



CULTURE, COMMUNICATION, AND THE CHALLENGE OF GLOBALISATION

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PROBLEMATIC

How is critical cultural studies in communication—as a method and as an area of inquiry—challenged by globalization?

How does globalization force us to rethink culture in new ways and through new problematics?

I. THE PROBLEMATICS OF GLOBALIZATION: AN OVERVIEW

- Globalisation is a pattern of world-wide connectedness and disconnectedness which transcends national borders and contesting them.
- Globalisation is uneven and heterogeneous in its functions, the way it is experienced, and the new forms produced.

The new forms of articulation and disarticulation, configurations of power and new planes of dis/empowerment makes so that we cannot compare it to any previous happening in history. Colonialism was enacted within fixed boundaries while globalisation does not, which is why this essay tends to the rethinking of “difference”.

II. UNSETTLING AND RE/STAGING “DIFFERENCE”

“difference” through the
lenses of identity

- race,
- class,
- gender,
- nation,
- colonialism

- Self = coloniser,
empowered, oppressor,
- Other = colonised,
disempowered, subaltern,
marginalised

Rethinking capitalism of western modernity as the hegemonic centre, the rise of Asian transnational capitalism rearranges those nations' relations to globality, transnational trade, development, and their own populations, in ways that often fall outside of the cultural and economic logics of North Atlantic modernity.

III. GLOBAL FLOW OF IMAGES

- Example: Bollywood industry
- Complex way in which images and the image industry travel in conjunction with the flow of people, capital, technology, and changing forms of connection and desire
- Luhrmann stated to the New York Times: “I started thinking, ‘Could a Bollywood-like movie work in a Western vernacular?’ It’s high comedy, high tragedy, then they break into song. You know? ‘Moulin Rouge’ is deeply influenced by that”