GLOBALISATION
OLIve Programme

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It has been said that arguing against globalization is like arguing against the laws of gravity.

Kofi Annan (Former UN Secretary-General)
Globalisation: definitions

• Compression of the world(?)
• Intensification of consciousness of the world as a whole…
• Global interdependence and consciousness of the global whole…
• Intensification of world-wide social relations…
• Linking of distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa…
• A social process in which the local constraints of geography on economic, political, social and cultural arrangements recede.
• Information travelling at great speed, replacing language....

• Urry (2003) transformation of the world in complex and chaotic systems...

• All the above raise profound questions regarding globalisation as the outcome of complex socio-economic developments (and destruction of old, perhaps) and the convergence of world systems.
Prior to 1985 and drawing on classical sociology (drawing on Durkheim, Weber and Marx) theory sees globalisations as a direct result of capitalism and the rise of the middle class but always with reference to territorial or national boundaries and the well-being of nations-states; it is seen as driven by marketization and accumulation; renders modernization inevitable; influences political and social activities;
Post-1985 globalisation is seen as:

• proceeding from 16\textsuperscript{th} century onwards and involving economic systematization now accelerated through technology and time;

• Involving systematic interrelationship of all the individual social ties (no given relationship can remain outside); all linked systematically.

• Reflexive: self-consciousness and orientation to the world as a whole; alternative communities change into social movements; human rights and awareness; individuality and being a member of the human species; risk and trust;
Globalisation encompasses economic, social and cultural arrangements

• Economy: arrangements for the production, exchange and consumption of land, capital, services and goods;

• Polity: arrangements for the concentration of power that can establish control over the population, territories, assets (institutionalized transformation, administration and bureaucracy, political support, citizenship, etc)

• Culture: arrangements for the production, exchange and expression of symbols, facts, assets, preferences, tastes, etc.

• Overall: material, power and symbolic exchanges: material exchanges localise; political exchanges internationalise; symbolic exchanges globalise.
Globalization

• Process of connecting people, goods and ideas across the globe

• First wave of globalization: humans migrating from Africa to populate other continents 60,000 years ago, most likely due to sudden climate change (www.genographic.nationalgeographic.com)

• Trade routes, wars and invasions have all been forms of globalization, as cultures and people have met, influenced each other and resources have exchanged hands, new ideas and products have been introduced to both (Vikings, the Silk Road, Opium Wars, Discovery of Americas)

• 19th century saw a rapid expansion of globalization due to new war and transport technologies that lead to European colonialism all over the world
Economies and production

Capitalism;

‘Weightless economy’: technology; inter-net based services, distribution of goods, entertainment and communication;

Transnational corporations as the heart of economic globalisation (Coca-Cola; GM; Kodak, Mitsubishi, etc); emerges after WW2, expanded dramatically after 1970; particularly active in expanding in post-Soviet states; manufacturing becoming increasingly more globalised; networks or chains of products combining;

Example: Barbie’s body: raw materials come from everywhere in the world.
Case study: apple
Case study: Apple

• Products sold in over 100 countries
• Software and marketing designed in US
• Most of the production in China – assembly plant Foxconn city used by Apple, Amazon, Dell, HP, Nokia and others has 320,000 employees, most working 6 days a week, 12h a day with a salary of $17/day
• Although Apple denies it, Amnesty claims cobalt for the batteries comes from conflict zones, including Democratic Republic of Congo https://www.youtube.com/watch?v=aF-sJgcoY20
• Low cost of manufacturing and employment mean large profit margins
Globalisation: economic and social aspects (continued)

• Wallerstein’s argument of core, peripheral and semi-peripheral areas; cycles and rhythms: boom and bust;
• The international division of labour (specialization and dependency);
• Multi-national enterprises: different stages (from colonialism and entrepreneurial capitalism to international, multi-national (America-led) and now globalizing capitalism (shift from market-seeking investment to optimization of profit opportunities, rise of Europe and Japan, inter-firm alliances, joint ventures and outsourcing components).
• Shift of ‘economic centres’ from Britain, to US, to New York, to IMF etc.
• The rise of global economic organisations/regulators (IMF, World Bank, G7, WTO- see March, 2009: 507)
Globalisation: economic and social aspects (continued)

• Transnational labour: migration to North America and Australia, post-Vietnam migration, Latina American exodus to US; form ex-colonies to ‘mother-land’; temporary workers (guest-workers); ‘temporary’ migration to Middle East, Japan, et.c; East European migration;

• All: struggles to establish rights; global consciousness increases;

• Formation of trans-national classes (of both privileged/protecting free flow of capitalism; and unprivileged which has brought thirds word into the first – and also exploitation.

• Human rights (rise of) but also inequality and suspicion;
3 dimensions of globalization

• Cultural
  • Spread of ideas across/between societies and spread of culture (film/music/literature/food/fashion/lifestyle)
• Demographic
  • migration

• Economic
  • Spread of capitalism
  • Transnational corporations
  • International banking
  • Global production lines
  • Globalized consumption patterns
  • Labour market
  • Supranational bodies (World Bank, International Monetary Fund)
Globalization and technology

- Communication: telegraph, telephone, radio, TV, satellites, mobile technology, internet, G4, drones
- Transport of goods and people: steam boats, railways, private cars, airplanes, AirBnB
- Who has access to these technologies? Who doesn’t? How has globalization changed with technology?
Global v. local

• Name three things (ideas, foods, traditions, items, anything that you can think of) that are local, i.e. unaffected by globalization

• How are borders, boundaries and identities affected by globalization?
Globalization, inequality, discontent

• Who benefits from globalization?

• Compare the movement of people through tourism, economic migration and forced migration.

• We will talk more about colonialism in the coming weeks, but for now, remember that it is linked to globalization.

• Globalization is currently marked by global capitalism. Can you imagine other forms of globalization? Do any of these exist currently?
GLOBALISATION AND ITS DISCONTENTS: 
THE CASE OF MULTICULTURAL SIM & DIVERSITY

Different countries have different cultural norms, 
This finds expression in the rise of: 
Subcultures 
Countercultures 
Multiculturalism 

In the UK multiculturalism relates to ethnic diversity caused by immigration, but

• not all ethnic diversity results from immigration
• There’s more to cultural diversity than ethnic diversity
• The UK is already multicultural society – composed of English, Scottish, Welsh and Irish cultures
• There are non-ethnic forms of cultural diversity linked to politics, class, gender, sexuality, sport
Globalisation and its discontents: multiculturalism in the UK (Case study and examples below courtesy of Dr Bob Cannon, Sociology, UEL).

The end of nations or nations transformed?

Fear of the Other.

86% (48.2 million) of residents in England and Wales are white and 80% white British (45.1 million)
Fear of the Other

• Defences: mechanisms activated when ego in under ‘threat’; reinforce exclusion; lack of communication of difference;

• ‘Denial’ and ‘omnipotence’: attempts to fortify the ego by downgrading reality or exhalining the self.

• Fear of the other stems from inability to handle the limitations and the fragility of the ego or the perceived unit of ‘us’.
Bauman: first and second world (citizens) only....

• First world, the world of the globally mobile,
• Second world or the world of the ‘locally tied’,
• Residents of the first world live in time.
• Residents of the second world live in space.
• Residents of the first world are cosmopolitan, global, and live across borders.
• Residents of the second world live under constraints of ‘immigration controls, residence laws and so on.
• Residents of the first world travel at will. The residents of the second world travel surreptitiously, illegally, out of necessity (Bauman 1998: 89).
Are we all nomads?

• Spiritually we are all travellers.
• We have become nomads who are always in touch.
• But we are also on the move in another, deeper sense, whether we take to the road or not (Bauman 1998: 78). We live in a mobile world and we are, above all, nomads (Bauman 1998: 79).