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**CULTURAL IMPERIALISM**

Cultural Imperialism is a process by which one country dominates other countries' media consumption and consequently dominates their values and ideologies. Consider the number of television programmes and films produced in the USA that are shown throughout the world.

A political-economy perspective argues that the homogenisation of culture and communication leads to shared values and ideologies. The USA dominates world media with 85% of the global film market and 68% of the television market. A cultural imperialism perspective argues therefore that American values and ideologies are imposed upon the rest of the world, through media texts

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