

Culture in globalization

« *There's no culture left to love and cherish* »



« *The Globalist* », composed by Matthew Bellamy in 2015

Globalization :

- Expansion of the scope of activity of economic agents from the national framework to the global dimension

Culture :

- Brings together the intellectual, artistic and ideological aspects of a particular civilization or group



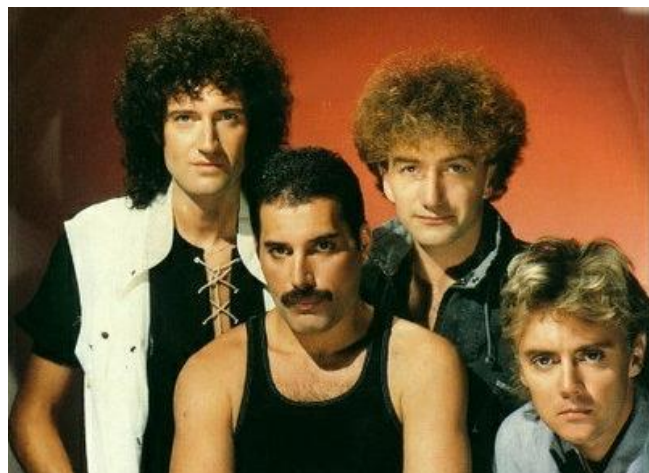
The field or art : 7 major arts



The 4th art : the music




Muse 



Queen 

The examples we're going to use :



Iron Maiden 



Scorpions 

Simple Minds



ABBA 



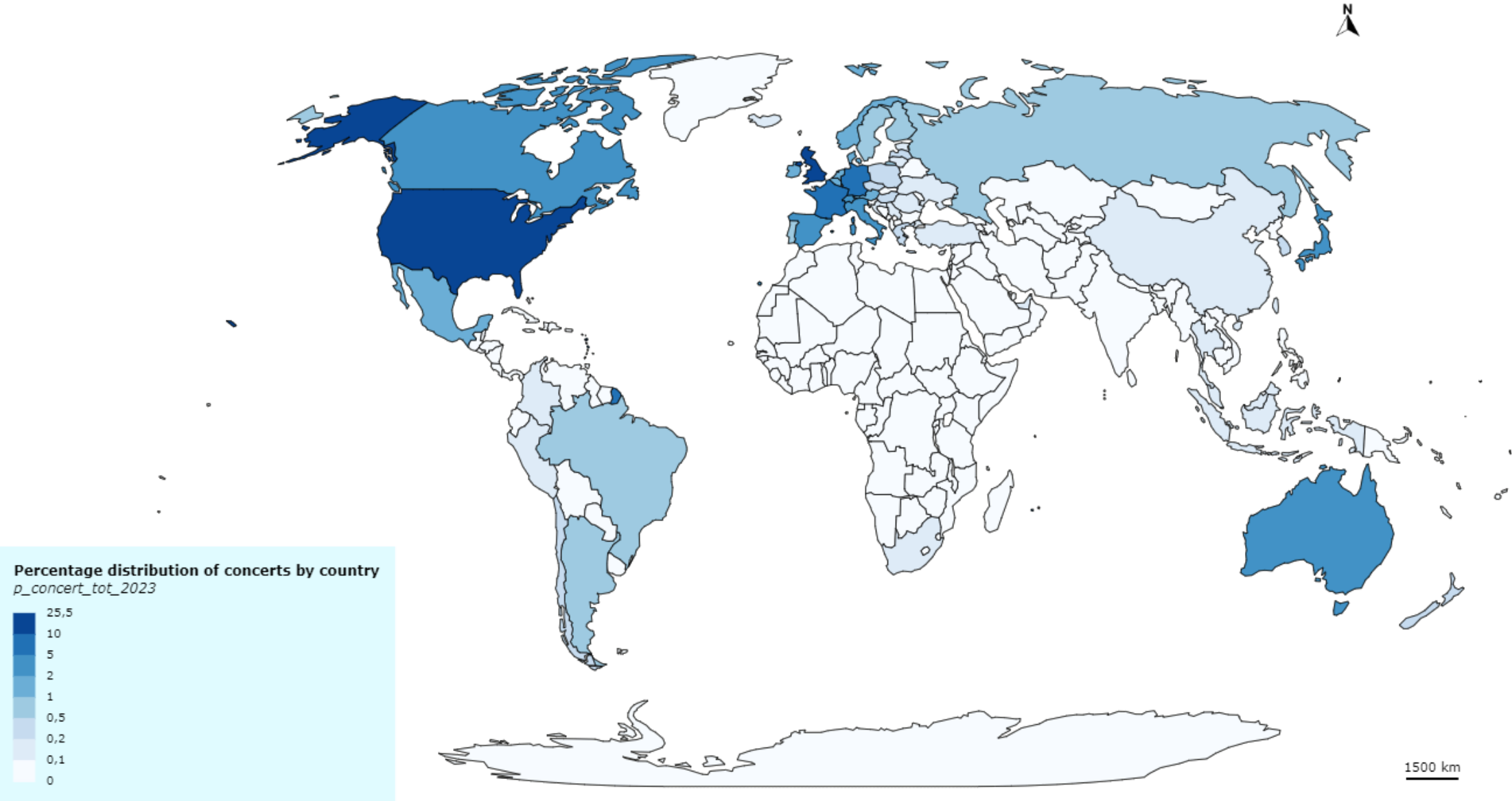
U2 



Lady Gaga 

What role does a cultural phenomenon play in globalization ?

Distribution of Muse concerts around the world from 1994 to 2023

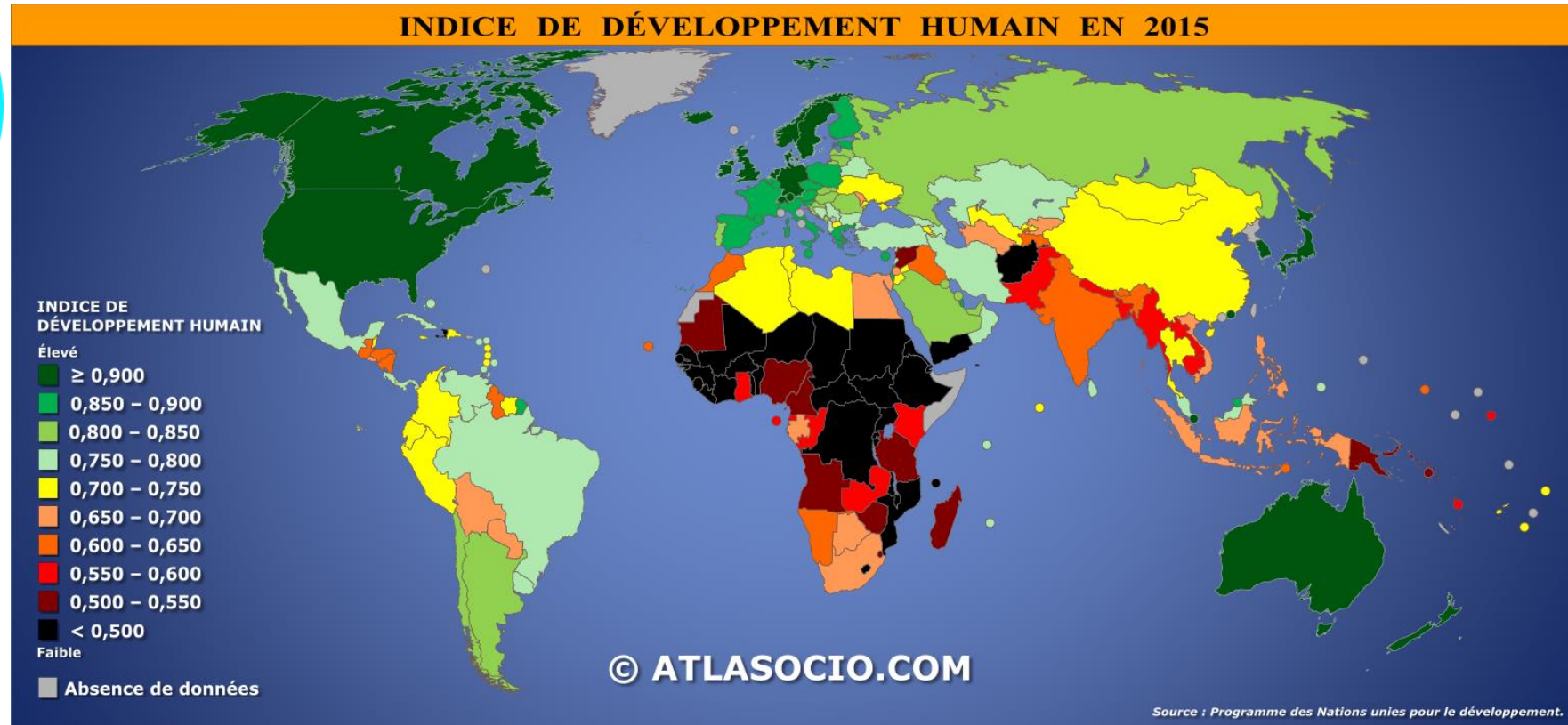


I) Unequal access to culture around the world

1) Economic inequality

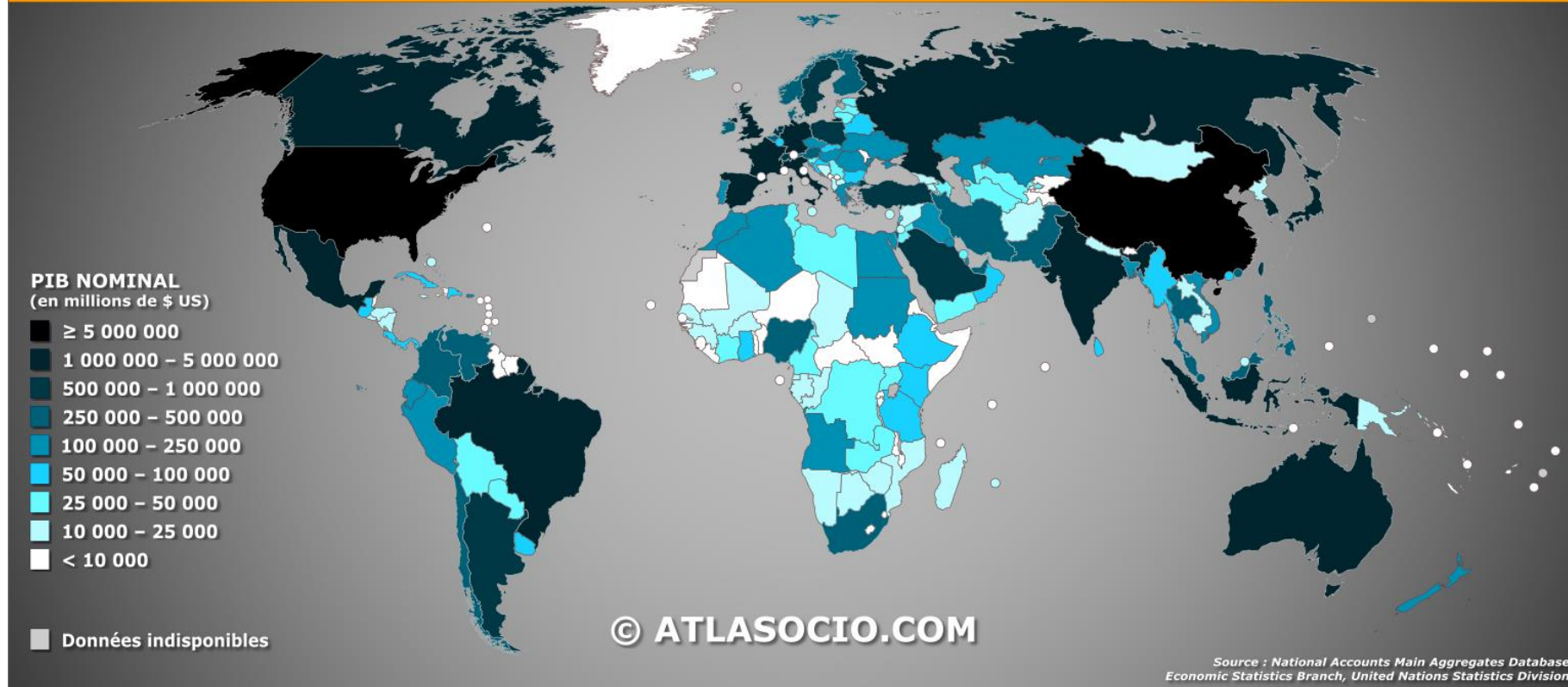
- The countries that have hosted the most concerts are mainly countries with a high human development index (HDI)

- Countries with a low HDI never hosted concerts



Human development index map in 2015

ÉTATS ET TERRITOIRES PAR PRODUIT INTÉRIEUR BRUT (PIB) EN 2017

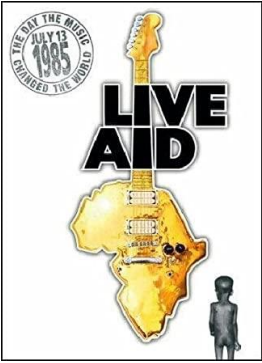


- Cultural barrier reinforced by the economic aspect

➔ First cause : lack of infrastructure

Map of gross domestic product in 2017

The response of culture and artists to this problem :



- The great example of the « Live Aid »



Charity concert poster in 2022

Other examples :

- Muse's charity concerts
- Bono (U2's singer) pleaded the cause of African debt at the United-Nations

HARVEY GOLDSMITH, BOB GELDOF AND MAURICE JONES FOR THE BAND AID TRUST PRESENT

AT
**WEMBLEY STADIUM
LONDON**

ADAM ANT
BOOMTOWN RATS
DAVID BOWIE
PHIL COLLINS
ELVIS COSTELLO
DIRE STRAITS
BRYAN FERRY
ELTON JOHN
HOWARD JONES
NIK KERSHAW
ALISON MOYET
QUEEN
SADE
SPANDAU BALLET
STATUS QUO
STYLE COUNCIL
STING
U2
ULTRAVOX
PAUL YOUNG
WHAM!
THE WHO

AT
**J.F.K. STADIUM
PHILADELPHIA**

BRYAN ADAMS
THE CARS
ERIC CLAPTON
DURAN DURAN
BOY GEORGE
HALL AND OATES
MICK JAGGER
BILLY JOEL
WAYLON JENNINGS
JUDAS PRIEST
KRIS KRISTOFFERSON
HUEY LEWIS & THE NEWS
ROBERT PLANT
POWER STATION
PRETENDERS
SANTANA
PAUL SIMON
SIMPLE MINDS
TEARS FOR FEARS
TEMPTATIONS
THOMPSON TWINS
NEIL YOUNG
STEVIE WONDER

**LIVE
AID**

JULY 13th

DOORS OPEN 10 AM, CONCERT STARTS 12 NOON

Tickets at £25 are on sale NOW from Wembley Stadium Box Office.

And subject to 50p booking fee per ticket for counter sales from
Keith Prowse, Premier, London Theatre Bookings, Stargreen Agencies.

And BRIGHTON Centre, SOUTHAMPTON Gaumont, PORTSMOUTH Guildhall, OXFORD Apollo.

And by credit card subject to £1 booking fee per ticket from
Keith Prowse Credit Card No 01-741 8999

Or see local press for inclusive coach and concert tickets. Tickets are limited to 6 per person.

DO NOT PAY MORE THAN THE LISTED PRICE FOR YOUR TICKETS.

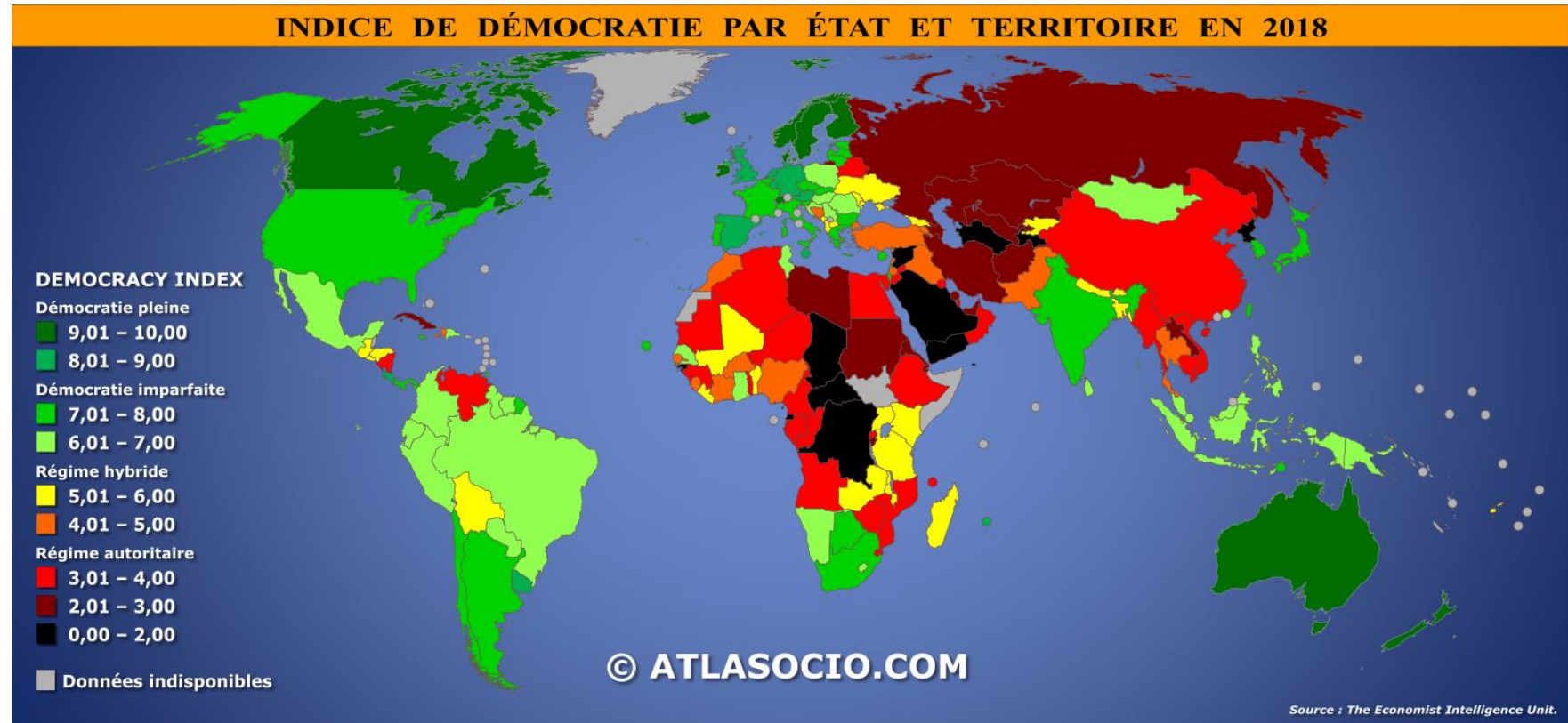
OUR THANKS TO THE LONDON STANDARD FOR DONATING THIS PAGE.

NO BOTTLES, NO CANS WILL BE ALLOWED IN THE STADIUM.

Live Aid poster, July 13, 1985

2) Geopolitical inequalities

- Geopolitics plays an important role : democracies more easily host cultural events



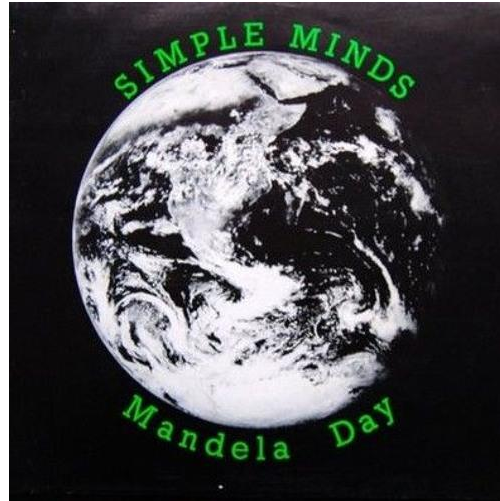
Democracy index map by state in 2018

The relationship between geopolitics and artists :



Muse :

- Dedicates their latest album Will Of The People to the Ukrainian people and Iranian women
- Many titles banned in China



Simple Minds :

- Struggle against apartheid
- Mandela's support

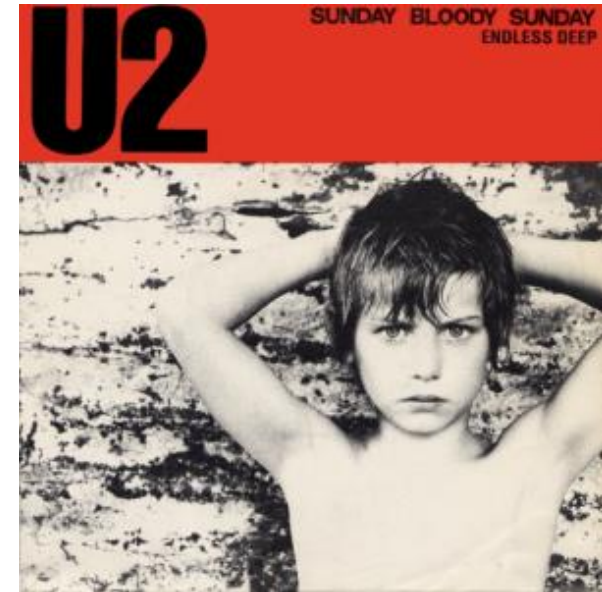


Scorpions :

- Wind Of Change, celebrate the fall of the Soviet bloc

U2 :

- Political commitment to the Northern Irish conflict



Lady Gaga :

- Cancellation of concert in Malaysia in order to protest against the name respect for LGBT rights
- Banned in China

3) Other barriers to culture

- Sociological barrier
- Example : classical music or opera

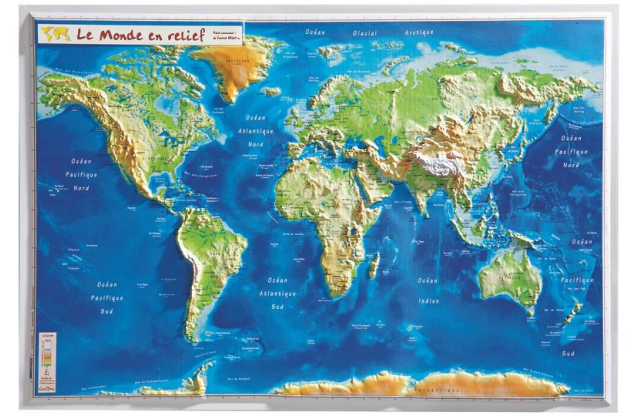


*Sergueï
Rachmaninov,
classical composer*

*« Nabucco »,
opera by
Giuseppe Verdi*

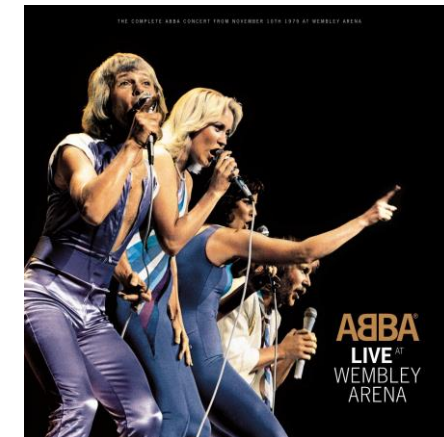


- Geomorphological and climatic barrier

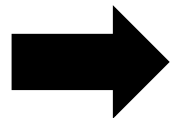


World relief map

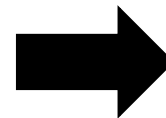
- Language barrier
- Example : ABBA, a Swedish group, and yet sings in English



*ABBA, live at Wembley
Arena*



Unequal acces to culture
around the world



Reinforces the cultural impact of
English

II) The global impact of culture in globalization

1) Extent of cultural phenomena

- A global cultural phenomenon is an integral part of globalization

- Therefore : the productions generated will also have a global and immediate impact

World exports of albums and derivative products :



- Contributes to financial exchanges and the export of merchandise in the world

Example of derivative products

2) Culture, flow generator

- Generation of flows of people and equipment to concert venues



Stade de France, Paris

- A preference for big cities



Wembley Stadium, London



Generation of economic activities :

- In hotels and restaurants
- Towards transport infrastructure

3) Culture, unifier of population



Muse in Cologne, Germany, June 19, 2019

- Creation of a link and a common belonging regardless of origins

- Strong cultural exchange between populations and countries



Muse in Lima, Peru, October 15, 2019

- Belonging of populations to a culture
- Union around ideology



*Bruce Dickinson (Iron Maiden's singer)
in Santiago, Chile, 2011*

*« It doesn't if you're a male, a female, a Muslim, a Catholic, a Jew, doesn't matter, if you're a Maiden fan, on Iron Maiden fan, you're a part of one fucking world and one family! »
Bruce Dickinson*

- Music, a language in itself ?

*« There is something in music which is obviously beyond language itself. It's communication in its purest form. »
Matthew Bellamy*



*Matthew Bellamy (Muse's singer) in Lisbon,
Portugal, Rock In Rio 2022*

Conclusion :

- There is an inequality access to culture in the world

- Culture has a global impact

- It's a soft power

- Role of actor and vector of globalization

- However, culture isn't limited to globalization and would have within it something more powerful

« *Genius is the talent (natural gift) which gives art its rule. And since talent, an innate creative faculty in the artist, belong to nature, we could also express it this way : genius is the innate disposition of the mind by which nature gives art its rule. »*

Emmanuel Kant, The Aesthetic Judgment

Source :

<https://willofthepeople.muse.mu/?ref=https://www.google.com/>

<https://www.musewiki.org/MuseWiki>

https://fr.wikipedia.org/wiki/Wikip%C3%A9dia:Accueil_principal

<https://www.francetvinfo.fr/>

<https://www.setlist.fm/>