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Although it is possible for globalization to create homogenization, in the case of hip hop music, it has done the opposite and instead created something more akin to cultural hybridization. According to Jan Nederveen Pieterse in his book Globalization and

Culture: Global Melange he believes that globalization leads to more cultural diversity through cultural hybridization.

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Global Mlange

Globalization produces cultural interaction, new permutations, and new differences which Nederveen Pieterse persuasively defends as part of the hybridization thesis. Whether one agrees with him or not (and I do), this book is essential reading for those who want an intelligent and lively guide to the debate about the effects of globalization on culture.--Keith Griffin, University of California, Riverside

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Globalization and Culture: Global Mélange: Author:

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Pieterse,

Mellichamp

Professor of Global Studies and

Sociology: Edition:

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Globalization and Culture is a significant contribution to a debate that is interdisciplinary, heated, and concerned with contemporary issues.

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In Globalization and Culture: Global M é lange, Jan Nederveen Pieterse argues a third concept: that globalization leads to cultural hybridity. Hybridity is the spaces in between, the mingling and intermixing of cultures.

Globalization and Culture:

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Internationally award-winning author Jan Nederveen Pieterse argues that what is taking place is the formation of a global mZlange, a culture of hybridization. From this perspective on globalization, conflict may be mitigated and identity preserved if transformed.

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