



## **Globalization and culture in South East Asia: Demise or diversification?**

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### **Abstract**

SEA region is home to hundreds of different ethnic groups, many with their own distinct languages, cultures, life styles and systems of religious belief and practice. These are their cultural treasures. The underlying reasons for preservation of these treasures are many. This paper examines whether contemporary globalization diminishes local culture and beliefs and how it appears to be a threat in Southeast Asian culture and values. This paper attempts to locate Southeast Asia within the framework of globalization and to historicize the globalization process in SEA. This paper contributes to underlying invasion of globalization in SEA culture. There is a fear that globalization can sweep away the traditional life style, cultural mores and religious beliefs. The force of globalization is way stronger than the power of resistance they possess.

**Key words:** *Globalization, South East Asia, Culture, and regionalization*

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