

Culture and Technology issues

Table 4 presents the emerging issues and concerns on culture and technology relating to the globalization process.

Table 4. Results of Data (see annex for detailed matrix):

Area of Concern	
Culture	Technology
Cultural Aggression and re-colonization of culture	Genetic engineering, cloning, etc.
Homogenization of culture	Digital Divide
Unilateral culture	Policy on technological development program and support of Philippine government
Global media influence on culture	Trade of hazardous technology
	Impact of technology in agricultural production and trade
	Genetically Modified Organisms

A. Technology

Most of the respondents noted the positive implications of technological advances in terms of exchange in information and communications. Through communications and technological advancement, cultural exchange and information are easily shared across countries. This has provided opportunities to enrich knowledge and experiences of communities at the local and international levels. However, the negative implications of new developments in technology are also sources for concern. Although technology may have revolutionized the mode of communication, transportation, and media, a large segment of the global society remain untouched by this development. Concerns are thus focused on the inaccessibility of technology in least developed areas in the world and among countries in the south, or the technological divide between the drivers of technological development and those affected and unreached by these developments.

Akbayan, Pandayan, WAND, Sarilaya and environmental groups cite as among the changes of the rapid development of science technology, the controversial innovations in genetic engineering and bio-technology. Genetically Modified Organisms/GMOs are perceived to have irreversible effects on the environment and biodiversity. The trade of hazardous technology is likewise particularly mentioned by environmental groups for its negative impact on developing countries.

However, other organizations underscored the lack of a comprehensive technological development program in the country unlike in other advanced countries or multinational corporations

devoting support on technological research. WAND and Pakisama said that the lack of technological development and support from the government “limits our capacity to compete in producing less expensive agricultural products and increasing production in fisheries.” For sure, technology development will affect the vital sectors of the economy according to Padayon such that concerns have risen on the rights of workers in services providing information technology. Pandayan on the other hand, seeks to ensure that information technology is accessible between and within countries in the North and South and “across gender, urban-rural stratum, ethnic origins, etc.”

B. Culture

The negative implications of globalization on culture are perceived to have led to the homogenization of culture particularly on developing countries, which are recipients of the global media. “*Kung sino ang may hawak ng media, siya ang mas nakakaimpluwensiya sa pananaw at pag-iisip ng tao*” (who holds the media influences more the perception and views of people), Pandayan asserts. Pandayan cautions that “advanced technology quickens adoption of culture of other countries. “*Hindi lang Western kundi Asian influences tulad ng pop culture sa pamamagitan ng pagpapakulay ng buhok, anime, etc.*” (not only Western but also Asian influences such as pop culture through hair coloring, anime, etc.). Sarilaya likened the homogenization of culture to that of promoting “the McDonald’s mentality brought by MNCs.”

In the case of the Philippines, Sanlakas said that it is a case of “re-colonization” by the Western culture. In the same vein, KPD thinks that the tendency of globalization of culture is cultural aggression, where Western/Hollywood influences breed escapism and individualism. The predominance of pop culture has weakened indigenous norms, traditions and practices. The Mindanao Rural Congress during the study’s FGD, perceives an impact of globalization as the “influx and imposition of Western thoughts on our economic and socio-cultural systems.” This result to the assimilation of Western ideas while “we fail to patronize our own.”

Left political groups mentioned the link between technology and culture through the influence of advanced technology on the culture of recipient countries, mostly developing countries, in terms of media and information exchange. According to AER, the danger lies in the advance of unilateralist culture seeking homogeneity and “hindi ito nagiging sensitive sa mga specifics ng societies and nations” (*without being sensitive to the specifics of societies and nations*). However, the exchange of information in general, across countries was identified as a positive impact of cultural globalization.

Conclusion

In sum, majority of the areas specified by the respondents reflect the issues and concerns, which they perceived as alarming and problematic because of the perceived negative impact, especially on their constituencies. The responses illuminate the points for engagement with these organizations and issues for policy advocacy. One key element among the responses is the concern with the lack of a comprehensive national development program that addresses the implications of globalization.

The key areas of concerns identified by the organizations in this study provide the concrete basis for their analysis of globalization's impact on their claimed constituents. The issues that came about in this chapter likewise provide rationale for their adopted actions and advocacies on the globalization process, which will be discussed in the next chapter.