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In Cultural Imperialism, John Tomlinson deals with issues ranging from the ideological effects of imported cultural products, to the process of cultural homogenization, to the nature of cultural autonomy. He examines a number of related discourses: the debate about "media imperialism" the discourse of national cultural identity; the critique of multinational capitalism and the critique of cultural modernity. His analysis reveals major problems in the way in which the idea of cultural, as distinct from economic or political, imperialism is formulated.