



Communication and the Globalization of Culture: Beyond Tradition and Borders

Shaheed Nick Mohammed

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Shaheed Nick Mohammed's *Communication and the Globalization of Culture: Beyond Tradition and Borders* provides a unique perspective on the concept of culture and its fate in the globalized, mediated environment. Acknowledging widespread fears of cultural erosion at the hands of dominant global forces, Mohammed argues that what we understand as culture has always been the product of global forces, including those of trade and exchange. Our very conceptions of culture are questioned. The sanctity of tradition, religion, and heritage, the book suggests, should give way to an appreciation of the quite mundane origins of cultural artifacts, invented often as matters of political or social expedience, adopted sometimes in accidents of history and canonized by time into the catechisms of cultural belief.

Communication and the Globalization of Culture also suggests several mechanisms by which pragmatic social practices and fictional discourses make their way into the cultural beliefs and traditions of societies. Shaheed Nick Mohammed examines how the modern globalized environment gives rise to cultural practices that demonstrate cultural inventions, imagined communities, and manufactured cultural products, suggesting that such inventions and imaginations are not uniquely modern but rather a continuation of cultural inventions that long pre-date our media-globalized environment.



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