Chapter 4
Glocal Culture Policies and Social Memory:
The Google Doodle Example

Faruk Karaarslan
Konya Necmettin Erbakan University, Turkey

ABSTRACT

Glocalization, the process of global companies developing a policy regarding local factors, is not an issue exclusively reserved to economics, international trade, or business management. It is, at the same time, closely related to culture and culture policies. The evaluation of local factors at a global scale is possible by discovering the local's cultural world above all, then turning it into a policy with successful public relations. This process is fundamentally globalization's way of producing memory for local factors. In this context, glocalization, with one of its aspects, is the building of a memory constituted of selected data for local factors. In this sense, the Google Doodle is an appropriate example. Google, which is a global company, produces a Google design proper to each country regarding its cultural factors. This study will analyse the glocal cultural policy of a global company through the example of the Google Doodle.

INTRODUCTION

Globalization introduced itself to social sciences as a meta-narrative. However, the rapidity in economic, social, and technological changes have broken this metanarrative's spell. The fact that we entered a new era succeeding modernism, i.e. postmodernism, is still a matter of controversy but, it is clear that even these controversies have given rise to new forms in globalization, as well as in many metanarratives. Globalization discussions carried out at macro level are now obsolete. New facts dragged discussions of globalization known as never aging to another level. Globalization is now discussed with its new added dimensions, rather than at macro levels. Transnational companies, the immigration without boundaries, revolutions in digital culture, changes in production lines, biological and agricultural wars topic's rise and many other phenomenon necessitate these various dimensions.

The most controversial side of globalization is its relation to the local. Many comprehensive texts have been produced about this topic, especially in English. In recent years, these controversies are treated under the title of Glocalization. Glocalization, which can be summarized as "think global, act local", requires that global facts attach importance to local factors - due to various reasons. It's possible to carry out everlasting discussions about these reasons. However, if we are going to settle a milestone, we have to mention 9/11. Since that date, the globalization phenomenon has become a discussion carried out at both local and national levels, and also at an international level through culture and civilization, rather than through economics and politics. In other words, the grammar for the discussion has widened. The process itself is quite significant. Then, the fact that global factors attach importance to the local (effort of familiarization), that they produce policies by taking account of the local is necessary in that process. This necessity itself requires the glocalization fact and its discussion.

Acting by taking account of the local requires, first of all, to familiarize with and even understand it. And this is possible by being qualified on the matter of the social structure in question and the cultural environment of that structure. It is impossible for a global organization to produce a glocal strategy without acquainting itself with the environment of the local. Only such an interest makes thinking globally possible and develop local cultural policies. Being acquainted with cultural codes of the local makes walking in the local's streets possible; which are shaped by the codes in question - in the military, political and economic aspects. Which is, by all measures, equivalent to the construction of social memory. This implies an effort to familiarize with the local memory and intervene in the process of this memory. The Google Doodle, which can be considered as a cultural policy of the global company Google, is an important and (in its own context) successful example. Its search page which is designed uniquely for each country enables Google to settle in the cultural environment of the concerned country as a global company. Thus Google, as a global company, is present in the local's environment and acquainting itself to the local.

Globalization definitely has many different dimensions that deserve to be discussed. Even the list of these dimensions may generate an article by itself. This study will focus on the dimension of memory construction of the glocal cultural policies, which are equivalent to the relation of globalization with culture, civilization and memory. We will therefore take the Google Doodles as example. In this way, we will try to analyse the memory construction role of the glocal cultural policies.

BACKGROUND

Whether glocalization is an independent process from globalization or a new school within globalization is a discussion yet to be achieved. However, in both cases glocalization is undoubtedly in direct relation with globalization. Therefore, it is necessary to understand glocalization alongside globalization. In this context glocalization is not independent from globalization.

Until today, numerous definitions of globalization have been given. Each definition took different dimensions of globalization in its center. Some tried to bring a definition through an economic perspective, some through a political perspective and others through a cultural one. It is possible to say that each of these definitions are relatively right or wrong. Although the difficulty to definite reveals that globalization is neither homogeneous nor achieved. Globalization represents a process which goes beyond all the definitions and which reshapes continuously with new facts. This process is also open to interaction. For instance, when a new currency emerges, it is necessary to express a change in the axis

Related Content

Fantasies of Returning to Nature as an Escape From Culture: The Case of The Beach (2000)
Elif Güntürkünand Iknur Gürses Köse (2021). *Handbook of Research on Contemporary Approaches to Orientalism in Media and Beyond (pp. 324-337).*
www.irma-international.org/chapter/fantasies-of-returning-to-nature-as-an-escape-from-culture/275962

Theoretical Perspectives on Understanding Gender-Based Violence
Jeffrey Kurebwa (2021). *International Journal of Political Activism and Engagement (pp. 17-29).*
www.irma-international.org/article/theoretical-perspectives-on-understanding-gender-based-violence/270707

Hate Speech Towards Syrian Refugees in Turkish Online Reader Comments
Nurhan Kavakl (2018). *Global Perspectives on Human Migration, Asylum, and Security (pp. 127-142).*
www.irma-international.org/chapter/hate-speech-towards-syrian-refugees-in-turkish-online-reader-comments/191804

Context and Space as the Tools to Legitimize and Produce Violence: Broadening Hassan's Perspective on East-West Dichotomy
Ahmet Faruk Çeçen (2021). *Handbook of Research on Aestheticization of Violence, Horror, and Power (pp. 303-323).*
www.irma-international.org/chapter/context-and-space-as-the-tools-to-legitimize-and-produce-violence/264698

The Relentless Memorial: Environmental Melancholia and Collective Social Mania
Regan Suzanne Rosburg (2017). *International Journal of Civic Engagement and Social Change (pp. 23-44).*
www.irma-international.org/article/the-relentless-memorial/183699