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What is culture? To what extent, in your opinion, global culture is emerging? Do you regard the prospect of a global culture as positive or negative?

## 2-INTRODUCTION: CULTURE AND GLOBAL CULTURE

"man is a social animal"  
Aristotle

In the above quote, Aristotle argues about the nature of human. The fact that man is a social animal implies that man cannot survive in isolation and needs to socialize. When man socialize and interact with people it starts sharing some common values, beliefs, norms and material objects. A form a sense of connection and a group of people is formed. Today the this sharing of things is called culture. Today, due to technology and globalization the things are shared at a larger scale and a global culture has evolved. This global culture has its impacts.



## 2 - WHAT IS A CULTURE? DEFINITION AND EXPLANATION OF CULTURE:

### a - DEFINITION OF CULTURE:

A very simple definition of culture given by Melver is as follows

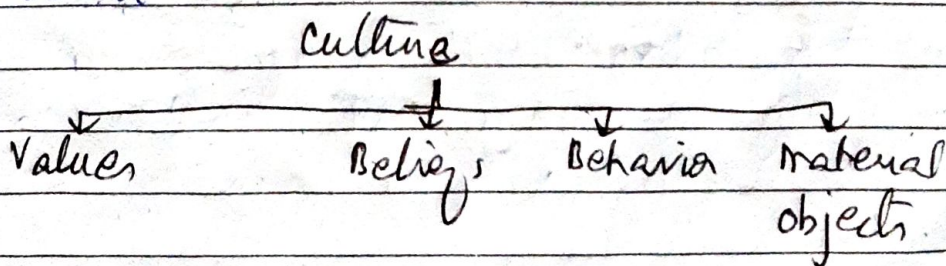
“Culture is what we are”  
Melver.

A more comprehensive definition of culture is given by John Macdonis

“Culture is a set of values, beliefs, behaviour and material objects that together constitutes people's way of life.”  
John J Macdonis

### b - EXPLANATION OF CULTURE:

John Macdonis identifies the following elements of a culture.





As Melver said that culture is what we are. Everything that a human believes and does is called its culture.

\* Values: All the things that people of a society like to do are its values. In Pakistani society respecting elders, not telling a lie, hospitality are the values.

\* Beliefs: For a society, belief is what is considered real. For example, unity of Allah is belief of all Muslims.

\* Behavior: The behavior of a person is also determined by the culture of the society in which one lives. For example: Shaking hands in Pakistani society and bowing in Chinese society.

\* Material objects: All the tangible things i.e., Chair, table, food, etc. vary from one culture to another. For example, Biryani in Pakistani society and China etc.



### 3 - GLOBAL CULTURE:

#### a - DEFINITION OF GLOBAL CULTURE.

Global culture can be simply defined as

Global culture is a set of shared experiences, norms, symbols and ideas that unite people at the global level.

The amalgamation of different cultures is emerging as a global culture due to the advancement in technology.

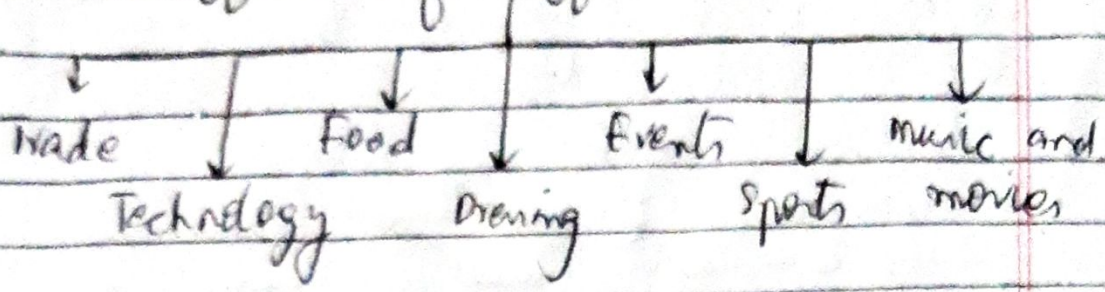
#### b - EMERGENCE OF GLOBAL CULTURE:

It has been observed that today global culture is emerging dramatically. Owing to the advancement in trade and technology the speed of diffusion of different culture has been increased that is resulting in the emergence of global culture. Global culture has been manifested in the following fields of life.



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### Proliferation of global culture / diffusion of different cultures



Anchor: the global culture's expansion to all the fields of life.

#### \* Trade:

International trade has expanded globally in 21<sup>st</sup> century. Today the goods manufactured in Pakistan are available in USA and other countries of the world. For example football manufactured in Sialkot were used in FIFA worldcup 2022.

#### \* Technology:

Technology has a very important role in the emergence of a global culture. Trade, communication and travel have been improved due to technology. Social media, airplanes, and all other advanced technological devices are speeding up the emergence of global culture.



### \* Food:

Food of different cultures are being eaten in all parts of the world now. For example KFC and McDonalds in Pakistan and all Halal food restaurants in western countries such as Nawab Hotel in London.

### \* Dressing:

Different cultures have different dressing sense. Today, the dressing sense of people is being affected. People in East are wearing western dresses and being influenced by these dresses. Recent wave of riots in Iran against Hijab shows that their culture is being countered by western culture where Hijab is not practised.

### \* Events and Functions:

Due to social media and electronic media, the events and functions of different cultures are also being celebrated in different parts of the world. For e.g. Baby shower and Bridal shower in Pakistani society and Christmas and New Year in Pakistani society.



Games and

+ Sports:

The two proponents of the global culture Frank J. Lechner and John Roli say that

"World culture exists and it is growing in importance"

They gave the example of the game chess in particular. They said that chess is being played in almost every part of the world now and countries have opened chess clubs also.

+ Music and movies:

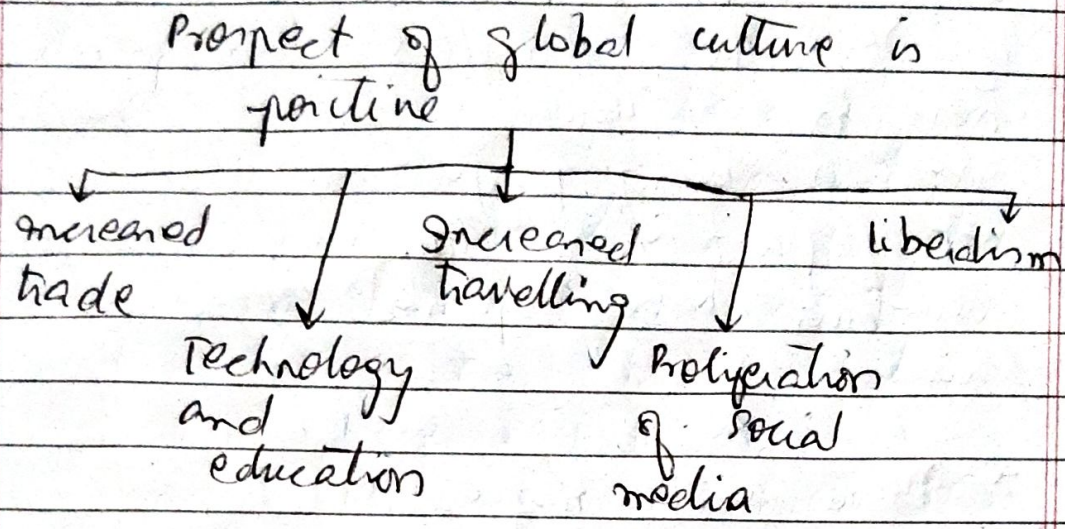
The pop culture is also spread now. Netflix is being watched everywhere and the content of different nations can be seen in any society.

All this shows that a global culture is emerging and has expanded to almost every field of life.



## 4 - PROSPECT OF GLOBAL CULTURE IS POSITIVE:

The global culture according to some scholar is emerging at a very high rate. Its prospects of continuing further are positive due to the following reasons.



### a - INCREASED TRADE:

The trade at international has been increased exponentially since the beginning of 21<sup>st</sup> century. This is the factor behind emergence of a global culture and it ensures positive prospects behind its further expansion.

### b. TECHNOLOGY AND EDUCATION:

Rapid advancement in technology and acquisition of



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education ensures that the digression of culture would keep on taking place

### C - INCREASED TRAVELLING:

Due to travelling of people from one place to another, cultural contacts have become easier. It will continue to happen

### D - ROLE OF MEDIA:

The increased role of media (electronic and social media) assist the expansion of global culture. It ensures that the digression would continue and more people would adopt global culture.

### E - LIBERALISM:

The notion of liberalism also advocates the expansion and adoption of global culture at a large level.

### F - CONCLUSION:

In short, culture is human's shared way of living the life in a society. Today, due to the phenomenon of globalization the world has shrunk and



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scholar use the word of "global village" of the world. There is an emergence of global culture and its prospects are positive.