

Chapter 10 - How Can We Respond to the Cultural Impacts of Globalisation?

Globalisation has led to the spread of popular and consumer culture and the consumer lifestyle associated with it.

Cultural Impacts	
+ve	-ve
Spread of Culture: globalisation leads to technological advancements - cultures spread easily - countries like Korea are more technologically advanced - can use digital technology to transmit entertainment products in digital format and share them on platforms - consumers anywhere in the world can access using devices and share with others	Dilution of Culture: - people more immersed in global cultural products and lifestyle > practice of local cultures/traditions less widespread > adoption of popular and consumer culture could gradually lead to their replacement - dilution of culture can eventually lead to some cultures being forgotten over time
Korean wave since mid-2000s, Korean Influences have spread through K-dramas, Korean pop music, beauty products, and food Think about sites like Netflix bringing widespread popularity of shows like Squid Game and Parasite Korean popular culture's widespread global popularity shapes local cultural tastes and preferences for music, fashion, food	In Sg digital platforms like Youtube, Spotify > sgrens can access and discover local & international music > increased competition for local artists A survey conducted in 2022 by the National Arts Council showed that only 53% of respondents found music by Singaporeans appealing and relevant. According to a ThinkChina report, the percentage of Chinese residents in SG speaking dialects at home dropped from 81.4% in 1980 to 11.8% in 2020 as the youth are influenced by western culture to just speak english

Varying degrees of acceptance and rejection

Responses		
Countries	choose to reject cultural globalisation: ban foreign cultural performances to protect their local culture, values and beliefs	In 2019, the Infocomm Media Development Authority (IMDA) cancelled a concert by an overseas band that promoted religiously offensive music, violence, and hate speech following public outcry
	choose to limit the influence of cultural globalisation: impose legal quotas on foreign entertainment to protect their domestic cultural industry and economy	1993: at least 40% of TV programmes in France have to be French 2016: 35% percent of songs played over radio must be French (40% in 1994, changed after protest)
	choose to embrace cultural globalisation	Feb 2023 video of South Korean diplomats dancing award-winning Indian song (Naatu Naatu) went viral on socmec - to rejoice in the success of Indian cinema/music - with popularity of kpop kdrama in India, show Koreans love Indian culture
Individuals	actively consume foreign cultural products, and embrace the ideas, values and beliefs that they promote - if they agree with said ideas etc	award winning film Braveheart led to 300% increase in tourist visits to The National Wallace Monument in Scotland the year after it was released
	resist the influences of cultural globalisation/ reject foreign cultural products - to protect local industries, culture, and way of life from being diluted	concerned how Korean influences threaten/dilute Japanese culture and cultural businesses - some Japanese people do not buy products that are made in korea - led to korean pop star PSY's Japanese version of his popular song "Gangnam Style" being canceled in 2012

concerns raised by individuals and communities can prompt gov response
gov response can shape values and behaviours of individuals and communities

for srq, need to explain

HOW globalisation leads to these impacts/responses

(what is globalisation? then lead to advanced technology...)

possible questions

- Are the positive impacts more significant than the negative impacts of globalisation on culture? (pos vs neg impacts)
- country vs individuals response
- embracing responses vs rejecting responses

o level has never tested this for SRQ part b in the past 10 years (2025-2016)