

Cultural Imperialism: Fact or Fiction

Outline

I. Introduction

- Hook
- Background
- Thesis statement

II. Cultural Imperialism is a fact: Vindication to the statement

1. Global media promoting western culture

- Dominance of Hollywood, Netflix and CNN
- Hollywood films comprised about 85% of films shown worldwide — UNESCO

2. Educational System reflecting western culture

- Cambridge Schooling System
- Prioritization of western theories, philosophers and history

3. Language as a tool of Cultural Supremacy

- English as a global language of power
- Approximately 50% of the world's languages are in danger of extinction by the end of the 21st century — UNESCO
- Linguistic imperialism theory by Robert Phillipson

4- Western lifestyle as a symbol of modernity

- Replacement of traditional clothes with western attire
- Spread of fast food chains such as McDonald's and KFC

5- Digital platforms transmitting western norms

- TikTok, Instagram trends
- Netflix as a representation of American cultural imperialism

6- Economic powers reinforcing cultural control

- Multinational corporation promote western culture through advertising
- Fairness Creams promoting Eurocentric beauty ideals globally.

7- Consumer culture promoting western goods

- Dominance of foreign brands such as Nike, Apple, Korean skincare.
- The McDonaldization of Society by George Ritzer

8- Soft image as a tool of cultural dominance

- Films, music, and pop culture as tools of soft power
- Joseph Nye's soft power theory

9. Marginalization of indigenous values

- Traditional family systems, religious norms and moral codes are weakened
- Rise in individualism and decline in joint family systems.

10. Scientific knowledge exemplifying Cultural imperialism

- Scientific inventions such as AI, social media, and algorithms carry western values, biases, and ethics
- 90 per cent of academic journals are published in English language

11. Global acceptance of western norms and values

- Western holidays (Valentine's Day, Sunday, Christmas, Black Friday)
- Old age homes

III - Counter perspective: Cultural Imperialism as a fiction

1. Globalization promoting cultural exchange, not imperialism

2. Rise of Non-western cultural powers

3. Voluntary adoption of culture

IV- Policy mechanism to resist cultural Imperialism

- Cultural protection policies
- Investing in language promotion
- Educational reforms
- Media regulations
- Cultural diplomacy

V- Conclusion