

International Influences on Ammanian Culture

My argument in this research is that Jordanians living in Amman are gradually acquiring Western or foreign norms and values, which they acquired by soft power through foreign companies that have settled and expanded on Jordanian soil. I based my research on specific elements of culture such as the proliferation of a foreign language among Jordanian society, the quantity of international products that Jordanians buy, the western-like activities that they partake in, the amount of foreign media that they consume and finally their awareness of this phenomenon known as cultural homogenization. I conducted interviews and distributed surveys to gather the information necessary. The information that I have found seems to support my theory in part: Ammanians are engaging in activities and purchasing products that resemble western habits. However, they do seem to retain their Arab values and norms which nulls my theory that Arab's are losing their Arab identity. They are still hanging on to Arab culture, but with an important western influence.