

Week Two Reading One
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“Theories of Globalization” Chapter 6 in Ritzer Blackwell Companion to globalization 2007

Theory and the rise of globalization studies

- Opening paragraph of chapter tackles why a new field of study, globalization, needs to be studied by giving five new concepts that have emerged. (125)
 1. Globalized Economy
 2. Global Culture
 3. Global Governance
 4. Transnational migration
 5. Global hierarchies
- The fourth concept seems to be related to the second concept as emergence of global culture is due to increasing migration between nations

The chapter in this textbook goes over the idea of globalization. It starts off with justifying why the rise of global studies is needed as globalization starts to impact various different domains of study. With the rise of globalization theories, many different branches are born based on different domain questions

- When does globalization begin?
 - Interesting frame as if one is to say globalization is recent phenomena then one must take a look at recent developments in human history to see the causes of globalization. If you were to say that it started thousands of years ago, then it can be argued that globalization is just the natural state of society and human development
- With the rise of globalization, what happens to nation-states?
 - As the world becomes increasingly interconnected, what role do individual nations have in the governance and livelihood of individuals. Many of the theories touched upon in this chapter seem to connect back to this domain question.
 - World system theory believes that as part of the natural process of global capitalism, the world will be broken into not nation-states but rather inter-states.
 - Sklair's theory of the global system proposes that Nations all together will cease to matter in terms of the global economy as TNP's originate from independent organizations rather than nations
 - Robinson states that the world will evolve to be grouped into transnational states built off of supranational institutions.
 - Globalization being associated with modernity and post-modernity

Most of the theories of globalization mentioned above focus on capitalism as the driving force of globalization. Manuel Castell proposes that rather than capitalism, it is technological advancement that pushes forward globalization. Specifically that the advancements in information technology and its utilization by savvy capitalists will develop into a 'new economy', information capitalism where information is the key component.

- This theory was proposed back in 1996, looking at the present, 2024, we can see hints of so called information capitalism existing. Assuming that Castell means that information based is that the economy runs on information like the way traditional economy runs on money, we see large corporations feeding off of user information and using it to grow larger and stronger.

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Another fascinating topic covered in this chapter is that of the impact globalization has on time and space. These two dimensions restrict humans in what can be accomplished and what can even happen within reason. Now with an increasingly globalized world, these restrictions are starting to fade as we are no longer fully restricted by locality to experience a taste of a different culture, partake in an event, connect and make friends.

Globalization theories have a subset of theories focusing on transnationality, the rise of communities that do not exist in traditional nation-state context, and transnationalism, set of practices that come about due to the interconnectivity of the world.

Transnationalism exists due to the fact that people can leave where they come from yet still remain connected due to advancements in technology. It is a set of activities and practices that these immigrants participate in to keep the connection to their home alive

- People are capable of calling home whenever, sending a text, even flying over within a days time if needed. New communities are formed and new practices due to this increasingly shared experience.

Transnationality is no longer just restricted to immigrants but various different types of identities as individuals are increasingly capable of connecting across the globe to connect to others with shared identities.

- Activities are no longer restricted within ones own nation, one can have a family in one nation and work in another

"Globalization as a concept refers both to the compression of the world and the intensification of consciousness of the world as a whole ... both concrete global interdependence and consciousness of the global whole in the twentieth century" (Robertson 1992: 8)

universalization of modernity, same nation-state structure, same economic system, same same across the globe. Giddens sees this as a core of globalization

Another set of globalization theories focus on the influence of culture as a driving force of globalization.

- Homogenization, a global cultural convergence. Human culture becomes one as local cultures fade into the one culture (universalism)
- Heterogeneity, local cultures are prevalent and appreciated. (particularism)
- Hybridization, constantly evolving cultures due to transnational process

We see forms of hybridization with the rise of immigration as cultures start to melt and mold into new ones while the old ones still remain.

McDonaldization is the homogenization of organizations.

The chapter highlights different theories of globalization, separating them into economic, political and cultural. Even though these theories are separated based on the three domains mentioned, they connect to the same domain questions and are interconnected, showcasing the multidimensional nature of globalization studies.