

# Squid Game or Quit game:

## A Case Study of Netflix Original Series *Squid Game 1*'s Global Impact on Sub-Cultural Diversity

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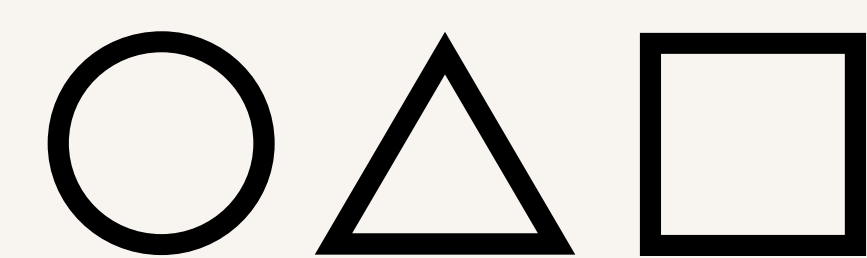
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### Abstract

The global cultural industry has enriched transnational collaboration through media streaming. Digitalization allows dynamic cross-cultural communication between individuals. However, such a global expansion may not reflect growing diversity, especially when media streaming such as Netflix controls a mainstream cultural value in an international market. Therefore, our research examines the hegemonic effects of globalized cultural production, with a focus on *Squid Game* Season 1 as the case study.

### Introduction



The research examines the impact of globalized media distribution in cross-cultural communication through the scope in understanding Netflix's promotion in *Squid Game 1*. The research questions the current structure in cultural production and opens the discourse for everyone including media audiences, workers in the arts and media sector, academia scholars, students, and the professionals in the Arts, Media Communication, or Cultural Studies, etc. to scrutinize the existing challenges in enhancing the diverse cultural expressions through streaming companies such as Netflix.

### Key words

Globalization, Digitalization, Sovereignty, Cultural heritage, Cultural appropriation, Cultural hierarchy, Hegemonic Ideology

### Research Question

**How does globalization influence cultural identity that reinforces hegemonic ideologies through the globalized media distribution?**

### Methodology

This research explores how media streaming may challenge the sovereignty of a sub-cultural product through the action of global expansion with the case study in *Squid Game* Season 1.

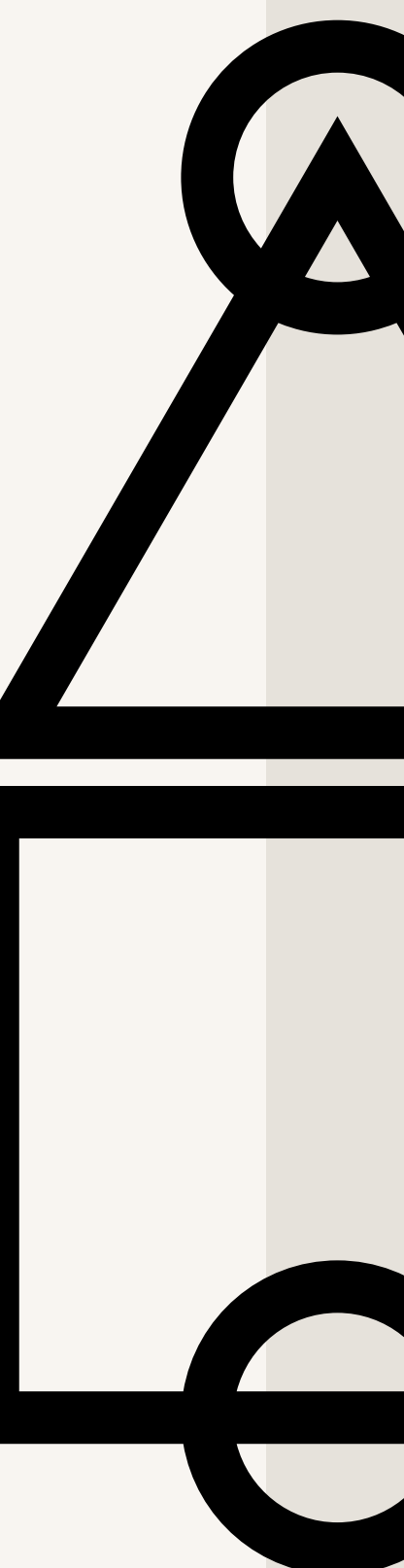
- Case Study in *Squid Game 1*'s Connection with Algorithmic Power

### Discussion

- Netflix's Algorithmic Power in *Squid Game*
- Sub-cultural Sovereignty for Creative Expressions

4 Quadrants of Understanding *Squid Game 1*'s Influence Globally:

Globalized Distribution	Netflix's Algorithmic Strategy
Sub-Cultural Sovereignty	Cross-Cultural Communication



### Conclusion

Under the influence of globalization, mainstream media has driven the burgeoning cultural industry to everyday, cross-cultural communication. The access to global communication encourages expression; however, it also implies an issue of cultural sovereignty.

### Acknowledgements

We acknowledge that the research perspective represents our identities as Asian international students. The journey of analyzing those literature resources and media products is a reflection of our growing intersection in response of global cultural adaption.

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