*Globalization is used in so many different contexts, by so many different people,*

*for so many different purposes In realm of culture that globalization is most visible and*

*apparent. Culture is an especially complex and contested terrain today as global cultures*

*permeate local ones and new configurations emerge that syntheisize both poles, providing*

*contradictory forces of colonization and resistance, global homogenization and new local*

*hybrid forms and identities.*