GLOBALIZATION

- 1- Political globalization
- 2- Economic globalization
- 3- Cultural globalization

ROLE OF THE MEDIA

- 1- Shapes public opinion and people's culture
- 2- Provides information
- 3- Educates masses

CHARACTERISTICS OF THE WESTERN CULTURE IN THE MEDIA

- 1- Promotes the western man
- 2- Portrays the rest as exotic and backward
- 3- Created icons and idols to promote western products
- 4- Displays the west (USA in particular) as a source of inspiration and social recognition

CONCLUSION

- 1- Globalization is a two-edged sword, it rewarded people with material gains but stolen their identity.
- 2- Global village shall remain multi-cultural.
- 3- Our differences create our existence.

RECOMMENDATIONS

- 1- To change our perception towards “the other” is imperative.
- 2- To teach young generations how to respect “the other” and not be enslaved by him.
- 3- To initiate intellectual dialogue.
- 4- To transmit cultures to young generation through positive and innovative approaches
- 5- To learn how to be selective in dealing with globalization.