



ROLE OF ADVERTISING IN CULTURAL HYBRIDIZATION

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ABSTRACT

This hybridity is woven into every corner of society. Considered by some the father of hybrid theory, Homi Bhabha argued that colonizers and the colonized are mutually dependent in constructing a shared culture. His text *The Location of Culture* (1994) suggested that there is a “Third Space of Enunciation” in which cultural systems are constructed. In this claim, he aimed to create a new language and mode of describing the identity of Selves and Others. (Yazdiha, *Conceptualizing Hybridity: Deconstructing Boundaries through the Hybrid*) The researcher has done empirical study to understand the role of advertising in cultural hybridization with three main dimensions i.e. Clothing pattern, Language hybridization and Food culture. **KEYWORDS** Hybridity, Advertising, Language, Culture, Food

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