

EXHIBIT 1.2 Modernization, Westernization, and Americanization

Transfers of technology and foreign intrusions into national cultures have been occurring for hundreds of years. Starting with the European colonization movement of the 16th century, and proceeding through the industrial revolutions of the 18th and 19th centuries, the spread of technology has jumpstarted modernization movements in many countries as scientific and technological advances have upgraded national lifestyles and aided efficient resource use.

In contrast, Westernization can be defined as the inculcation of (mainly) U.S. and European values on national cultures. As major international traders throughout the 20th century, U.S. and European influences on other nations' lifestyles has been extensive, and as U.S. power has increased, so

"Americanization" has become synonymous with Westernization. Hollywood movies dominate the world market with 70 percent market share in the European Union and over 50 percent of the Japanese market. U.S. franchises and brands proliferate the global landscape ("McDonald's" and the "Coca-Cola culture"). British music, French cuisine, and Italian fashions have established reputations worldwide; and in many developing countries, European language use is a lasting legacy from their colonial pasts.

Americanization in particular has been resisted in many parts of the world. Both Canada and the EU have turned to cultural protectionism to shield their cultures from Americanization. In 1998, 19 European, African, and Latin American countries (not the U.S.) met to discuss some international rules to protect national cultures from perceived American global cultural imperialism. In developing markets in particular, local knowledge, cultures and systems have lost ground to the "global monoculture." Westernization and Americanization challenge national cultures as they:

- Undermine religious values, the cornerstones of many traditional societies, with materialistic orientations. The U.S. is known as the 'great satan' in many Islamic nations.
- Encourage individualism at the expense of family, community, and national allegiances.
- Challenge social class structures based on hereditary privilege (family "name," "pedigree," aristocracies) and substitute competitive social class systems based on income and wealth ("yuppies," "nouveau riche").

But Westernization and Americanization are not the only shows in town. Other national cultures have impacted the West. For example, Asian cuisines (Indian, Chinese, Japanese, Thai, Korean) have been well received in Western Europe and North America. Japanese management practices have had significant influences on European and U.S. businesses; and Islamic, Hindu, Buddhist and other religions have increasing followings in the West. As commerce lubricates cross border flows of products, lifestyles, and philosophies, global citizens have more alternatives from which to choose their ideal cultural mix. Perhaps sadly, these changes are occurring at the expense of national cultures.

Sources: Anonymous. "Culture Wars." *Economist*, September 12, 1998: 97-99; Craig Turner. "Countries discuss their concerns about US effects on global culture." *Denver Post*, July 8, 1998: A16; and John Stackhouse. "Artisans drowning in global monoculture." *The Globe and Mail*, Thomson: Canada, October 31, 1998: C16

Look back along the endless corridors of time and you will see that four things have built civilization: the spirit of religion, the spirit of creative art, the spirit of research, and the spirit of business enterprise.

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