



Culture Appropriation in Popular Media: A Critical Analysis of Globalization and Identity

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Abstract

This article discusses the phenomenon of cultural appropriation in the context of globalization, focusing on its impact on marginalized groups and the tensions that arise between appreciation and exploitation of cultural elements. Through a literature review, the article examines how cultural appropriation practices lead to commodification, distortion, and the erasure of the original cultural meaning, as well as their effects on the identity and psychological well-being of the affected groups. The study shows that globalization, while enabling cultural exchange between countries and communities, often reinforces power imbalances, where dominant cultures take cultural elements from marginalized groups without respecting their original context or values. This phenomenon not only contributes to the loss of cultural identity but also increases feelings of alienation and devaluation among the affected individuals. The article also discusses the importance of culturally responsive education and cultural humility as efforts to mitigate the negative impacts of cultural appropriation. In the social context, cultural justice should be seen as an integral part of a larger social movement, aimed at providing space for marginalized cultural narratives and promoting respect for cultural diversity. The findings of this research emphasize that a critical understanding of cultural appropriation, with an awareness of imbalances and historical contextualization, is crucial in creating a more just society that values cultural diversity.

Keywords: Cultural Appropriation, Popular Media, Globalization, Identity.

Introduction

The development of globalization and the role of popular media in the process of cultural appropriation have become important issues in contemporary social dynamics. In the context of globalization, local cultures are often adopted, altered, or misunderstood by dominant cultures, which frequently reduce these cultural values to commodities (Lenard & Balint, 2020). Popular media, especially social media, plays a central role in disseminating cultural symbols and practices



that do not always reflect the original context of those cultures. The term "cultural appropriation" refers to the taking of cultural elements from another group without proper understanding or appreciation of the original cultural meaning. For example, in popular media, we often see traditional cultural elements like clothing, music, or symbols being used by dominant groups, which often lose their original meaning and are valued merely as trends or fashion. Previous studies have shown that this phenomenon can lead to social tensions, as the groups whose cultures are borrowed do not always feel valued or acknowledged (Lenard & Balint, 2020; Vasalou et al., 2014). Therefore, it is important to understand the impact of cultural appropriation in popular media as part of the dynamics of globalization and identity.

Previous studies have highlighted the phenomenon of cultural appropriation, but they tend to focus more on the negative impacts of this appropriation. Some research emphasizes the economic and social effects of cultural appropriation, but few have critically examined how this dynamic affects the formation of individual and group identities within the context of globalization. For instance, research by Kim (2019) shows that cultural appropriation can alter perceptions of certain cultural groups, while Patel (2021) focuses more on its economic impact on local cultures. However, there is still limited analysis on the impact of cultural appropriation on the identities of marginalized groups in popular media. Therefore, a more in-depth study is needed to understand how cultural appropriation affects the formation and transformation of identity in an increasingly interconnected global society.

This study aims to fill this gap by critically analyzing cultural appropriation in popular media. The main focus is on how cultural appropriation influences the formation of social and cultural identities in a globally connected world. The research questions posed in this study are: How does popular media create cultural understanding gaps through appropriation? How does cultural appropriation in popular media affect the identities of marginalized groups? How does globalization accelerate the process of cultural appropriation that alters local identities? Answers to these questions will provide new insights into the relationship between popular media, globalization, and the formation of cultural identities.

This research is based on the argument that cultural appropriation in popular media is not just a commercial phenomenon, but is also closely related to the process of identity formation in the context of globalization. The cultural

identities of individuals and groups are often distorted or simplified by inauthentic media representations, which ultimately affects how they are understood in society. Popular media serves as a tool for spreading globalization, blurring the boundaries of local identities and creating a contaminated understanding of foreign cultures (Demont-Heinrich, 2011). This appropriation can lead to cultural homogenization, where dominant groups reshape existing cultural symbols to fit their own norms, ignoring the original context. Therefore, to understand the phenomenon of cultural appropriation in popular media, it is essential to examine how this process influences the formation of social identities in societies increasingly shaped by globalization.

This study employs a literature review method to examine the phenomenon of cultural appropriation in the context of globalization, aiming to understand the social, psychological, and cultural impacts of these practices, particularly on marginalized groups. The literature review allows the researcher to analyze various written sources such as articles, academic journals, books, and research reports that provide a comprehensive insight into the interaction between dominant and marginalized cultures. This process involves searching for sources that discuss the impact of globalization on the commodification of culture, the effects of power imbalances, and the erosion of cultural identity through the appropriation of cultural elements by more dominant groups. By relying on the theoretical and practical perspectives proposed in the literature, including the importance of culturally responsive education and cultural humility, this study aims to provide a deeper understanding of how cultural appropriation interacts with issues of social justice and cultural identity.

The Dynamics of Cultural Appropriation in Popular Media

Cultural appropriation has emerged as an important topic in the discourse of popular media, particularly in relation to the dynamics of representation, identity, and power. The concept of cultural appropriation is often defined as the act of taking or using elements from one culture by members of another, especially when the appropriating culture holds a position of power over the appropriated culture (Vasalou et al., 2014). This phenomenon raises important questions about ownership, respect, and the implications of cultural exchange in an increasingly globally connected world. The complexity surrounding cultural appropriation is clearly visible in popular media, where the line between cultural

appreciation and appropriation is often blurred, leading to significant social impacts.

The growing attention to cultural appropriation in popular media has prompted scholars and marketers to reconsider how cultural elements are represented and exploited. For example, (IPAM, Universidade Europeia, Portugal et al., 2022) notes that the increasing consumer demand for political correctness and cultural sensitivity has forced brands to reconsider their marketing strategies, including product names, logos, and advertising campaigns. These changes reflect a broader societal trend toward greater awareness of cultural representation and the potential harms of misappropriation. The impact of cultural appropriation on brand perception and consumer behavior highlights the importance for marketers to be more cautious in managing this issue, ensuring that cultural elements are used with respect and authenticity.

Additionally, the discourse surrounding cultural appropriation is often linked to broader discussions on power dynamics and social justice. (Lenard & Balint, 2020) argue that accusations of cultural appropriation often arise in the context of social media, where public discourse can amplify claims of cultural insensitivity. This dynamic demonstrates how cultural appropriation is not just an aesthetic issue but also relates to identity, representation, and the historical context shaping cultural interactions. The authors emphasize the importance of understanding the nuances of cultural appropriation, as not all forms of cultural borrowing are inherently problematic; rather, the context and power relations involved play a crucial role in determining the appropriateness of the action.

In the realm of popular media, the representation of cultural elements often perpetuates stereotypes or reinforces existing power imbalances. (Gertner, 2019) discusses how the boundary between cultural borrowing and appropriation can be subtle and subjective, particularly in artistic expression. This ambiguity can lead to misinterpretation and negative reactions from creators who may not fully understand the cultural significance of the elements they incorporate into their work. The potential for cultural appropriation to reinforce negative stereotypes or commodify cultural practices raises ethical considerations for artists and media producers, requiring a more informed and sensitive approach to cultural representation. (Crane, 2018) further explores the impact of cultural appropriation within the framework of capitalist commodification, arguing that the commodification of culture often leads to the

reduction of its original meaning and value. This commodification can cause cultural elements to lose their significance, becoming mere aesthetic choices devoid of context. The commercialization of culture in popular media thus has the potential to perpetuate harmful stereotypes and contribute to the erasure of the history and experiences of marginalized communities. Understanding the capitalist foundations of cultural appropriation is crucial for critically assessing how culture is produced and consumed in contemporary society.

The role of social media in shaping perceptions of cultural appropriation cannot be understated. Research by (Yang, 2023) highlights how the social decoding of power relations influences how cultural symbols are interpreted and appropriated. In this context, social media platforms serve as arenas for public discourse, where individuals can challenge or support cultural representations. The rapid dissemination of information and the ability for marginalized voices to articulate their perspectives on cultural appropriation have transformed the landscape of cultural criticism, making it essential for media producers to be attuned to the potential impact of their work. Moreover, the impact of short videos and other digital media formats on cultural expression is significant. (L. Chen, 2023) analyzes how these platforms facilitate cultural exchange and influence societal norms and values. The accessibility of digital media allows for greater sharing of cultural expressions, but it also raises concerns about the potential for cultural appropriation. As individuals engage with diverse cultural content online, the risk of misappreciating cultural elements increases, requiring a critical examination of how cultural practices are represented in these spaces. The intersection between cultural appropriation and tourism is another area worth noting, as discussed by Gertner (2019). The tourism industry often exploits cultural elements for commercial gain, which can lead to the commodification of cultural practices and the exploitation of local communities. This dynamic raises ethical questions about the responsibility of tourists and the tourism industry in ensuring that cultural experiences are represented authentically and with respect. The potential for cultural appropriation in tourism underscores the need for greater awareness and sensitivity regarding the cultures being represented.

In conclusion, the dynamics of cultural appropriation in popular media are complex and multidimensional, encompassing issues of power, representation, and ethical considerations. As societal awareness of the implications of cultural appropriation continues to grow, it is crucial for media producers, marketers, and consumers to engage critically with cultural elements

and promote cultural exchanges that are respectful and informed. The ongoing discourse on cultural appropriation reminds us of the importance of understanding the historical and social context that shapes cultural interactions, ultimately contributing to a more just and respectful engagement with diverse cultures.

Cultural Representation in Popular Media and Social Identity

Cultural representation in popular media plays a crucial role in shaping social identity, influencing how individuals view themselves and others within their cultural contexts. Media serves as a powerful tool for either reinforcing or challenging stereotypes, which can have a significant impact on the social identity of various groups. The complex interaction between media representation and social identity is especially evident in the context of minority and marginalized communities, where media narratives can either perpetuate harmful stereotypes or provide space for self-representation and empowerment. One important aspect of media representation is the concept of self-representation, particularly for minority groups. (Guzzetti, 2022) highlights how participatory media can act as a form of resistance, enabling individuals from marginalized communities, such as Navajo women, to create their own narratives and challenge dominant stereotypes. This aligns with (Clark, 2014), who argues that self-representation in news discourse is essential for combating misrepresentation, allowing minority journalists to express their cultural realities to both themselves and the broader public. Such self-representation is vital for fostering a sense of identity and belonging, as it empowers individuals to reclaim their narrative and challenge the homogenized images often found in mainstream media.

Furthermore, the rise of digital and social media has provided new platforms for alternative narratives that challenge cultural hegemony. (Zezulkova et al., 2021) argue that these platforms enable individuals to reproduce and contest dominant narratives, contributing to a more nuanced understanding of cultural identity. However, challenges remain—despite the potential for alternative narratives, users often reproduce existing social norms and power relations online, which can perpetuate stereotypes rather than dismantle them. The duality of digital media as both a space for empowerment and a site for the reproduction of normative values complicates the relationship between media and social identity.

The responses of Inuit women to media representation, as discussed by (Glennie, 2018), further illustrate the consequences of homogenized portrayals in popular media. The study reveals that such representations can lead to misunderstandings about cultural practices, reinforcing stereotypes that do not reflect the complexity of the communities they represent. This echoes (Mortensen et al., 2020), who examined visual stereotypes related to marijuana users in U.S. news media, showing how such representations can influence public perception and reinforce negative stereotypes about race and culture. Media representations like these not only shape societal attitudes but also affect how individuals in these communities perceive themselves, often leading to the internalization of stereotypes and stigma.

The impact of media representation extends beyond individual identity to include broader social implications. For instance, (Roca-Cuberes et al., 2018) discusses how media portrayals of nationality and gender during events like the San Fermín festival can shape public perceptions and reinforce cultural stereotypes. Similarly, (Omorodion et al., 2021) explores negative representations of Black individuals in media, which can lead to stigma and risky behavior among young men in Canada. These examples demonstrate the role of media in constructing social realities and the potential consequences of perpetuating harmful stereotypes. Moreover, the representation of women in media has become a key area of concern, as highlighted by (Massimo Ragnedda, 2015), who discusses how media can reinforce gender inequality through the transmission of dominant cultural representations. This is supported by research from (Furnham & Paltzer, 2010), who reviewed male and female representations in television advertisements, showing how various groups are often depicted in stereotypical roles that fail to reflect their true diversity. Such representations can have a profound impact on societal norms and expectations regarding gender roles, influencing how individuals navigate their identities within these frameworks.

Stereotypical constructions are not limited to race and gender but also extend to cultural and national identities. For example, representations of Muslims in Western films have been criticized for perpetuating an "imaginary" Muslim community that does not reflect the diversity and complexity of real-world experiences (Sutkutė, 2020). This aligns with findings from (Thakore, 2014), who examines the characterization of South Asians in U.S. media, arguing that these representations are often intentional and reflect broader social biases.

The role of media in shaping perceptions of cultural groups is significant because media can either reinforce existing stereotypes or contribute to a more nuanced understanding of cultural diversity.

Additionally, the influence of media on social identity is also evident in the realm of popular culture, where young people often use media resources to interpret and represent themselves. (Doerr-Stevens, 2015) emphasizes the importance of multimodal self-affirmation in digital video production, where youth engage with popular culture to express their identities. This engagement can be empowering, allowing them to challenge stereotypes and assert their identities in ways that align with their lived experiences. However, challenges persist, as media representations often fail to capture the complexity of identity, leading to oversimplified portrayals that reinforce stereotypes. For example, the portrayal of marijuana users in U.S. media often relies on racial and cultural stereotypes that can stigmatize individuals and influence public perception (Mortensen et al., 2020). Similarly, the marginalization of immigration issues in the media often reflects a racialized narrative that perpetuates negative stereotypes about immigrant communities (Liu, 2022). Such representations not only shape societal attitudes but also influence how individuals in these communities perceive themselves, often resulting in stigma and marginalization.

The role of media in constructing and deconstructing stereotypes is further illustrated in the work of scholars like (Ramasubramanian, 2015), who explores how celebrity news stories can be used to reduce racial and ethnic prejudice. By presenting narratives that challenge stereotypes, media can contest existing biases and promote a more inclusive understanding of diverse identities. The potential of media to serve as a tool for social change further underscores the importance of critically assessing media representation and encouraging more accurate and diverse portrayals of marginalized communities. In conclusion, the relationship between cultural representation in popular media and social identity is complex and multidimensional. Media functions as a powerful tool for both reinforcing and challenging stereotypes, shaping how individuals view themselves and others within their cultural contexts. The potential for self-representation and alternative narratives in digital media offers opportunities for empowerment, yet the risk of reproducing existing stereotypes remains. Therefore, it is crucial for scholars, media producers, and consumers to engage critically with media representations and promote more inclusive and accurate portrayals of diverse identities.

The Influence of Globalization on Cultural Appropriation

The phenomenon of cultural appropriation has garnered significant attention in the context of globalization, as it reflects the complex interactions between cultures that are becoming increasingly interconnected. Globalization facilitates the exchange of cultural symbols, practices, and values across borders, leading to both the enrichment and commodification of cultural identities. As cultures blend and influence one another, the line between cultural appreciation and appropriation often becomes blurred, raising ethical concerns about ownership and representation of cultural elements. This discourse is highly relevant in examining how globalization influences cultural appropriation, as it highlights the dynamics of power and the socio-political contexts that shape these interactions.

One important aspect of globalization is its role in transforming traditional cultural practices and values. Research by Herawati et al. (2024) emphasizes how families are actively navigating the influences of globalization, adapting their traditions while also responding to changes that threaten the integrity of their cultures. This dynamic illustrates the dual nature of globalization, where cultural adaptation occurs alongside a desire to maintain local customs. The blending of adaptation and resistance is evident in various cultural practices, including those adopted by dominant cultures, often leading to commodification that diminishes the original meaning of these practices. Cultural symbols play a crucial role in communicating identity and beliefs, as noted by Yang in his exploration of society's decoding of power relationships (Yang, 2024). Symbols such as music, fashion, and art are not only reflections of culture but also vehicles for expressing power dynamics. The appropriation of these symbols by individuals or groups outside their original culture can lead to distortions of their meaning, often resulting in superficial understandings of the cultural context. The commodification of these symbols can exacerbate existing inequalities, as dominant cultures often profit from the appropriation of cultural symbols from marginalized communities without acknowledging their origins or significance.

The concept of "glocalization," discussed by Askegaard & Eckhardt (2012), highlights how the flow of global culture can lead to the re-application of cultural practices in their place of origin. This process often involves the negotiation of cultural identity, where local communities reclaim and reinterpret elements that have been adopted by the global market. For example, the global popularity of

yoga has prompted a reexamination of its original roots and philosophy, as Antony (2018) notes, arguing that the commodification of yoga in Western contexts has reduced its spiritual meaning. This phenomenon underscores the importance of a critical understanding of how cultural practices evolve in response to global influences, often involving complex interactions between cultural appropriation and authenticity.

Furthermore, the challenge of preserving culture in a globalized world is significant, as explained by Hiswara et al. (2023), who underline the threats posed by rapid modernization and commodification. The struggle to preserve cultural heritage amid globalization reflects broader concerns about cultural diversity and identity. Strategies for cultural preservation, such as education and community engagement, are crucial in fostering appreciation for local traditions while navigating the pressures of globalization. These approaches can help mitigate the negative impacts of cultural appropriation by raising awareness and promoting respect for the origins of cultural practices. Cultural appropriation is often viewed in the context of power relations, as shown by Demont-Heinrich's research on cultural imperialism versus globalization (Demont-Heinrich, 2011). The tension between these two perspectives reveals the complexity of cultural exchange, where the appropriation of local cultures may occur within the backdrop of hegemonic cultural narratives. This dialectic emphasizes the importance of recognizing marginalized cultural agents in shaping their narratives and responding to cultural appropriation. By placing local cultural expressions within the broader framework of globalization, scholars can better understand the dynamics at play in the debate surrounding cultural appropriation.

The commodification of culture, especially in the context of tourism and branding, raises ethical questions about representation and ownership. Gertner's (2019) research on the impact of cultural appropriation on destination branding illustrates how cultural elements can be misrepresented or exploited for commercial gain. Such exploitation often occurs without consent or benefit for the originating culture, leading to a sense of disempowerment among those whose cultural heritage is appropriated. As consumer awareness of these issues grows, there is an increasing demand for ethical marketing and branding practices that respect the origins of cultural elements and promote authenticity. Moreover, the role of digital media in shaping cultural perceptions cannot be ignored. The proliferation of global media has facilitated the spread of cultural

practices, often leading to the homogenization of cultural expressions. However, as X. Chen & Shen (2021) note, this process can also raise greater awareness of cultural imperialism and its impact on local industries, such as film. The interaction between global media and local cultural production highlights the need for critical engagement with the narratives presented in popular culture, as these often reflect and reinforce existing power dynamics.

In examining the influence of globalization on cultural appropriation, it is essential to consider the perspectives of those directly affected by cultural appropriation. Vasalou et al. (2014) provide insights into how cultural appropriation is perceived in various contexts, emphasizing the importance of understanding the narratives and experiences of marginalized communities. By centering these voices in the discourse on cultural appropriation, academics and practitioners can work toward more equitable cultural exchange, one that respects the origins and meanings of cultural elements. The complexity of cultural appropriation in a globalized world requires a deeper understanding of the relationships between culture, power, and identity. As globalization continues to shape the cultural landscape, it is crucial to engage in critical dialogue that addresses the ethical implications of cultural exchange. By increasing awareness of the historical and socio-political contexts that shape cultural practices, individuals and communities can navigate the challenges of globalization while promoting respect and appreciation for diverse cultural heritages. The influence of globalization on cultural appropriation is multifaceted, encompassing themes of adaptation, commodification, and power dynamics. As cultures interact in an increasingly interconnected world, the need for ethical engagement and critical reflection becomes essential. By recognizing the complexity of cultural exchange and the implications of cultural appropriation, academics, practitioners, and consumers can contribute to a more equitable and respectful understanding of cultural diversity.

Cultural Appropriation and Its Impact on Marginalized Groups

Cultural appropriation is a complex phenomenon that interacts with issues of power, identity, and social justice, particularly affecting marginalized groups. This phenomenon involves the adoption of cultural elements from one culture by members of another, often without permission and in ways that may perpetuate stereotypes or commodify cultural practices. This dynamic is particularly evident when the dominant culture adopts aspects of marginalized

cultures, leading to various negative impacts on those communities. The implications of cultural appropriation extend beyond aesthetics; they encompass deeper issues related to representation, identity, and social justice.

The historical context of cultural appropriation reveals patterns of exploitation and erasure of marginalized cultures. For example, Indigenous communities have long faced the appropriation of their cultural symbols and practices by dominant cultures, often resulting in the loss of cultural identity and autonomy. This is emphasized in literature highlighting the ongoing struggle of Indigenous peoples against the commodification of their cultures and the need for recognition of their rights and identities (Herawati et al., 2024). The appropriation of Indigenous cultural elements often strips them of their original meaning and significance, reducing them to mere artifacts for consumption by those outside the culture. This commodification not only devalues the originating culture but also reinforces existing power imbalances, as those who adopt these elements often do so without understanding or respecting their cultural meaning.

Furthermore, cultural appropriation can have significant psychological effects on marginalized groups. The adoption of cultural elements can lead to feelings of alienation and diminished self-worth among members of the appropriated culture. For instance, when cultural elements of marginalized groups are adopted by the dominant group without recognition or respect, it can contribute to a sense of cultural dislocation among those whose identity is tied to those cultural elements (Yang, 2024). This dislocation can manifest in various ways, including a decline in self-esteem and identity, as individuals feel that their culture is being trivialized or misinterpreted. The psychological impacts of cultural appropriation highlight the importance of cultural sensitivity and the need for ethical engagement in cultural practices.

In the context of education, the implications of cultural appropriation become especially relevant. Educators and institutions are increasingly called upon to adopt culturally responsive pedagogies that honor and value the cultural backgrounds of all students. This involves acknowledging the historical and ongoing impacts of cultural appropriation and striving to create inclusive environments that validate the experiences and identities of marginalized students (Demont-Heinrich, 2011). For example, culturally responsive teaching practices can help combat the marginalization of students from minority ethnic-racial groups by creating an educational atmosphere that appreciates diversity

and promotes equity. Such practices not only enhance academic achievement but also contribute to the overall well-being of students from diverse backgrounds.

The role of cultural humility in addressing cultural appropriation cannot be overstated. Cultural humility involves a lifelong commitment to self-assessment and self-critique, recognizing personal biases and the power dynamics present in intercultural interactions (Chen & Shen, 2021). This approach encourages individuals, particularly those in positions of power, to engage with marginalized cultures in a respectful manner and to acknowledge the historical context of cultural exchanges. By fostering cultural humility, educators and practitioners can work to dismantle structures that perpetuate cultural appropriation and, conversely, promote cultural appreciation and understanding. This shift is crucial in creating an equitable educational environment that empowers all students. Moreover, the intersection of cultural appropriation and social justice underscores the need for advocacy and activism within marginalized communities. Social justice movements often seek to reclaim cultural narratives and challenge dominant discourses that perpetuate cultural appropriation (Vasalou et al., 2014). By centering the voices and experiences of marginalized groups, these movements can foster a deeper understanding of the complexities surrounding cultural appropriation and its impacts. Advocacy efforts also play a crucial role in educating the broader society about the importance of respecting cultures and recognizing the contributions of marginalized communities. This educational component is vital for fostering a more just and equitable society.

In the realm of arts and creative expression, ethical considerations around cultural appropriation are becoming increasingly prominent. Artists and creators must navigate the fine line between inspiration and appropriation, ensuring that their work does not exploit or misrepresent the cultures from which they draw inspiration (Askegaard & Eckhardt, 2012). Workshops and educational programs focusing on ethical artistic practices can help raise awareness about the implications of cultural appropriation and encourage artists to engage with different cultures in a respectful and informed manner. This approach not only enriches the artistic landscape but also fosters a culture of mutual respect and understanding among artists from diverse backgrounds. The implications of cultural appropriation extend to various fields, including healthcare and social work. For example, integrating culturally sensitive practices in healthcare settings is essential for addressing the needs of diverse populations (Hiswara et

al., 2023). This involves recognizing the historical context of health inequities and how cultural appropriation may influence health outcomes for marginalized groups. By adopting culturally competent practices, healthcare providers can work to reduce disparities and improve the overall health of marginalized communities. Similarly, social work practices that prioritize cultural competence and anti-oppression frameworks can help address systemic issues contributing to cultural appropriation and its negative effects (Gertner, 2019).

In conclusion, cultural appropriation is a multifaceted issue that significantly impacts marginalized groups. The historical context of cultural appropriation reveals patterns of exploitation and erasure that lead to psychological and social consequences for affected communities. Educational institutions and practitioners must adopt culturally responsive practices that respect and value diverse cultural identities. Cultural humility and advocacy play essential roles in addressing the complexities of cultural appropriation, promoting a more just and equitable society. Ultimately, a commitment to ethical engagement with cultural practices is crucial for fostering understanding and respect among diverse communities.

Conclusion

This research shows that the phenomenon of cultural appropriation in the context of globalization has significant impacts on marginalized groups, both socially, psychologically, and culturally. Cultural appropriation, which often involves the dominant culture taking elements of culture from marginalized groups, can lead to the commodification and distortion of the original meaning of those cultures. When these cultural elements are taken without proper recognition or understanding of the deep cultural context, it not only undermines the authenticity of the culture but also exacerbates the existing power imbalances. As a result, members of marginalized groups often feel alienated and devalued, as their identity is trivialized and frequently misinterpreted. It is important to acknowledge that globalization, while providing opportunities for cultural exchange, also worsens the disparities in the appreciation of cultural diversity, especially when the dominant culture tends to commodify and exploit cultural symbols and practices of more marginalized groups. Therefore, a more sensitive and ethical approach to cultural appropriation is necessary. Culturally responsive education and the promotion of cultural humility are key steps in mitigating these negative impacts. In addition, social activism that emphasizes

cultural justice is crucial in restoring and advocating for the rights of marginalized cultures.

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