

Abstract

The economical, political and social process that has characterized capitalism from the last part of the twentieth century, understood by some as globalization, has the intention of a worldwide cultural homogenization as one of its main characteristics. In Venezuela, the consequences of this phenomenon include damage to the historical memory of the nation, because of the broadcasting of content created by foreign enterprises. This work had the objective of analyze the causes of cultural inequality between countries, the use of media in the logic of capitalism and propose solutions that enable the continuity of a cultural development based primarily in native values, one of the main solutions is the necessity of a social, economic and political model based on equal conditions to create a communicational system truly democratic and that promotes inclusiveness, taking the concept of cultural industry in the context of globalization to achieve those objectives.

Key Words: Communication, Cultural homogenization, Cultural Industry, Capitalism, Historical Memory.