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978-0-521-73838-5 - Cosmopolitan Communications: Cultural Diversity in a Globalized World

Pippa Norris and Ronald Inglehart

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Cosmopolitan Communications

Cultural Diversity in a Globalized World

Societies around the world have experienced a flood of information from diverse channels originating beyond local communities and even national borders, transmitted through the rapid expansion of cosmopolitan communications. For more than half a century, conventional interpretations, Pippa Norris and Ronald Inglehart argue, have commonly exaggerated the potential threats arising from this process. A series of firewalls protect national cultures. This book develops a new theoretical framework for understanding cosmopolitan communications and uses it to identify the conditions under which global communications are most likely to endanger cultural diversity. The authors analyze empirical evidence at both the societal level and the individual level, examining the outlook and beliefs of people in a wide range of societies. The study draws on evidence from the World Values Survey, which covers 90 societies in all major regions worldwide from 1981 to 2007. The conclusion considers the implications of the authors' findings for cultural policies.

Pippa Norris is the McGuire Lecturer in Comparative Politics at the John F. Kennedy School of Government, Harvard University. Her work analyzes comparative elections and public opinion, gender politics, and political communications. Companion volumes by this author, also published by Cambridge University Press, include *A Virtuous Circle* (2000), *Digital Divide* (2001), *Democratic Phoenix* (2002), *Rising Tide* (2003, with Ronald Inglehart), and *Electoral Engineering* (2004).

Ronald Inglehart is Professor of Political Science and Program Director at the Institute for Social Research at the University of Michigan. His research deals with changing belief systems and their impact on social and political change. He helped found the Eurobarometer Surveys and directs the World Values Survey. Related books include *Modernization and Postmodernization* (1997); *Rising Tide* (2003, with Pippa Norris); and *Development, Cultural Change and Democracy* (2004, with Christian Welzel).

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Politics and relations among individuals in societies across the world are being transformed by new technologies for targeting individuals and sophisticated methods for shaping personalized messages. The new technologies challenge boundaries of many kinds – between news, information, entertainment, and advertising; between media, with the arrival of the World Wide Web; and even between nations. *Communication, Society and Politics* probes the political and social impacts of these new communication systems in national, comparative, and global perspective.

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This study builds on our previous books based on the WVS, *Rising Tide: Gender Equality and Cultural Change Around the World* (2003), which examined changing attitudes toward gender roles, and *Sacred and Secular: Politics and Religion Worldwide* (2004), which analyzed the role of religion in the contemporary world. Some of the

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