

## Homogenization of Culture and Its Effect on Preferred Reading of Media Communications Aimed at Members of Generation Z

**Authors :** Philip Katz

**Abstract :** The research examines preferred reading of contemporary ads aimed at Generation Z through digital media. A qualitative analysis of focus groups consisting of members of Generation Z from 13 countries in Europe, the Middle East, South America and Asia has shown that, among this cohort, the influence of national culture does not create a strong impediment to understanding media communications targeting Generation Z. The familiarity of members of Generation Z with other countries' popular culture through the spread of digital media has allowed a homogenizing effect and allowed a greater understanding of those cultures among this generation that lessens the impact of geographic separation.

**Keywords :** audience, Generation Z, marketing communication, preferred reading

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