

**CULTURAL HOMOGENIZATION** Is a process in which a dominant culture invades or captures a local culture, returning to homogeneous society. That is to say, that their customs, ideas or values are transformed, being able to cause the loss of their identity to adopt or assimilate a more global culture. Homogenization is also understood as a process involving the exchange of elements and the mixing of different cultures to propagate into one. Its term is taken hand in hand with the Cultural Globalization, Which refers to the changes that a society suffers in its lifestyle to adapt to new customs, traditions, and economic models, religious and even artistic expressions.

This phenomenon of globalization has generated discomfort in certain cultures that have been affected by the loss of their identity, taking into account that powerful cultures can impose on them their model or pattern of life before society.

### **TECHNOLOGY AND COMMUNICATION IN CULTURAL HOMOGENIZATION**

The media and technology play an extremely important role in this process. Thanks to the connection that can be achieved today, this allows different companies to interconnect with each other, being able to create links or unity between them. Technological advances are so powerful that they connect people from one continent to another, making it easier to share ideologies, trends, news, ideas and so on.

The business world has taken the reins of this tool to boost their public relations and, of course, advertise so overwhelmingly that they manage (in some cases) to dominate part of the world. The companies focused on communication, information and technology are no longer projected at a national level, but include a transnational one, that crosses borders, that investigates different cultures, operating through a system of multimedia that allows them to approach monopolies with high global influence. The media together with the new technologies are an effective machine not only for economic reproduction, but to establish or impose a planetary culture that consolidates in a society where technology is the center of attention.

Companies or powerful governments can directly influence the transformation of a culture, imposing through symbols or events an idea. This concept is called "McDonaldization" of the world.

#### **McDonaliation**

The phenomenon of cultural homogenization that directly encompasses the economic part of nations is also known as Capitalist culture or "colonization of coca". The latter refers to the impact of the Coca-Cola brand in the world. McDonalds, the popular fast-food chain, has managed to expand to the most unusual places in the world, with its burger the same on any continent. For this reason, when speaking of Macdonalización, refers to how the brand has been involved in different cultures, being able to change a representative dish of an ethnic group for hamburgers and potatoes.

But on the other hand, despite the strong appeal of McDonald's for adults and children, there are countries where this establishment has had to incorporate traditional foods and desserts in the area.

Some indigenous cultures have tried to resist this process, but on the other hand, experts point out that cultural homogenization is not unidirectional, but instead tries to unify different elements or mix different cultures so that homogenization is not referred to Diffusion of a unitary culture.

Mcdonalisation is seen as a model to be followed, established as "Monalization of education", which proposes to open new institutes of education in different countries in order to promote the values, integrity and interests of the countries in which they are established. This is a process of cultural homogenization that intends to become a unique and universal culture.

### **THE ECONOMY IN CULTURAL HOMOGENIZATION**

The economy is a basic piece for the growth or development of a society, and obviously, has the power to generate changes in the level of consumption is concerned. Many companies use communication mechanisms such as digital marketing, television, movies, advertising and any other medium that generates traffic or feedback with the masses to be able to sell or promote their products or services.

Multinational organizations or companies have formed alliances and created strategic plans to form real and private emporiums, and with it the expansion of globalization occurs. The most powerful countries encourage the undeveloped to seek more sustainable economic practices.

Some peoples have been in need of changing their economic mechanisms and have had to face new challenges for their productions, thus obtaining sources of income in the market, such as tourism exploitation to highlight their territories and traditional riches abroad. This demonstrates the character of the cultural homogenization that is exerted between the towns or communities.

Cultural homogenization, it takes on a more social and human sense, which seeks to reduce cultural differences between individuals or equity or social equality. The goal is to reduce cultural diversity, which could function as a breakdown of barriers or end the differences that exist in the world.

Cultural homogenization encompasses lifestyle, trends in dress, food, entertainment, music or the changes that have undergone the various expressions of cultures such as traditions, dances, handicrafts, among others.

Generally homogenization is viewed negatively, as it leads to the "reduction in cultural diversity." However, some scholars have a positive view on homogenization, especially in the area of education. They say that it "produces consistent norms of behavior across a set of modern institutions, thus tying institutions such as the modern nation state and formal education together in a tight political sphere."

### **CULTURAL FRAGMENTATION**

The concept of cultural fragmentation implies the disintegration of "singular" cultures and the formation of numerous diverse cultures, be they associated with particular ethnicities, religions, concepts of nationhood or people groups, or those associated with particular forms of lifestyle, values, or commodification.

The notion of cultural fragmentation has been linked with processes of globalization and is particularly associated with the ascendancy of postmodernism as a condition of society. The connection between globalization and postmodernism and its relationship to cultural fragmentation is a complex one because of processes of globalization that creates both homogeneity and heterogeneity. Some commentators argue globalization has produced increasing homogeneity (the serial repetition of processes and places, such as shopping malls, fast-food restaurants, retail chains, global consumer and pop cultures, Internet socialities)

In urban sociology, fragmentation refers to the absence or the underdevelopment of connections between the society and the groupings of some members of that society on the lines of a common culture, nationality, race, language, occupation, religion, income level, or other common interests. This gap between the concerned group and the rest might be social, indicating poor interrelationships among each other; economical based on structural inequalities; institutional in terms of formal and specific political, occupational, educative or associative organizations and/or geographic implying regional or residential concentration. Bell hooks coined the term when addressing the problem of 'hierarchy of oppression' within the feminist movement; where some felt experiencing more types of oppression gave greater validity to one's opinion and, therefore undermined group strength and solidarity within the movement as much as non-intersectional identity did in the 1970s [where female identity was seen predominantly through the lens of white, middle-class women and didn't take into consideration that identity could be made up of many more cultural influences such as race, gender, sexuality, spirituality etc. all intersecting across points of privilege and oppression]. hooks argued for greater inclusivity, mutual support and an understanding of various types of feminism within the movement; each sharing the same equity goals, yet having different ideas on the methods to achieve such goals.

**ORAL TRADITION**, or oral lore, is a form of human communication where in knowledge, art, ideas and cultural material is received, preserved and transmitted orally from one generation to another. The transmission is through speech or song and may include folktales, ballads, chants, prose or verses. In this way, it is possible for a society to transmit oral history, oral literature, oral law and other knowledge across generations without a writing system, or in parallel to a writing system. Indian religions such as Buddhism, Hinduism and Jainism, for example, have used an oral tradition, in parallel to a writing system, to transmit their canonical scriptures, secular knowledge such as Sushruta Samhita, hymns and mythologies from one generation to the next.

Oral tradition is information, memories and knowledge held in common by a group of people, over many generations, and it is not same as testimony or oral history. In a general sense, "oral tradition" refers to the recall and transmission of a specific, preserved textual and cultural knowledge through vocal utterance. As an academic discipline, it refers both to a set of objects of study and a method by which they are studied.

Ancient texts of Hinduism, Buddhism and Jainism were preserved and transmitted by an oral tradition. For example, the strotas of Hinduism called the Vedas, the oldest of which trace back to the second millennium BCE. Michael Witzel explains this oral tradition as follows:

The Vedic texts were orally composed and transmitted, without the use of script, in an unbroken line of transmission from teacher to student that was formalized early on. This ensured an impeccable textual transmission superior to the classical texts of other cultures; it is, in fact, something like a tape-recording... Not just the actual words, but even the long-lost musical (tonal) accent (as in old Greek or in Japanese) has been preserved up to the present.

— Michael Witzel

Ancient Indians developed techniques for listening, memorization and recitation of their knowledge, in schools called Gurukul, while maintaining exceptional accuracy of their knowledge across the generations. Many forms of recitation or paths were designed to aid accuracy in recitation and the transmission of the Vedas and other knowledge texts from one generation to the next. All hymns in each Veda were recited in this way; for example, all 1,028 hymns with 10,600 verses of the Rigveda was preserved in this way; as were all other Vedas including the Principal Upanishads, as well as the Vedangas. Each text was recited in a number of ways, to ensure that the different methods of recitation acted as a cross check on the other.

#### Oral Traditions in Customs

- Blowing out candles at birthday celebrations
- Not wearing white to a wedding, unless you are the bride
- Celebrating the bounty of the harvest at a festival
- Babies wearing white at christenings
- Rituals for new members of a fraternity or sorority
- Taking a gift when invited to someone's house for dinner
- Throwing a baby shower for a mother-to-be
- Having bachelor or bachelorette parties before a wedding
- Having a bridal shower for a new bride
- Tip a waiter or waitress for good service
- Greetings like a nod, bow, smile, handshake or verbal greeting
- Removing shoes before entering a home

#### Oral Traditions in Beliefs That Are Superstitions

- Find a penny, pick it up and all day long, you'll have good luck
- A black cat crossing your path will bring bad luck
- Friday the 13th
- Cross your fingers for luck
- Break a wishbone and the person with the bigger portion will have good luck

- Knock on wood for good luck
- Step on a crack, break your mother's back
- Finding a horseshoe brings good luck
- Blow out all of the candles on your birthday cake with one breath and your wish will come true
- Make a wish upon a falling star and it will come true
- Animals can talk at midnight on Christmas Eve

#### Oral Traditions in Beliefs About Weddings

- It's bad luck for the groom to see the bride before the wedding
- The bride wears white to symbolize chastity
- The bride needs something old, something new, something borrowed and something blue
- Sweden - gold and silver coins are placed inside a bride's wedding shoe
- Norway - the bride wears a silver crown with charms to ward off evil spirits
- Czech newlyweds are showered with peas instead of rice
- The groom carries the bride across the threshold
- Hindu tradition states that rain on your wedding day is good luck
- The fourth finger was chosen for engagement and wedding rings because it was once believed that it contained a vein that led to the heart

#### Oral Traditions in Prose and Literature

- Jokes
- Riddles
- Stories
- Rhymes
- Tall tales
- Ghost stories
- Stories of tragic events
- Stories of local heroes
- Creation stories

#### Oral Traditions in Proverbs and Adages

- A watched pot never boils
- If anything can go wrong, it will go wrong
- Actions speak louder than words
- Don't bite the hand that feeds you
- Necessity is the mother of invention
- Don't judge a book by its cover
- Beauty is in the eye of the beholder
- The grass is always greener on the other side of the hill

- A penny saved is a penny earned
- If it ain't broke, don't fix it
- Good things come to those who wait

#### Oral Traditions in Legends

- Atlantis
- Big Foot
- Camelot
- Chupacabra
- El Dorado
- Fountain of Youth
- Griffins
- Hercules
- Johnny Appleseed
- The Loch Ness monster
- Medusa
- Pegasus
- Robin Hood
- Shangri-La
- The Bermuda Triangle
- William Tell
- Yeti, or the Abominable Snowman

#### Oral Traditions in Songs

- Alphabet Song
- Auld Lang Syne
- For He's a Jolly Good Fellow
- Found a Peanut Happy Birthday
- Frere Jacques
- Jack and Jill
- London Bridge
- Mary Had A Little Lamb
- Mulberry Bush
- Ninety Nine Bottles of Beer on the Wall
- On Top of Spaghetti
- Ring Around A Rosy
- Ten Little Indians
- Twinkle, Twinkle Little Star

#### Oral Traditions in Dances

- Hawaiian hula
- Polkas
- Square dancing
- Waltz
- Two step
- Western line dancing
- Round dances of Native Americans
- Break dancing
- Flamenco
- Greek circle dances

## **DIGITAL CULTURE**

Digital culture is a blanket concept that describes the idea that technology and the Internet significantly shape the way we interact, behave, think, and communicate as human beings in a societal setting. It is the product of pervasive technology and limitless access to information—a result of disruptive technological innovation within our society.

It is a lifestyle, and you're part of it. You're living it.

Digital culture is the Internet, trans-humanism, AI, cyber ethics, security, privacy, and policy. It is hacking, social engineering, and modern psychology. More contextually, digital culture is using social media as our main mode of interaction with others; sharing every moment of your life on the internet; the selfie phenomenon; the live streaming obsession; the anonymity provided by online communities; Apple Pay and Android Pay; wearable technology; the use of emoji to enhance communication; internet/cell phone addiction; the sharing/on-demand economy; cloud computing and storage; the internet of things.

I think you get the idea.

Digital culture is many things and applicable to multiple topics—but it all boils down to one: the relationship between humans and technology. These ideas are often overlooked as technology becomes a second nature to us.

Humans are using modern technology to enhance or alter the quality of living to accommodate our changing environment and human needs. For example, we've created the on-demand economy for the goods and services we need instantly, and cloud computing for working on the go. As our lives become more and more fast paced, we innovate to adapt. And because technology does not pause, as explained by Moore's law, we have to compensate by evolving our culture as needed.

With all this in mind, the goal of Digital Culturist is to explore this concept. We want to dive deeper into what makes technology tick, why it's created, how it changes the way we live our lives, why it makes us behave the way we do, and what that means for our future.

There's an enlightening sense about taking a step back to analyze where we are and how far we've come that makes digital culture so mind boggling.

There's a cause and effect to everything. Digital culture is the effect of the ever evolving technological fetish we have developed, and Digital Culturist is here to find out what effect it has on us.

Digital Culture stands for the contemporary phase of communication technologies, one that follows 19th century print culture and 20th century electronic broadcast culture, and that is deeply amplified and accelerated by the popularity of networked computers, personalised technologies and digital images. The emergence of digital culture is usually associated with a set of practices based on the ever more intensive use of communication technologies. These uses imply more participatory behaviors on the user side, an ever more visually riched environment and connection features that excell personal dimensions. Digital culture stands first of all for the changes brought about by the emergence of digital, networked and personalised media in our society and the passing from communication phases centred on print and broadcast media, to more personalised and networked media, that use digital compressing and processing capacities at their core. The consequences of such processes in societal terms and the means via which media technologies transform our modes of interaction and representation, broadly constitute what is called "digital culture". To understand the role of digital culture in current society; to relate digital culture with media culture; to understand the basis of activity theory; to understand the role and nature of social capital theory. Other outcomes include the acquisition of competences on the analysis and interpretation of key texts on the history and evolution of media theory and digital culture issues.