



Editorial

Globalization of Economies and Media Impacts Indigenous Cultures in Many ways

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Editorial

Globalization has been defined as the process that promote exchange, promotion, interaction and transaction of goods, services, people, images, messages, technologies and concepts transcending the geographic areas, space, and cultures. It is a complex and multifaceted phenomena with various dimensions. Social Scientists across the globe have looked at globalization as social and economic phenomena that promote concentration of global wealth in the hands of few rich individuals at the cost of millions of populations. This would undermine the importance of nation states while the transnational economic powers enjoy supremacy over the elected governments. There are sections of the society that view globalization as a process that facilitates free movement of people, promoting interaction by overcoming the barriers like space, place and cultures. This would rather create borderless societies where people have free and easy access to technology that would create many opportunities. Irrespective of the benefits, globalization has been viewed as negatively impacting the societies as it erodes the native and indigenous cultures that are known for their unique language, dialect, lifestyle, profession and culture. It is eroding the indigenous cultures with a view to expand the global economies and markets so that the local identities are in question.

Journal of Fashion Technology and Textile Engineering is trendy in capturing the latest developments on how the globalization is influencing the local cultures. In the past, military invasions and control over the trade were the means of attaining supremacy over the other nations and cultures. Colonial aggression throughout the 20th century had established colonial governments across Asia and Africa. Successive movements to decolonize the imperial powers could establish the national governments in many parts of the globe. In the globalized world, cultural imperialism is taking place as a result of exposure to global media that disseminate images, music, sounds, ideologies and finally an aligned culture.

African societies for example are known for collective social values where social needs precede individual needs. They live in extended families with patriarchal system. They are unique, yet diverse in terms of language, ethnicity, race, color, region and religion. Exposure to the concepts of family, women, lifestyles, and fashion in the transnational magazines, music and TV programs are negatively impacting the family norms, social norms, and the lifestyles of people in general and

youth in particular. Media is creating a popular culture and the youth are avid consumers with a profound impact on their body language, behavior, dressing and eating habits, sexual practices and lifestyles. Danso et al. Qualitative study among the youth of Ghana, the western African nation [1].

Peculiarly African culture is generally reflected through the dress and hair styles. Although the climate, socio, economic conditions define the dressing style of an individual, culture plays a dominant role in prescribing the norms. As a result of exposure to the glossy fashion magazines, music, films and TV programs *via* satellites from the Western Europe and USA are negatively influencing the young women of Ghana that are known traditionally for clothing that would not expose their back, thighs, stomach, under arms and breast. Young Ghana women have switched to the western dressing and clothing styles that exposes their body parts. The article is of the view that invasion of local cultures and cultural imperialism would leads to degradation of indigenous Ghana culture.

In a yet another article, Joe and Jin have proposed a theoretical fashion design for the elderly women of Hong Kong who is increasingly embracing comfort, modernity and variation [2]. Thanks to the improved health and economic conditions in Hong Kong, the average life span of the women grew from 78.2 years in 1980s to 86.5 currently. Unlike the previous generations, the current generation of elderly women is demanding for clothing choices that reflects a complex interplay between physiological and cultural influences. Fields like education, psychology, philosophy and fashion adhere to design processing. Fashion designer applies all his/her creativity, aesthetic innovation to produces new fashion styles. Factors like historical, social, aesthetic, cultural, psychological, economical and technical play significant role in evolving new fashions. The study underlines the importance of good elderly fashion design-incorporating the Business Attitude, the Aesthetic Presence, the Psychological Satisfaction of the elderly women of Hong Kong emphasizing the important role of the design process model for creating the identities of the modern elderly women in Hong Kong.

Staying indoors for prolonged hours in the offices, houses and public transportation is an essential part of the modern lifestyle today in the industrialized Western Europe and USA where people are spending 90% of their time during the day. Indoor Air Quality (IAQ) is a major health and safety concern today. Treating the indoor air quality is a complex phenomenon due to wide variety of pollutants and the low level of pollutant concentration. Gidik et al. in their study have demonstrated the function of the woven polyester (PES) fabric, when used as a curtain, with TiO₂ acts as semiconductor photo catalysis [3]. It is particularly effective when pretreated by alkaline hydrolysis and plasma enhances the binding of TiO₂ to the PES fab.

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Received: November 05, 2019 Accepted: November 05, 2019 Published: November 12, 2019

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