

Cultures and the global(ist) future: Globalism, heritage and cultural revitalisation

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Introduction

‘[T]he seemingly unstoppable and ever accelerating cultural homogenization around the world brought about by travel, the internet and social networking, although often decried, is probably a good thing even if it means the loss of cultural diversity: it increases our sense of togetherness via the sense of a shared culture. In fact, breaking down of cultural barriers – unfashionable as this can sound – is probably one of the few things that societies can do to increase harmony among ever more heterogeneous peoples.’ (Pagel 2014)

‘Stroll into your local Starbucks and you will find yourself part of a cultural experiment on a scale never seen before on this planet. In less than half a century, the coffee chain has grown from a single outlet in Seattle to nearly 20,000 shops in around 60 countries. Each year, its near identical stores serve cups of near identical coffee in near identical cups to hundreds of thousands of people. For the first time in history, your morning cappuccino is the same no matter whether you are sipping it in Tokyo, New York, Bangkok or Buenos Aires.’ (Pagel 2014)

Conceptualising globalism and globalisation

Contextualising globalisation and responses to it

Cultural revitalisation as reaction to globalism

Globalism, local challenges and the role of culture

Conclusion