

SD5906

Globalization in  
New Media Design and Technology

**HOMOGENIZATION**

School of Design

The Polytechnic University of Hong Kong

**IMPORTANT**

Please sit with the members  
of your final group project

# HOMOGENITY

This is a DARK Lecture

# This is Natural Milk



# This is Homogenized Milk

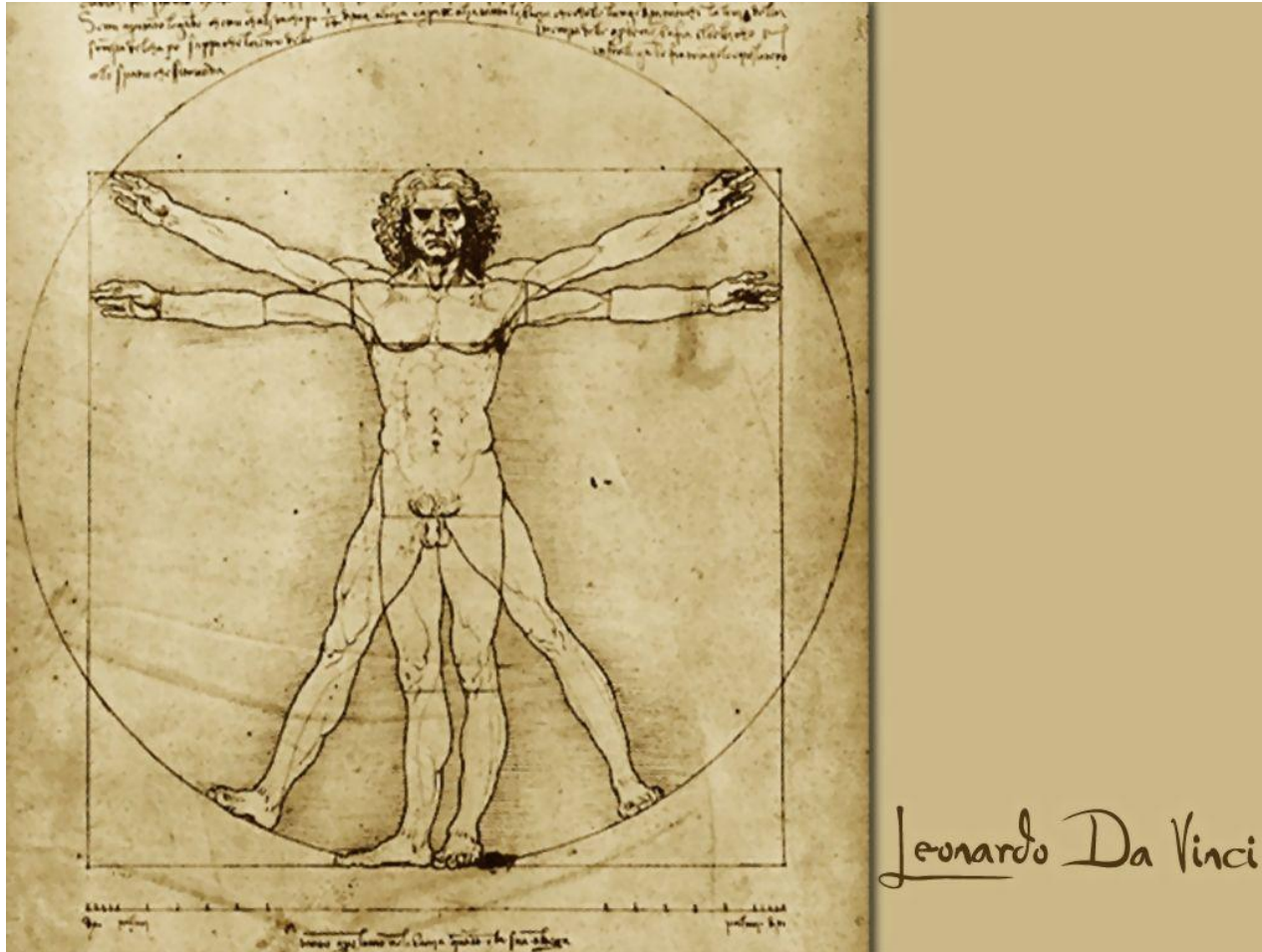


# We Are So Different





# Yet We Are So Similar...Right?



**WRONG**

**Let's Look at Some Facts**



# Is This Just a Nice Picture?



# Or Is This Western Mind Control?



# Or is THIS Western Mind Control?



# THE WEST DOMINATES



# Western Literature...



# ...Dominates

Rank	Title of Great Novel	Year	Author	Religious Affiliation of Author
1	<i>Don Quixote</i>	1605, 1630	Miguel de Cervantes	Catholic
2	<i>War and Peace</i>	1869	Leo Tolstoy	Russian Orthodox
3	<i>Ulysses</i>	1922	James Joyce	Catholic (lapsed)
4	<i>In Search of Lost Time</i>	1913-27	Marcel Proust	<a href="#">Jewish Catholic</a>
5	<i>The Brothers Karamazov</i>	1880	Feodor Dostoevsky	Russian Orthodox
6	<i>Moby-Dick</i>	1851	Herman Melville	Transcendentalist
7	<i>Madame Bovary</i>	1857	Gustave Flaubert	Catholic
8	<i>Middlemarch</i>	1871-72	George Eliot	Anglican; agnostic
9	<i>The Magic Mountain</i>	1924	Thomas Mann	<a href="#">Lutheran</a>
10	<i>The Tale of Genji</i>	11th Century	Murasaki Shikibu	Buddhist/Shinto culture
11	<i>Emma</i>	1816	Jane Austen	Anglican
12	<i>Bleak House</i>	1852-53	Charles Dickens	Anglican
13	<i>Anna Karenina</i>	1877	Leo Tolstoy	Russian Orthodox
14	<i>Adventures of Huckleberry Finn</i>	1884	Mark Twain	<a href="#">Presbyterian</a>
15	<i>Tom Jones</i>	1749	Henry Fielding	
16	<i>Great Expectations</i>	1860-61	Charles Dickens	Anglican
17	<i>Absalom, Absalom!</i>	1936	William Faulkner	<a href="#">Presbyterian</a>
18	<i>The Ambassadors</i>	1903	Henry James	Anglican
19	<i>One Hundred Years of Solitude</i>	1967	Gabriel Garcia Marquez	Catholic
20	<i>The Great Gatsby</i>	1925	F. Scott Fitzgerald	Catholic
21	<i>To The Lighthouse</i>	1927	Virginia Woolf	Neo-pagan
22	<i>Crime and Punishment</i>	1866	Feodor Dostoevsky	Russian Orthodox



# Western TV...



# ...Dominates





# Western Film...



# ...Dominates

1.	<i>Citizen Kane</i> (1941)
2.	<i>The Godfather</i> (1972)
3.	<i>Casablanca</i> (1942)
4.	<i>Raging Bull</i> (1980)
5.	<i>Singin' in the Rain</i> (1952)
6.	<i>Gone with the Wind</i> (1939)
7.	<i>Lawrence of Arabia</i> (1962)
8.	<i>Schindler's List</i> (1993)
9.	<i>Vertigo</i> (1958)
10.	<i>The Wizard of Oz</i> (1939)

# Western Music...





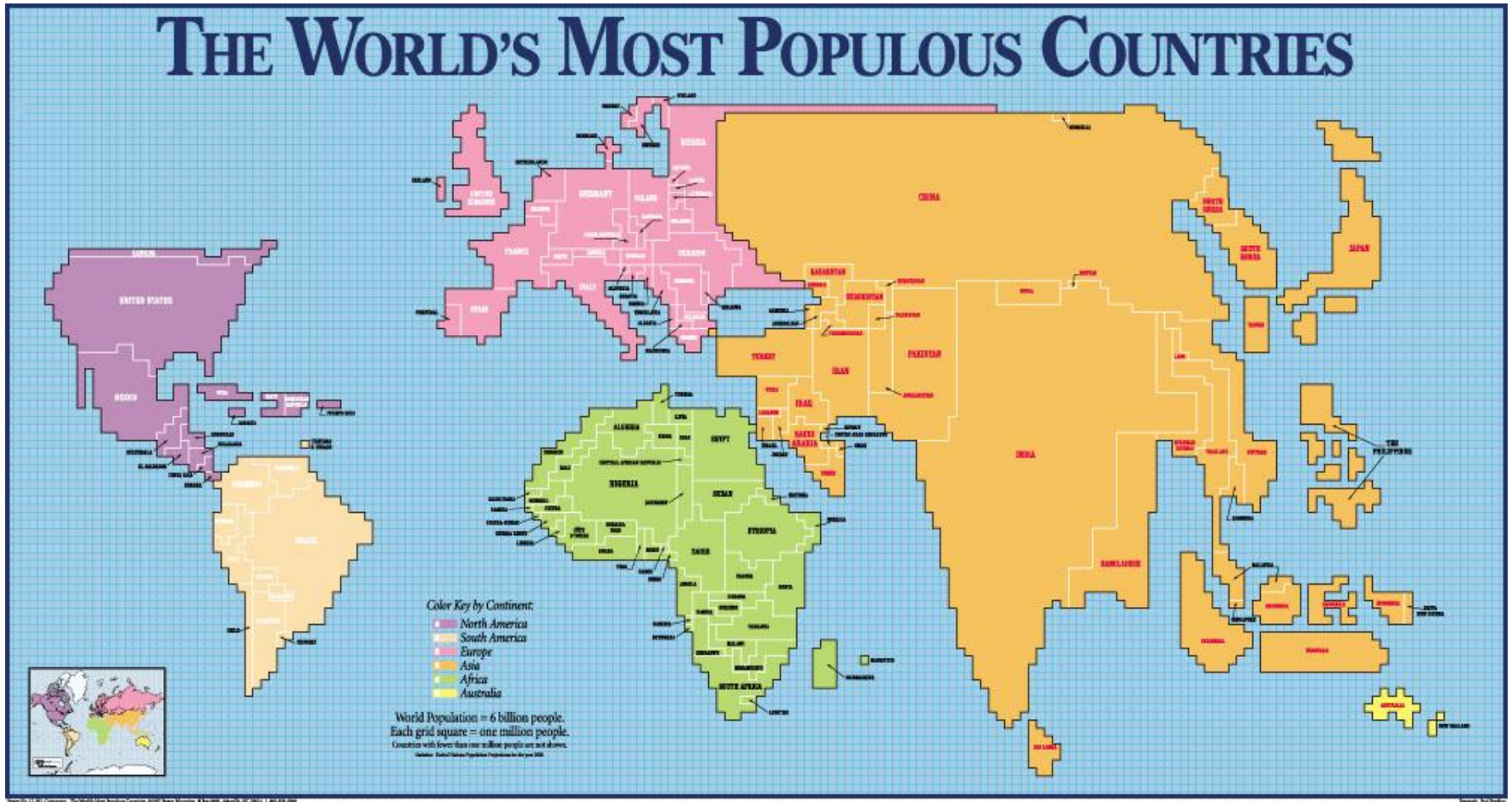




**SOMETHING IS WRONG**

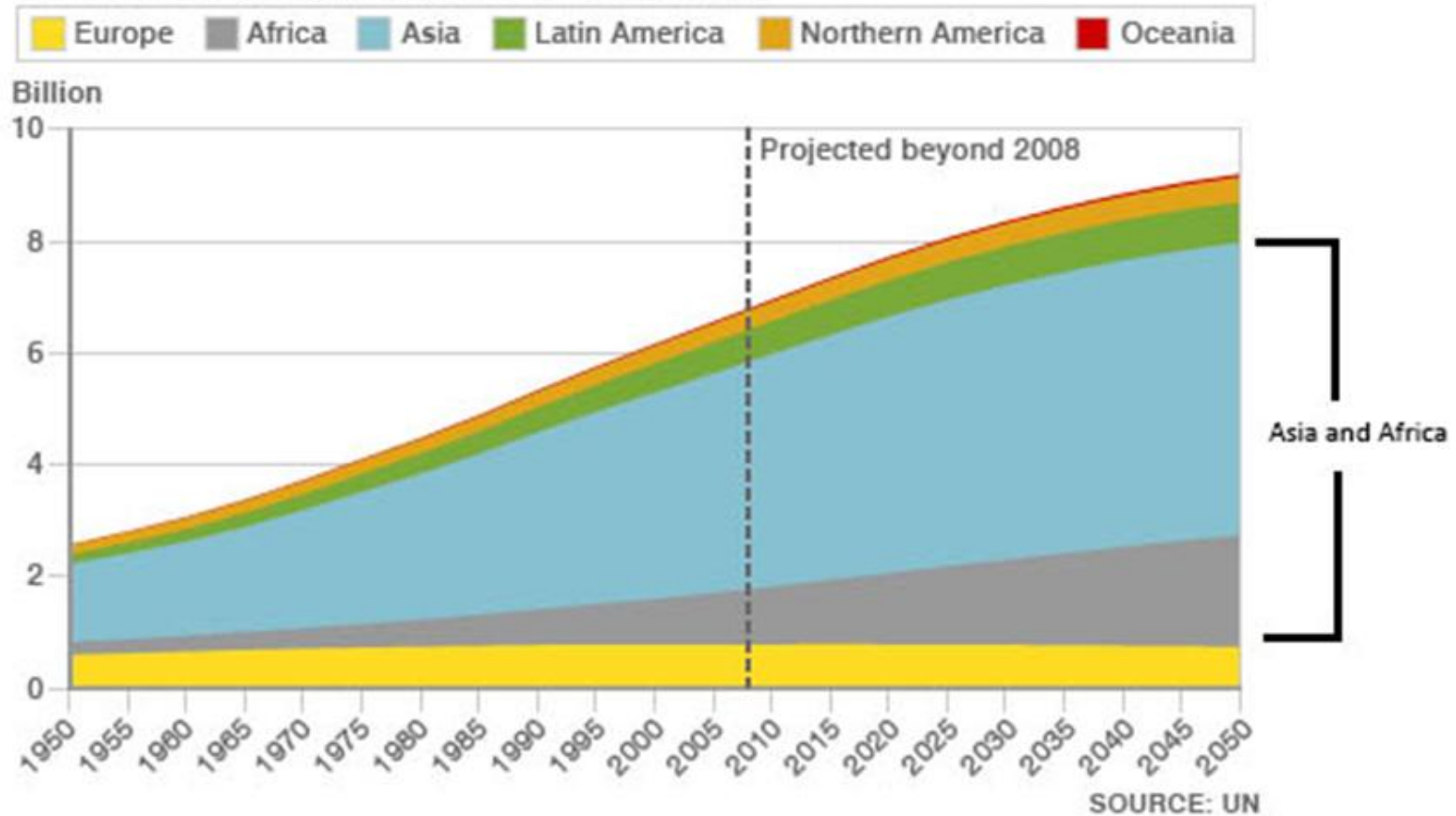
**Let's Look at Other Facts**

# Here's Where the People Are



# Here's Where Things Are Going

The world's rising population, 1950-2050



# But Culture Is Flowing This Way...



# ...Not This Way!





# Yes, There is Some Flow...





# But Not Enough!



# Can You Explain Why?



# We Need To Go From This...



# STOP Doing This....



# And START Doing This...





**THE REST IS UP TO YOU**

**THANK YOU**