Name:

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The Role of Ethnoscape in my Life

In his five concepts of “scapes”, Appadurai offers a theoretical perspective on how globalization has changed the movement of humans, media, technology, resources and ideologies, and hence the social, cultural, political, and economic constructs around the world. In this paper, I will explain how Appadurai’s ethnoscape has affected my own life.

My experiences during travels to foreign countries can be explained using Appadurai’s ethnoscape; which describes the movement of people (Appadurai 297). Indeed, my travels to different countries have exposed me to different cultural, economic, and political environments. This exposure has sometimes changed the way I think, or enlarged my point of view. For instance, when my friends and I went for a holiday in Kenya, the holiday coincided with the Kenyan election period. I learnt that election periods were mostly characterized by civil conflicts. Although all went well, there was a lot of tension in the country, and this made me realize the importance of political stability. Nonetheless Kenyans are friendly people, and we actually made some friends; with whom we have kept contact through the social media group. This group formation could be an illustration of how movement of people influences the formation of new social identities as explained by ethnoscape.

Alternatively, when I accompanied my father to India for a business trip, I was impressed by the Indian cuisine. As a matter of fact, after coming back, I tried some of the Indian recipes and my family and friends liked and adopted some of them. This could be an illustration of how the movement of people fosters the transportation of cultural elements, thus yielding the imagination of other ways of life (Powell and Steel 77).

Based on my experiences of travel, it is clear that the movement of people indeed helps in shaping individual and collective identities as conceptualized by Appadurai in his ethnoscape.

Works Cited

Appadurai, Arjun. "Disjuncture And Difference In The Global Cultural Economy".*Theory, Culture & Society*, vol 7, no. 2-3, 1990, pp. 295-310. *SAGE Publications*, doi:10.1177/026327690007002017. Accessed 6 Sept 2018.

Powell, Jason L. & Rebecca Steel. “Revisiting Appadurai: Globalizing Scapes in a Global World: The Pervasiveness of Economic and Cultural Power.” International Journal of Innovative Interdisciplinary Research, 1 (Dec. 2011): 74-80. This essay gives a useful overall summary of Appadurai’s argument, then applies it to one particular case study: the university. Available via e-reserve.