

Culture: Flat or Plural

Sociology

Homogenisation against hybridity, and what the evidence supports.

Homogenisation

- Same brands and formats everywhere
- Concentrated ownership of media
- Cultural imperialism from a few centres
- Local languages and forms in decline
- Ritzer: a rationalised sameness

Hybridity

- Imports are reworked, not absorbed
- Flows run in several directions
- Regional media powers are large
- Local forms revive under exposure
- Appadurai: overlapping, uneven scapes

THE DIFFERENCE THAT MATTERS

Distribution is concentrated; reception is not. Both findings hold at the same time in most studies.

Educational reference. Reception studies consistently find audiences reinterpreting imported content rather than absorbing it.