



Examination of the cultural effects of globalisation

By Florian Mayer

GRIN Verlag Okt 2007, 2007. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2001 in the subject Cultural Studies - Basics and Definitions, grade: 1 (A), University of Leeds (Department for Communication and Cultural Studies), course: Communication & Cultural Studies, 26 entries in the bibliography, language: English, comment: extensive literature liste. 317 KB , abstract: After, what has been a `very long, uneven and complicated process and is currently called globalisation , world capitalism and the underlying system of sovereign states have become `the first historical system to include the entire globe within its geography . The brands, images, and the cultural output of transnational companies of mainly North American origin are flooding almost every part of the world. What George Ritzer has called McDonaldization, `the rationalization of everyday interaction and individual identity - the principles of a fast food restaurant that `more and more sectors of society are adopting transforms national economies into one global, interdependent economy . As a consequence, activities, which were previously carried out within a national or regulated international framework, will from now on be carried out globally, in accordance...

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