

THE CAUSES

- Technological expansion.
- Instant communication (Internet, social media)

THE GOODSIDE

- Freedom to choose cultural experiences.
- Healthy mixing and integration of cultures.
- Global awareness to help poor countries.

THE GLOBAL VILLAGE

(Concept by Marshall McLuhan, 1964)

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THE CONFLICTS

- Cultural contact can cause resentment and antipathy.
- Clashes over religion and parenting styles.
- The dilemma: Help others or fix local poverty first?.

THE BADSIDE

- Powerful countries dominate (e.g., USA media, fast food).
- Loss of cultural diversity and local languages.
- Everything becomes standard and artificial.