

Netflix's Globalization Issues and its Impact on International Communication*

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Abstract

Netflix has become a powerful communication tool, used by most countries to disseminate information through its films to other countries simultaneously, which may go a long way in reflecting the cultural, political, and socio-economic values of different countries. After Netflix's expansion, foreign governments' perceptions could go a long way in affecting communication between two or more countries. Globalization has always been perceived as an operative method to link communication and preserve information dissemination (Lauring, 2011, p. 231). The expansion may provide opportunities for understanding or may cause misunderstanding among different countries of the world. This paper will examine and analyze the development of Netflix from the western world to other continents and how it may make a difference in the perception of the countries and continents involved. This paper will examine how International communication may experience a gradual change after Netflix's expansion. Since human existence hangs mainly on communication, the globalization of Netflix may affect human existence both positively and negatively.

Keywords: Netflix, Globalization, Impact, International Communication.