

but it will also retain important elements of local culture. Chinese rock music sounds vaguely like its Western counterpart, with similar instruments and beats, but its themes, lyrics, and vocals are very Chinese. Brazilian dances combine African, Latin, and generically modern (that is, Western) moves.

Today, people around the world are becoming more comfortable putting their own indigenous imprint on modernity. When I was growing up in India, modernity was in the West. We all knew that the cutting edge of everything, from science to design, was being done there. That is no longer true. An established Japanese architect explained to me that, when he was growing up, he knew that the best and most advanced buildings were built only in Europe and America. Now, the young architects in his office see great buildings being built every month in China, Japan, the Middle East, and Latin America. Today's younger generation can stay at home and create and access their own version of modernity—as advanced as anything in the West, but more familiar.

Local and modern is growing side by side with global and Western. Chinese rock vastly outsells Western rock. Samba is booming in Latin America. Domestic movie industries everywhere, from Latin America to East Asia to the Middle East, are thriving—and even taking domestic market share from Hollywood imports. Japanese television, which used to buy vast quantities of American shows, now leans on the United States for just 5 percent of its programming.¹⁹ France and South Korea, long dominated by American movies, now have large film industries of their own. Local modern art, often a strange mixture of abstract Western styles and traditional folk motifs, is flourishing almost everywhere in the world. You can easily be fooled by looking at the Starbucks and Coca-Cola

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signs around the world. The real effect of globalization has been an efflorescence of the local and modern.

Look more closely at the hegemony of English. While many more people are speaking English, the greatest growth on television, radio, and the Internet is in local languages. In India, people thought that opening up the airwaves would lead to a boom in private, all-news channels in English, the language most of the experts speak. But the bigger boom—growing at three to four times the pace—has been in programs in local languages. Hindi, Tamil, Telugu, Gujarati, and Marathi are all doing well in this globalized world. Mandarin is proliferating mightily on the web. Spanish is gaining ground in many countries, including the United States. In the first stage of globalization, everyone watched CNN. In the second stage, it was joined by the BBC and Sky News. Now every country is producing its own version of CNN—from Al Jazeera and Al Arabia to New Delhi's NDTV and Aaj Tak.

These news channels are part of a powerful trend—the growth of new narratives. When I was growing up in India, current affairs, particularly global current affairs, were defined through a Western lens. You saw the world through the eyes of the BBC and Voice of America. You understood it through *Time*, *Newsweek*, the *International Herald Tribune*, and (in the old days) the *Times* of London. Today, there are many more channels of news that, more crucially, represent many quite different perspectives on the world. If you watch Al Jazeera, you will, of course, get a view of the Arab-Israeli conflict unlike any in the West. But it is not just Al Jazeera. If you watch an Indian network, you will get a very different view of Iran's nuclear quest. Where you sit affects how you see the world.

Will these differences make “the rest” behave differently in