

# YOUTUBE VIDEO HOSTING AS A METHOD OF CULTURAL GLOBALIZATION

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YouTube is an integral part of the digital communication space because with the help of this platform we can distribute the content of various topics and purposes. As evidence, we have absolutely different types of content targeted at different social groups, from videos for kids to global economical situation news.

The relevance of the study lies in the fact that YouTube video hosting is becoming more and more popular for users and the number of different kinds of content continues to grow.

The aim of the study is to determine how YouTube contributes to cultural globalization in the world.

YouTube video hosting as a method of cultural globalization has previously been explored in the works of scholars such as S. Cunningham, D. Craig, C.W. Chun, H.G. Warlaumont, and others.

Firstly, we need to define the term “globalization”. According to “Cambridge Dictionary”, globalization is “a situation in which available goods and services, or social and cultural influences, gradually become similar in all parts of the world” [1]. Which means that cultural globalization is “a phenomenon by which the experience of everyday life, as influenced by

the diffusion of commodities and ideas, reflects a standardization of cultural expressions around the world” [2].

Referring to that, we can highlight several YouTube privileges that contribute to cultural globalization, such as:

1. YouTube video hosting is available at any time and almost in every country (except China, North Korea, and Iran), which means that anyone can have access to it. Another key factor that we can relate to this point is that the platform is free to use.

2. YouTube is a great opportunity for individuals and organizations to express their position throughout video, music and even animated sketches.

3. We can use YouTube for educational purposes, which is extremely important now due to the coronavirus situation.

4. YouTube gives an opportunity to earn money through your videos. It also can be done by anyone and in any country. The user just needs to gain a certain amount of subscribers and hours of views of their content to open this function.

To sum up, YouTube is an excellent platform that is easy to use for everyone in any place of the world and comfortable in sharing information. This helps us to prove that YouTube definitely a method of cultural globalization.

### **References:**

1. Cambridge Dictionary – [Electronic resource] / Globalization, – Access mode: <https://dictionary.cambridge.org/dictionary/english/globalization>

2. Encyclopedia Britannica – [Electronic resource] / Cultural globalization, – Access mode: <https://www.britannica.com/science/cultural-globalization>