

# Introduction to Globalization

## HYBRIDIZATION

- The mixing of different cultural forms and styles facilitated by global economic and cultural exchanges.

## CULTURAL HYBRIDIZATION

- The development of new cultural forms out of existing ones through a period of contact and interaction.
- Includes **cultural traditions**, language, and different mass communications from a society and mixing it into another society creating a new culture from its current one.

The rise of international terrorist organizations like the Al Qaeda represents but one of the many manifestations of globalizations.

## DEFINING GLOBALIZATION

- Involves the creation of new and the multiplication of existing social networks and activities that increasingly overcome:
  - Traditional
  - Political
  - Economic
  - Cultural
  - Geographical boundaries
- The quality of globalization is reflected in the expansion and stretching of social relations, activities, and interdependencies.
- It involves the intensification and acceleration of social exchanges and activities.

- The creation, expansion and intensification of social interconnections and interdependencies do not occur merely in an objective, material level.
- Globalization process involves the subjective plane of human consciousness.

## GLOBALITY

- To signify a social condition characterized by the existence of global economic, political, cultural, and environmental interconnections and flows that make many of the current existing borders and boundaries irrelevant.

The term globalization should be used to refer to a set of social processes that are ought to transform our present social conditions into one globality.

## TRACING TO ROOTS OF GLOBALIZATION

### PREHISTORIC PERIOD (10,000 BCE – 3,500 BCE)

- 12,000 years ago, when small bands of hunters and gatherers reached the southern tip of South America.
- Marked the end of long process of settling all five continents that was begun by our hominid African ancestors more than one million years ago.
- The earliest phase of globalization, contact among thousands of hunter and gatherer bands spread all over the world was geographically limited and mostly coincidental.
- This fleeting mode of social interaction changed dramatically about 10,000 years ago, **when humans took the crucial step of producing their own food.**
- As a result of several factors, including the natural occurrence of plants and animals suitable for domestication as well as continental.

## PREMODERN PERIOD (3,500 BCE – 1,500 CE)

- The invention of **writing** in Mesopotamia, Egypt, and Central China between 3,500 and 2,000 BCE roughly coincide w/ the invention of the **wheel** around 3,000 BCE in Southwest Asia.
- These monumental inventions amounted to one of those technological and social boosts that moved globalization to a new level.
- A geographical feature that had already facilitated the rapid spread of crops and animals suitable for food production.
- The diffusion of these new technologies to distant parts of the continent occurred w/in only a few centuries.
- The wheel spurred crucial infrastructural innovations such as **animal-drawn carts** and **permanent roads** that allowed for faster and more efficient transportation for people and goods.
- The spread of ideas and inventions, writing greatly facilitated the coordination of complex social activities and thus encouraged large state formations