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**COLLEGE DEPARTMENT**

A.Y. 2020-2021,Second Semester

**OBE FACULTY - DESIGNED MODULE**



**THE CONTEMPORARY WORLD**

1. **Subject: GE3 - The Contemporary World**
2. **Learning Outcomes:**
3. Identify and understand the globalization theories
4. Differentiate the competing globalization theories and
5. Appreciate globalization acted in people’s daily life.
6. **Topic/Lesson:** Introduction to the study of globalization
7. **Days of Learning Sessions:**

**Online/Modular**

BSIT 1A - Wednesday/Friday

BSIT 1B - Wednesday/Friday

BSIT1C - Tuesday/Thursday

1. **Expected Outcome:**

Distinguish different interpretations of and approaches to globalization

**VI.Delivery:**

1. **Thought Processing**
   1. **Pre-assessment Activity (Collaboration)**

**Activity 1.**

Draw your concept about globalization, be creative.

1. **Presentation Phase:**

**The 3-A Approach**

* 1. **ANALYSIS (Communication)**

**Activity 2- Explain your artwork regarding globalization**

About Sports they all know the Basketball is a kind of Sports that we considered as a Globalization because of so many countries fights each other with their representative players because of trophy and honor..

**ABSTRACTION (Critical Thinking)**

**To aid your understanding, read the article published by REX Bookstore, written by Prince Kennex Reguyal Aldama.**

**GLOBALIZATION THEORIES**

We have established the many definitions of and issues in defining globalization and the metaphors that we can use to understand easily the concept. We have lso loked into its origins and history. This section will give you a glimpse of the important theories on globalization. We will analyze globalization culturally, economically, and politically in this module. It would be helpful to assert that the theories see globalization as a process that increases either homogeneity or heterogeneity.

*Homogeneity* referst to the increasing sameness in the world as cultural inputs, economic factors, and political orientations of societies expand to create common practices, same economies, and similar forms of government. Homogeneity in culture is often linked to cultural imperialism. This means, a given culture influences other cultures. For example, the dominant religion in our country is Christianity, which was brought to us by the Spaniards. Another example is Americanization, which was defined by Kuisel (1993) as the “import by non-Americans of products, images, technologies, practices, and behavior that are closely associated with America/Americans” (p. 96). In terms of the economy there is recognition of the spread of neoliberism, capitalism, and the market economy in the world (Antonio, 2007). Global economic crises are also products of homogeneity in economic globalization. Stiglitz (2002), for instance, blamed the International Monetary Fund (IMF) for its “one-size-fits all” approach which treats every country in the world as the same. In the end, rich countries become advantageous in the world economy at te expense of poor countries which leads to increased inequality among nations. The political realm also suffers homogenization if one takes into account the emerging similar models of governance in the world. Barber (1995) said that “McWorld” is existing. It means only one political orientation is growing in today’s societies.

The global flow of media is often characterized as media imperialism. TV, music, books, and movies are perceived as imposed on deveoping countries by the West (Cowe, 2002). Media imperialism undermines the existence of alternative global media originating from developing countries, such as the Al Jazeera (Bielsa, 2008) and the Bollywood (Larkin, 2003), as well as the influence of the local and regional media. The internet can be seen as an arena for alternative media. Cultural imperialism denies the agency of viewers, but people around the world often interpret the same medium (e.g., a movie) in significantly different ways. Global media are dominated by a small number of large corporations. As McChesney (1999) put it, this is being “extended from old media to new media”, such as Microsoft, Facebook, Twitter, Google and Apple’s Itunes. As a result, in the long run, the internet could end up being less diverse and competitive. Independent Media Center, associated with the alter-globalization movement, helps to counter this trend. It disseminates information to facilitate global participation of activists. Hacktivists extend activism to the Internet by hackig into computer programs to promote a particular cause (Juris, 2005).

Ritzer (2008) claimed that, in general the contemporary world is undergoing the process of McDonalization. It is the process by which Western societies are dominated by the principles of fast food restaurants. McDonalization involves the global spread of rational systems, such as efficiency, calculability, predictability and control. Ritzer (2008) pointed out that this process is “extended to other businesses, sectors,and geographic areas” (p. 169). Grobalization, in contrast to glocalization, is a process wherein nations, corporations, etc. impose themselves on geographic areas in order to gain profits, power and so on (Ryan, 2007). Ritzer (2007) also espoused the idea that globalization can also be seen as a flow of “nothing” as opposed to “something” involving the spread of non-plces, non-things, non-people, and non-services.

On the other hand, heterogeneity pertains to the creation of various cultural practices, new economies, and political groups because of the interaction of elements from different societies in the world. Heterogeneity refers to the differences because of either lasting differences or of the hybrids or combinations of cultures that can be produced through the different transplanetary processes Contrary to cultural imperialism, heterogeneity in culture is associated with cultural hybridization. A more specific concept is “glocalization” coined by Roland Robertson in 1992. To him, as global forces interact with local factors or specific geographic area, the “glocal” is being produced. Economic issues are not exempted from heterogeneity. The commodification of cultures and “glocal” markets are examples of differentiation happening in many economies around the world. The samegoes with political institutions. Barber (1995) also provided the alternate of “McWorld” - the “Jihd”. As Ritzer ( 2008) mentioned, it refers to the political groups that are engaged in an “Intensification of nationalism and that leads to greater politial heterogeneity throughout the world” (p. 576).

**Dynamics of Local and Global Culture**

Global flows of culture tend to move more easily around the globe than ever before, especially through non-material digital forms. There ar three perspectives on global cultural flows. These are differentialism, hybridization, and covergence.

*Cultural differentialism* emphasizes the fact that cultures are essentially different nd are only superficially affected by global flows. The interaction of cultures is deemed to contain the potential for “catastrophic collision”. Samuel Huntington’s theory on the clash of the civilizations proposed in 1996 best exemplifies this approach. According to Huntington, ater the Cold War, political-economic differences were overshadowed by new fault lines, which were primarily cultural in nature. Increasing interaction among different civilizations wold lead to intense clashes, especially the economic conflict between the Western and Sinic civilization and bloody political conflict between the Western and Islamic civilizations (Huntington, 2004). This theory has been critiqued for a number of reasons, especially on its portrayal of Muslims as being “prone to violence” (Huntington, 1996).

*Cultural hybridization* appoach emphasizes the integration of local and global cultures (Cvetkovich and Kellner, 1997). Globalization is considered to be a creative process which gives rise to hybrid entities that are not reducible to either the global or the local. A key concept is “glocalization” or the interpenetration of the global and local resulting in unique outcoms in different geographic areas (Giulianotti and Roberstson, 2007). Another key concepts is Arjun Appadurai’s “scapes” in 1996, where global flows invlove people, technoogy,finance, political images, and media and the disjuctures between them, which lead to the creation of cultural hybrids.

The *Cultural convergence* approach stresses homogeneity introduced by globalization. Cultures are deemed to be radically altered by strong flows, while cultural imperialism happens when one culture imposes itself on and tends to destroy at least parts of another culture. One important critique of cultural imperialism is John Tomlinson’s idea of “deterritorialization” of culture which means that it is much difficult to tie culture to a specific geographic point of origin.

**Activity 3:** In a separate sheet of paper, answer the following questions:

1. Are societies in the world becoming more similar (homogenous) or more different (heterogeneous\*s)?

**It is both, on one hand globalization which is a state necessitated by natures evolution forces us into a fully integrated, interdependent, homogenous system.**

1. What do you think are the advantages and disadvantages of homogenization of culture? How about heterogenization? Advantage of homogenization is Easier and likely better quality communication, more global cooperation due to shared goals, shared methodologies of achieving these.

**Disadvantage is Less ability to escape one’s own culture if you don’t like it. And Less diversity of ideas. Different cultures are powerful experiments in seeing how else a society could work and provide examples to challenge existing norms and status quo. They provide inspiration for changes within any given culture.**

**Activity 3: (Application)**

We discussed the different definitions of globalization. In this global age that we live in, globalization gained various views from may authors and scholars. In turn, these diverse theories can affect how one can appreciate globalization as a process. in sports, film, celebrity, and disaster.

1. List down at least five daily life experiences that you think globalization has been a part of it, after that, you explain if the contemporary world is becoming similar or not (homogenous or heterogenous).

**Travel, communication, transportation, culture and knowledge**

1. **Assessment Phase:** 
   1. **Quiz: Answer the following objective questions.**
2. What is the term that refers to the increasing sameness in the world as cultural inputs, economic factors, and political orientations of societies expand to create common practices, same economies, and similar forms of government.

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1. What are three perspectives on global cultural flows?

**Differentialize, Hybridization, and Convergence**

1. According to Ritzer (2008), the contemporary world is undergoing the process of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
2. Which means the process by which Western societies are dominated by the principles of fast food restaurants.
   1. **Take Home Tasks/ Suggestive Readings:**

Read articles about the global economy

**VII. Reference/s:**

The Contemporary World by **Prince Kennex Reguyal Aldama,** published by REX Book Store, 2018