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Q no: 01

Outline and explain some of the major perspective in globalization studies. In what ways has the globalization of media and culture impacted the Pakistani society? Critically analyze the pros and cons of such changes on indigenous cultures:

(1)

Introduction: Brief analysis of globalization and its impact on culture:

In globalization era, culture purity is myth!

Arjun Appadurai -

Global Flow Theory.

Indeed, in the contemporary era, culture is highly and significantly evolved due to changing trends in globalization. Today, its globalization, which changes the food, dress and living standards of the people. In order to discuss Pakistan's status, Pakistan is

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gradually and fastly adapting and exercising the positive and negative impacts of globalization. Moreover, apart from globalization impacts on a particular community, it becomes socially and effectively imperative to understand the pros and cons of globalization in today's modern world cultures.

(2)

Analyzing different perspectives in globalization studies:

cultural perspective

liberal perspective

perspective in globalization studies

technological perspective

conservative perspective

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(i)

Liberal perspective in globalization studies:

Liberal argues that due to globalization, the world experiences numerous pros including free trade, fast travelling mechanism, and good service delivery.

Theoretical perspective of Leslie White Evolutionism argue that

- Technologies such as media outlets, severely and fast changes the trend of culture across the world.

(ii)

Conservative perspective in globalization studies:

Conservative argues that globalization is an intentional threat for their culture to diffused. Theoretical perspective of Diffusionism explain that interaction diffuses culture.

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(iii)

Cultural perspective in globalization studies.

Globalization carries both positive and negative implications on culture. For instance, the culture of female education is evolved due to globalization. Recently, UNDP report 2023 suggests that literacy rate of female increased from 34% to 51% respectively.

(iv)

Technological perspective in globalization studies.

Technologies are part of globalization trend. Hence, its positive impact can be seen in the form of females' health status in Pakistan. For instance, legalization of Abortion, gender equality. However, negative impact can be seen in the form of deep fakes.

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(3)

Understanding the areas where
globalization of media and
culture impacted the Pakistani
society:

(i)

Following ways the media and
culture impacted the
Pakistani society:

(a)

Change in eating pattern
across Pakistani hotels:

Due to globalization, change in eating
pattern can be manifested. For instance,
In Islamabad, F-7, a Chinese restaurant
works where people eat Chinese food, etc.
This happens due to globalization. As per Embler
and Embler: "Culture is not static, it
reshapes by interaction,
conflict and tools."

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(b)

Dressing culture has changed
due to globalization.

In Urban areas, especially Karachi
and Islamabad, young youth mainly
prefer jeans and foreign haircuts.

Arjun Appadurai's Global flows
theory explains it: culture is dynamic
evolve through interactions and trends.

(c)

Culture of Female Education
due to globalization.

Today, in Pakistan, the trends of education
for female have increased due to
globalization. Pakistani daughters
like Malala Yousafzai lead the

country at global arena. As she says:

"Education is not eastern nor
western. Education is

education and a basic human
right."

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(4)
Critically analyzing the pros and cons of such changes on indigenous cultures:

The pros of such changes on indigenous cultures can be seen: gender equality, rise in education awareness, ^{and} digital knowledge. Moreover, trade liberalization, democratic centralization of power and justice at grassroots level. **In the**

Lenz of Marvin Harris's theory
Cultural Materialism that

economy and environment impact on culture. Thus in this case globalization changes the cultural pattern positively.

However, to discuss the cons of

globalization on indigenous culture, it can be manifested in the form of:

Diffusion of culture, loss in values — elder respect, social class society, and rise in exotic contents. These

all draw backs can eventually disturb

the culture of a society. **For instance,**

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Afghani felt fear - fear of identity loss - in Pakistan and Iran after large-scale migration. Source: UNHCR report 2022.

Similarly, this can be discussed in the theory of Clifford Geertz 'Symbolic Anthropology' where he explains loss of identity means giving up from cultural dress traditions, etc. To cap it all, globalization has both up and down sides, ultimately its impact can leave both positive and negative impact on a culture.

(5)

Conclusion

Globalization carries far-reaching implications on the culture of indigenous group. It can be clearly seen in the case study of Pakistan.

In nutshell, increasing and changing trends suggest that no culture can grow in isolationism. Here the words of Gandhi affirm perfectly,

"No culture can be lived if it attempts to be exclusive!"