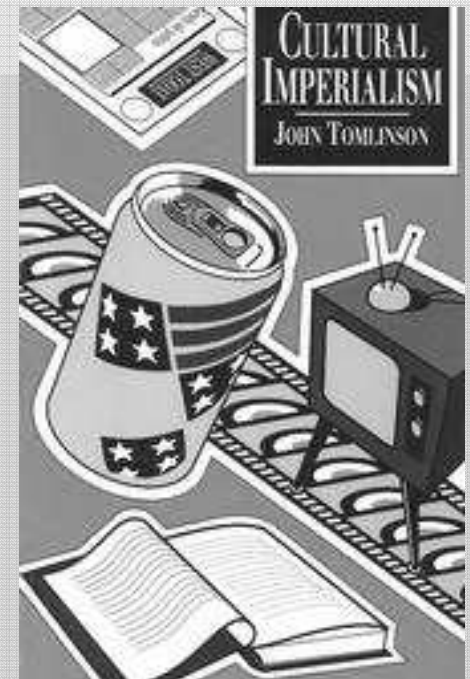


Cultural Imperialism

Author: John Tomlinson

Presenter: Veronika Jedrzejczyková



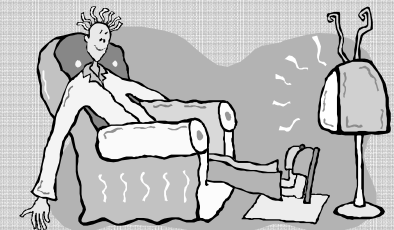
„Watching Dallas“: The imperialist text and audience research

- Ien Ang – „*Watching Dallas*“
- Tension: Massive international popularity vs. Dallas as a symbol of American cultural imperialism in 1980's
- Ideology of mass culture



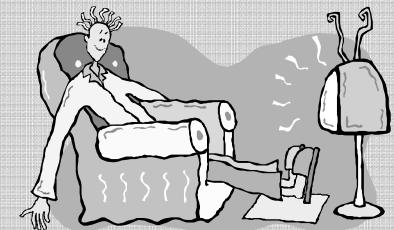
„Watching Dallas“: The imperialist text and audience research

- The problem of audience
- Critics - cultural imperialism as an ideological property of the text itself has an obvious ideological effect on viewer.
- Ang – Dallas is popular because people somehow enjoy watching it. Ideological effect don't arise from exposure to the text. Audience actively engage with the text.



„Watching Dallas“: The imperialist text and audience research

- Katz and Liebes – large-scale, cross-cultural study. Ethnic groups from Israel and Americans – compare readings of one episode of Dallas
- Audience is active
- Process of meaning construction – negotiation with the text in a particular cultural context
- Cultural values resistant to manipulation



Multinational capitalism and cultural homogenisation



- Cees Hamelink: „*Cultural autonomy in global communications*“
- Cultural synchronization – unprecedented in historical terms, connected to global capitalism
- Cultures have always influenced each other, but this process is new (destructive power)
- Synchronization = threat to cultural autonomy
- Culture system = adaptive system → enables the society to exist in its environment. Autonomus development of cultural systems → necessary for survival of societies.

Multinational capitalism and cultural homogenisation



- Tomilson agrees that there is a synchronization as an unprecedented feature of global modernity
- But says that homogenization is not the bad thing in itself
- Doesn't agree with the notion of autonomy applied to a culture in holistic sense and also with connection between autonomy and outcome of cultural practices.
- Diversity is not a good thing in itself, it depends on the position.

Thank you for your attention 😊