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Globalization and Power Shift

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<Abstract>

Encounters with different cultures entail affinity and rejection caused by homogeneity and heterogeneity. People and nations have a long history of cultural exchange. Since about the 1980's, significant and profound changes have taken place, which can be referred to as "globalization and power shift". Globalization is threefold. Firstly, the world has become more unified since the end of the cold war. Secondly, the world economy has come to be dominated by financial capitalism. Thirdly, the information revolution has given rise to greater information sharing and interactive. Now we are witnessing a power shift from the USA and Europe to emerging Asian countries. This trend is even reaching the area of culture and thoughts. Now that Japan, after the Japan Earthquake, has regained the attention of the world, it is high time we reflect on the strength of Japan and the Japanese people.

<Keywords>

Cultural exchange, information revolution, financial capitalism, globalization, power shift