

## Cultural globalization : beyond the homogenization thesis

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20437738&lokasi=lokal>

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### Abstrak

Interest in globalization began in the middle of the 1980s. It is only recently, however, that globalization has taken on a very prominent role. A buzzword since the 1990s globalization has become, according to Roland Robertson, "an intellectual play zone, a site for the expression of residual social theoretical interests, interpretative indulgence or the display of world ideological preferences" (1998:49).