



Globalisation and Homogenisation of Culture: The Role of Mass Medias in Developing Countries

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ABSTRACT Medias facilitate globalisation. Particularly, television by giving continuous access to image is the window of a global world. This article focuses on homogenisation of consumerist culture. It takes into account the role of medias as attitudes builders and emphasise that in developing countries most people participate to global culture through embellished images carrying consumption dreams that won't ever be reached. Nowadays, the illusion of being connected to cultural currents has nothing to do with the creation of a new global identity.

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