

The Guardian

Our cultural choices shaped by globalization



Today, in this article, we're going to see the different ways globalization impacts our everyday life through the show *MAM*, which blends humor, emotions, and traditions, expanding Irish culture all around the world.

The show and its preparations

To begin with, this show was directed by Michael Keegan-Dolan, an Irish choreographer, and his wife, Rachel, a French former dancer, who have lived on the west coast of Ireland for many years now, where the show was created. Rachel explained to us the preparation of this show in an interview.

This was culturally enriching because the dancers came from all around the world, like Japan, France... So they all added something from themselves or their culture to the show. Moreover, they traveled together in Ireland, where they discovered another culture,

different points of view, and also met local people who told them about Irish legends that they added to their show, such as the little girl and the goat, letting us then imagine the message that it sends.

"It's up to you to imagine the message that this show conveys" – Rachel

This sentence from Rachel shows that in this performance, there were moments that could have been interpreted in different ways. Indeed, she also says that there is not a precise message so as to let people imagine it by themselves, opening people's minds by sharing sensations and emotions.

So it's up to the viewer to interpret and create their own ideas because in the show there were contrasting moments, such as the kisses, which represent love, but also opposing moments of violence when the dancers were jumping and screaming.

Moreover, this show sheds light on the story of a cultural heritage with Irish music, traditional dances, or legends, referring either to Catholic celebrations or maybe to mythology with the little girl dressed in white among adults dressed in black, or with the goat mask at the beginning that can give a sense of oppression to the viewers.

Globalization, criticized for being on a lateral way

Globalization is often criticized for being unilateral, with the US spreading its culture in a unique way, through McDonaldization, and imposing it through food, or with Netflix spreading their points of view and tastes all around the world.

However, we can question this because globalization has opened doors to cultural exchanges, political, economic, and technological advances. Even if it leads to a global homogenization of culture, our local traditions and our cultural identity can be kept alive, as the Irish people did. Indeed, without globalization, maybe the show MAM wouldn't exist or wouldn't have toured all around the world, so it's also a way to question the true cost of a hyperconnected world because it has shed light on tradition and Irish culture in a hybrid and universal way.