



# Globalization and Social Change HS233

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## **Review Lecture**

### “ Defining globalization

The increasing interconnectedness of different parts of the world through common processes of economic, environmental, political and cultural change.

### “ Examples - globalization of labour, food, culture, commodities, globalization of protests

### “ Time-space compression (David Harvey)

# Review Lecture

- ” Defining Localization

An understanding of what makes certain places unique

- ” Examples of localization

- ” Debates of globalization

- ” **Hyperglobalists** (everything is shaped by global processes)

- ” **Sceptics** (globalization is not new)

- ” **Transformalists** (both global and local plays a role)

## Review Lecture

- “ **Importance of *scales***

- “ Defining glocalization

Global trends influence local outcomes, but events in particular *localities* can also influence patterns and trends elsewhere.

- “ Global-local Nexus (Glocalization)

- “ Examples of glocalization

## **Review Lecture**

“ Factors leading to globalization

- Revolution in information and communication technologies
- Liberalisation of financial markets
- International flows of commodities
- New international division of labour

# **Review Lecture**

## **Theory of comparative advantage**

Principle whereby places and regions specialise in activities for which they have the greatest advantage in productivity relative to other regions or for which they have the least disadvantage

## **Division of labour**

The specialisation of different people, regions, or countries in particular kinds of economic activities

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“ Global Division of labour

## **Main characteristics of GDL:**

- subcontracting by firms from developed countries to developing countries
- increasing levels of Foreign Direct Investment (FDI) in developing countries

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## “ **Actors involved in GDL**

- Nation states
- Transnational Companies

“ Companies with investments and activities that span international boundaries and with subsidiary companies, factories, offices, or facilities in several countries



## Review Lecture

- GDL in manufacturing sector
  - Export Processing Zones
    - “ Small areas within which especially favourable investment and trading conditions are created by governments in order to attract export-oriented industries
  - Sweatshops

# Review Lecture

## “ **Definition of services**

Services are usually defined as activities that are relatively detached from material production and as a consequence do not directly involve the processing of physical materials

## “ **Importance of service sector**

Service economy is equated with a new type of society commonly called the post-industrial society.

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## “ Service Industries

Service industries range from highly sophisticated, knowledge and information-intensive activities performed in both private and public sector organisations, to very basic services of cleaning and simple maintenance.

## “ Types of services

- Financial Services
- Communication Services

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## “ Importance of Service Industry

- Services replacing goods manufacturing as the predominant production activity
- The growth of service industries is linked to the level of economic development of the country
- One of the most important reasons for increasing the share of services in a country's economy is the trade in these services

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## **” Factors influencing trade in services**

- Information technology
- Telecommunication revolution
- Transport technology
- Government influence

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- “ Globalisation of service industries
- “ GDL in service sector

## **Outsourcing**

Companies practice of subcontracting part of the production process- typically the most labour-intensive and least skill-intensive parts- to firms in other countries with lower costs

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## **” Types of outsourced services**

- Back Office Operations
- Medical transcriptions
- Legal transcriptions
- Animations
- Publications
- Online education

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## **” Characteristics of labour in outsourced industries**

- White collar workers
- Educational background
- Urbanites
- Non-unionised



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## “ **Call centre**

A physical location where calls are placed, or received, in high volume for various purposes

## “ **India as a favourite destination for outsourcing**

- Liberalisation of Indian economy
- Low operating costs
- Cheap labour
- Abundant English speaking population
- High rate of unemployment
- Geographical locations (time zone)

## **Review Lecture**

- ” **Characteristics of call centre employees**
- ” **Factors causing social change**
  - Advertisements for call centre jobs
  - **Creating image of the call centre agent**
    - Urban youth
    - Intelligent
    - Outgoing
    - Fashionable
    - Fun-loving
    - Ready to be a part of the global youth culture

# Review Lecture

## **“ Working conditions in call centres**

- Odd working hours

- Western ambience

- Dress code

- Talk only in English

# Review Lecture

## “ **Training processes**

- Alias Name
- Speaking with right accent
- Familiarisation with Western
- Culture

## “ **Social atmosphere in the workplace**

- Working relationships
- Parties

## “ **Income**

- High income

# **Review Lecture**

## **“ Economic impacts of call centres**

- Shopping
- Partying and clubbing
- Eating out

## **“ Social impacts of call centres**

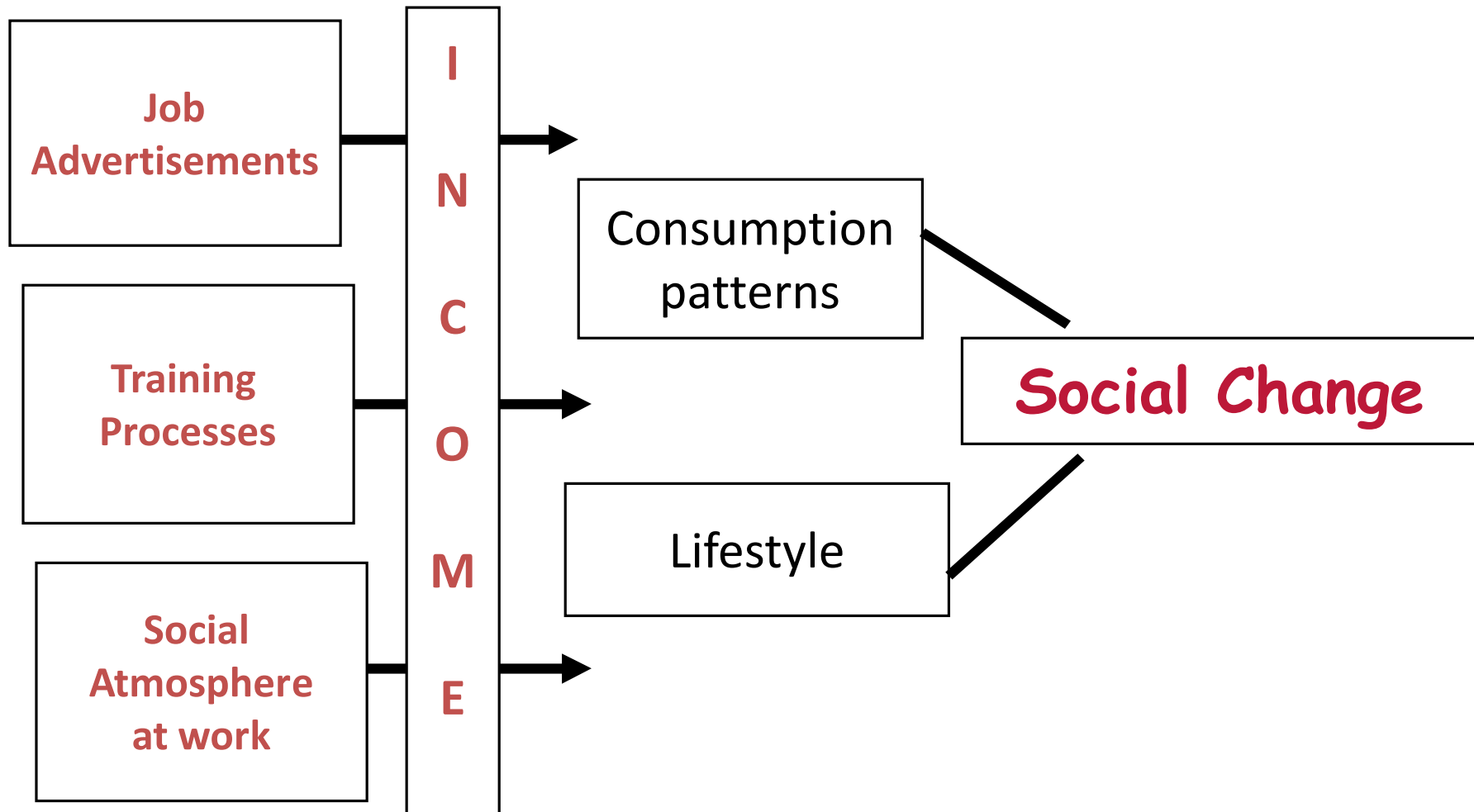
- Changing social norms
- Changing social relations

# Review Lecture

## ➤ **Health impacts of call centres**

- “ High level of stress
- “ Digestive problems
- “ Sleeping disorders
- “ Addiction to caffeine, tobacco and alcohol

# Review Lecture



# Review Lecture

## “ **Gender**

Socially constructed role, behaviours, activities, and attributes that a given society considers appropriate for men and women.

“ Gender roles with examples

“ **Performativity** (Judith Butler)

“ Gender roles and economic activities



# Review Lecture

- “ Globalization and gender
- “ Feminization of labour force
- “ Global division of labour and gender
  - EPZs
  - Outsourcing
  - Sweatshops
  - Work from home
- “ Implications of such GDL
  - Economic gains
  - Negative social and health implications

# Review Lecture

- ” Concept of social change
- ” Social change in India
- ” Caste structure
- ” Sanskritization
- ” Westernization
- ” Westoxication
- ” Social Class

**Best  
Of  
Luck!**