

- **Passage: The Impact of Globalization on Culture**

- Globalization, with its interconnectedness and rapid dissemination of information, has undoubtedly influenced cultures around the world. While proponents argue that it fosters cultural exchange and understanding, critics claim that it leads to homogenization and the erosion of unique identities.
- In the realm of culture, globalization has facilitated the exchange of ideas, art, and traditions across borders. Access to diverse cultural products, such as literature, music, and cinema, has become more widespread. This has the potential to broaden perspectives and create a more interconnected global society.
- On the flip side, the increasing influence of globalized media and popular culture can overshadow local traditions and languages. Small communities may find themselves adopting mainstream practices at the expense of their indigenous identities. Critics argue that this process of cultural homogenization threatens the rich tapestry of diversity that makes each culture unique.
- Moreover, the digital age has amplified the impact of globalization on culture. Social media platforms, streaming services, and online communities connect people worldwide, allowing for instantaneous sharing of cultural expressions. However, the rapid spread of trends and the dominance of a few languages on

these platforms can contribute to the marginalization of smaller languages and cultures.

- In conclusion, the impact of globalization on culture is a complex and multifaceted phenomenon. While it has the potential to enrich societies through cultural exchange, it also poses challenges to the preservation of local identities. Striking a balance between global connectivity and the preservation of cultural diversity remains a key challenge in the 21st century.

- **Comprehension Questions: The Impact of Globalization on Culture**

- **1.** How does globalization facilitate the exchange of cultural ideas, art, and traditions?
- **2.** What is the main concern expressed by critics regarding the impact of globalization on culture?
- **3.** How has the digital age intensified the impact of globalization on culture?
- **4.** In your opinion, how can societies strike a balance between global connectivity and the preservation of cultural diversity?

# Practice

## Comprehension Passage.

### Question #1

How does globalization facilitate the exchange of Cultural ideas, art- and traditions?

Answer:

single point is written in 3 sentences

Globalization facilitates the exchange of Cultural ideas, art-, and traditions. Globalization promotes interconnectedness and spreads information across the world, influencing the culture. Through globalization, people share their ideas, art-, and traditions. Because it has impacts beyond the borders, therefore, the culture, traditions, and ideas are exchanged among the people.

same point in 1st line

### Question #2

What is the main concern expressed by critics regarding the impact of globalization on Culture?

The critics have expressed concerns over the impact of globalization on culture. They are of the view that through globalization; media and the popular culture ignores the local traditions and values. The indigenous identities are compromised because of globalization. Therefore, the critics argue that



the rich cultural practices and the values are being blurred as a result of globalization.

### Question #3

How has the digital age intensified the impact of globalization on culture?

Answer:

Digital age has intensified the impact of globalization on culture. The online platforms connect the people all around the world, making cultural practices being shared significantly. The online platforms like the social media platforms, streaming services, and online communities are dominated by the few languages which contribute to the marginalization of cultural and regional language.

### Question #4.

In your opinion how can societies strike a balance global connectivity and the preservation of cultural diversity?

Answer:

Striking a balance between global connectivity and preservation of cultural diversity remains a challenge in 21<sup>st</sup> century because of digitalization. Societies should adapt to



the globalization practices while keeping their indigenous identities intact. Globalization and Culture can go hand in hand with each other. Societies can benefit from globalization while promoting their ideas and cultures through multiple platforms. In this way, through globalization they can enhance their culture while striking a balance between culture and globalization.

attend to pointed out mistakes  
rest is satisfactory

7/20  
need improvement