

# Responding to Cultural Imperialism

**Introduction:** Cultural imperialism refers to the dominance and promotion of a culture over others. Mass media, to some extent, plays a part in encouraging the practices of a nation's culture and as such often times the mass culture that is produced reflects much of the 'superior' culture.

Did you know that in the western hemisphere the dominant culture is that of the USA??

The media promotes the cultural imperials through television, the internet, and so on, in the way they portray Western (particularly America's) products, values, ideas and customs. Numerous studies have proved that the mass media has been very influential and manipulative in the way it operates. it is very much capable of shaping how we think.

To read further on [Click Here](#)

[https://www.researchgate.net/publication/311245649\\_MASS\\_MEDIA\\_AND\\_CULTURAL\\_IMPERIALISM\\_THE\\_AFRICAN\\_EXPERIENCE](https://www.researchgate.net/publication/311245649_MASS_MEDIA_AND_CULTURAL_IMPERIALISM_THE_AFRICAN_EXPERIENCE)

This video gives brief examples of cultural imperialism.

[https://www.youtube.com/watch?v=pzrLknqLhvQ&feature=emb\\_logo](https://www.youtube.com/watch?v=pzrLknqLhvQ&feature=emb_logo)