

Globalization and Culture
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Lecture – 01
Globalization Definition

Hello, this is the first lecture of Globalization and Culture. We must begin at the beginning by defining what is Globalization, as I said in my introductory lecture, while Globalization is a base word which is on everyone's lips. Not many people are clear about what we mean by Globalization. Let us together explore some of the definitions of Globalization which have been offered by some leading figures of Globalization from different disciplines Geographers, Sociologists, Philosophers, media study scholars, culture study scholars and so on.

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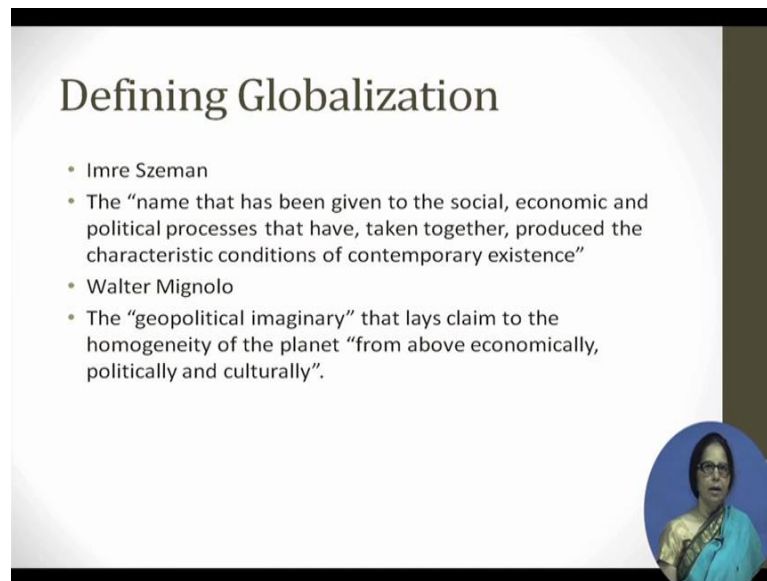


Let us look at what we understand by Globalization. Globalization is been defined by same as a Phase shift occurring in the last decade of the twentieth century and then it includes different aspects including the Economic, Political, Social and Cultural. This is happen because this is laid to some bit as some believe the erosion of the nation state system, the denationalization of markets, politics, legal systems and integration of economies.

On the other hand, there is the rise of Transnational Organizations and Corporations, the


Machinations of Capitalism and Imbrication of Economic with the Cultural.

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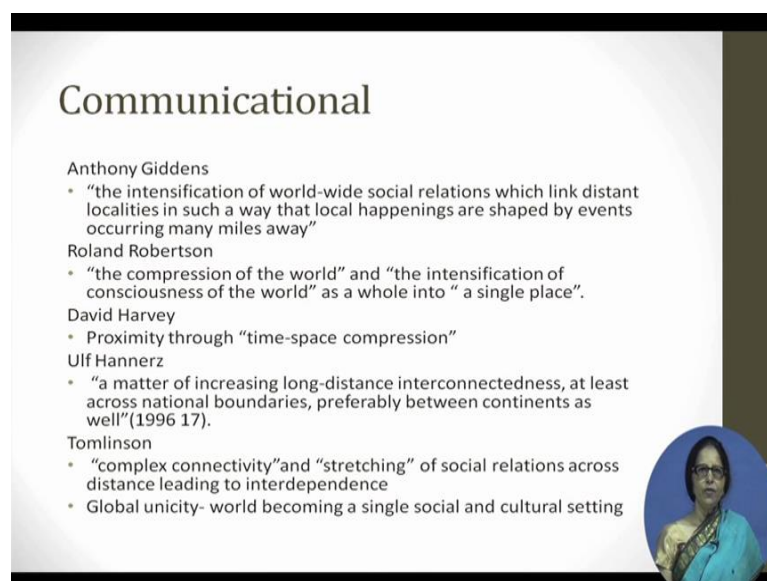
Defining Globalization

- Imre Szeman
- The “name that has been given to the social, economic and political processes that have, taken together, produced the characteristic conditions of contemporary existence”
- Walter Mignolo
- The “geopolitical imaginary” that lays claim to the homogeneity of the planet “from above economically, politically and culturally”.




Let us look at some of the definitions. So, Imre Szeman defines it and calls it the name that has been given to the Social Economic and Political processes that have taken together to deals the characteristics condition of contemporary existence. Walter Mignolo another leading theories, calls it the geopolitical imaginary that lays claim to the homogeneity of the planet from above economically, politically and culturally.

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Communicational

- Anthony Giddens
 - “the intensification of world-wide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away”
- Roland Robertson
 - “the compression of the world” and “the intensification of consciousness of the world” as a whole into “a single place”.
- David Harvey
 - Proximity through “time-space compression”
- Ulf Hannerz
 - “a matter of increasing long-distance interconnectedness, at least across national boundaries, preferably between continents as well”(1996 17).
- Tomlinson
 - “complex connectivity”and “stretching” of social relations across distance leading to interdependence
 - Global unicity- world becoming a single social and cultural setting



So the first aspect of Globalization is Communicational. Anthony Giddens calls it the

intensification of world-wide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away.

Roland Robertson calls it the compression of the world and the intensification of consciousness of the world as a whole into a single place.

The geographer David Harvey uses a memorable phrase time space compression to describe the present global process.

Ulf Hannerz called it, a matter of increasing long distance interconnectedness, at least across national boundaries, preferably between continents as well.

And Tomlinson called it, complex connectivity and stretching of social relations across distance leading to interdependence.

So, the idea is that the world is becoming single social and cultural setting a global unicity and the emphasis the key words in these definitions of Globalization, which focus on its communicational aspects are Intensification of worldwide social relations, Compression of the world, Times space compression, Long distance interconnectedness, complex connectivity. If we were to deconstruct each of these definitions, we find that connectivity which moves people understand as the characteristic feature of contemporary Globalization. Is not it is an extremely complex phenomena. What is hidden? Mean where when he says it leads to the intensification of worldwide social relations which link distant localities that local happenings are shaped by events occurring many miles away. Think of the last bust, the boom and the bust in software industry in Bangalore and crashing of the US economy and what it did to the Indian economy because as a result of the situation in US, people in India lost their jobs. So, as someone as this in a key shaped manner they say when (Refer Time: 05:50) the rest of the world develops a fever.

So, this is what he means by saying local happenings are shaped by events occurring many miles away. And Robertson (Refer Time: 06:15) of the compression of the world is quite different from it is taken over by David Harvey, the intensification of the consciousness of the world. So, there is a suggestion that it is not just a territorial compression, but also leads to an intensification of consciousness of the world. So, people begin to think of the world as a single place. What does it mean thinking of the

world as a single place is there any such consciousness where think of we think of the world as a single place.

Then we come today with David Harvey's idea of time-space compression. What is this? This phrase, time-space compression, which is entered the vocabulary of the theories of Globalization, what is have a mean by this. Obviously, one is talking about compression of space as a result in the improvement of transportation and communication technologies, but how does it lead to the compression of time. What is David Harvey mean by this?

What Harvey means is that through the shrinking of distances the evolutionary scale or the evolutionary logic in which societies where arranged in the past has now ended, because all societies now in habit the same time frame. From half we move on to Ulf Hannerz notion of long distance connectedness, which is Harvey, defines Globalization. Yes it connected this has not been you think, people have been connected in the past, but what is new about the present communicational aspects of Globalization is that it connects people who are removed who are located at this long distance from one another.

So, this increase and the intensification of communication between people who are dispersed across the world is what Harvey's means by long distance interconnectedness. At least the across national boundaries preferably between continents as well and then we come to a the other side of connectivity, which they form a scholars and theories that, I have referred to also mention is the notion of complex connectivity, Yes Globalization has brought people together, it has strong distances brought people together and lead to an unprecedented degree of connectedness.

But does not mean that connectivity is a simple matter, does it really a lead to the perception of the world of a as a single place the production of single world consciousness or is the connectivity more complex in that. If you where to look at the idea of connectivity more carefully.

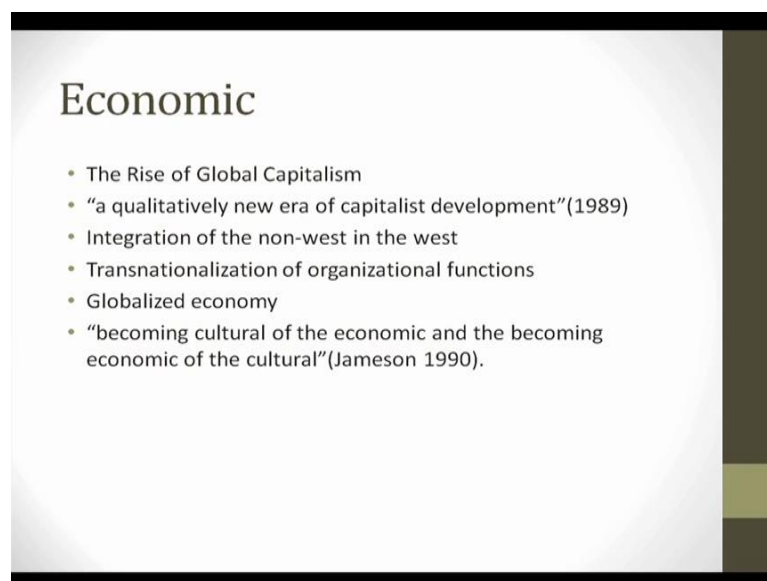
We would find that not everyone in the world is connected and the degree of connectedness, depends on where in the world you are located, depending on your geographical location, your economic position, your technological capabilities, your class, gender, ethnicity, for instance in this campus from where I am speaking to you is the state of that of the state of art facility in terms of connectivity, one can the entire

campus is wired, when one has wifi, where ever you go in the campus one can communicate with any one across the world this classroom where I am sitting it is a virtual classroom and I can hold not just conferences, but I can engage a joint class with my with the faculty in any part of the world. Virtually it possible for me to do that, literally it is possible for me to do that.

But as you step outside the campus there is a inhabited by travel people, just across the boundary of the campus and one could find that not just access to new communication technologies, but even electricity and water are luxuries that the people inhabiting those villages are not able to have access to.

So, connectivity it is a very complex matter even in the present global process and as Dorin massy another geographical calls it; she calls it that complex geometry of time space compression building on David Harveys notion of time space compression.

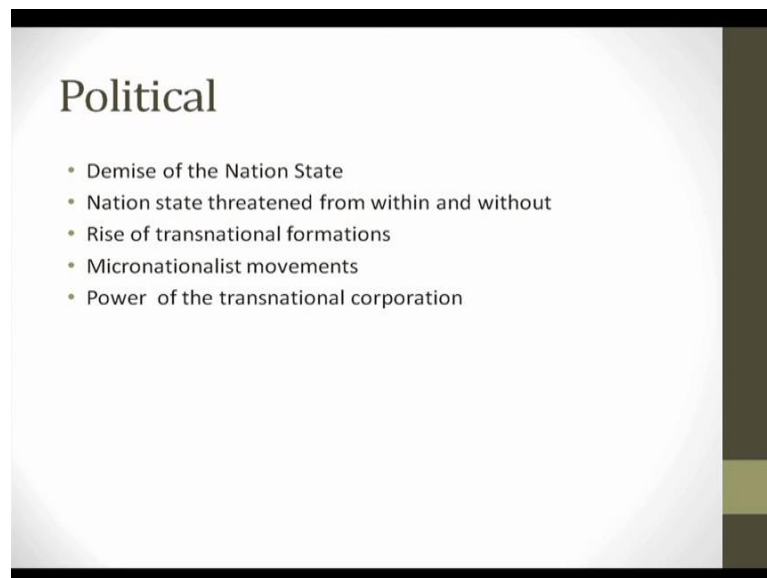
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The other aspect of Globalization is Economic, some have defined Globalization as a rise of Global Capitalism and they call it qualitatively new era of capitalist development in which some day back to 500 years ago and they say that in this late stage of capitalism there is a complete integration of the world into the capitalism system. We complete integration of the non west in the west. Another connected feature of the rise of global capitalism or manifestation of the rise of global capitalism is the trans nationalization of organizational functions.

So, today organizational functions such geographically disperse with the central functions remaining with the coronations and the more peripheral functions like productions for an instance have been shifted entirely to the Pheri free or to the glestable apart of the world. So, this trans nationalization of production and the birth of the transnational corporation lead to a Globalization of the economy among other things and yet we cannot say that the economic aspects of Globalization can be read in isolation from the cultural aspects. Because as Fredric Jameson write liberated Globalization as we understand it today is a becoming economic of the culture and becoming cultural of the economy.

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After this we move to the political aspects of Globalization. What does Globalization mean in political terms in a very late understanding of the term and which is being a voiced at the highest levels is a fears about that demise of the nation state and these incites about impending extinction of the nation state the idea that the nation state would become an obsolete category in the new global process, come from the diminishing of the (Refer Time: 14:35) of the nation state in the present era of Globalization and this diminishing of its authority results from two reasons. The nation state seems to be threatened from within and without. From without it is threatened because of the rising power of the transnational corporations and from within so the due to the birth of micro national movements.

So, because of the increasing clout of the transnational corporations the state has relatively less or always or almost no authority in the running of the economy and thereby it also loses its political power because of the loss of its economic power.

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The slide is titled "New or Old" and features a central photograph of a woman in a dark headscarf holding a young child. To the right of the photo is a bulleted list with three items: "Rupture from the past", "Continuity", and "The new global process". In the bottom right corner of the slide, there is a circular inset portrait of a woman with glasses wearing a light blue sari.

New or Old

- Rupture from the past
- Continuity
- The new global process

From the political I come to the next question, which is Globalization is Globalization an entirely new process is it something which began very recently as some believe or its Globalization just old wine in a new bottle. Theories of Globalization seem to be divided over when Globalization begins.

So, on one hand we have a group of theories who look at Globalization as a complete the present Globalization as a complete rupture from the past in the sense that they think that this Globalization is entirely new phenomena which was not present any time in the past.

On the other hand we have a group of scholars then theories and thinkers which believe that the present global process is mainly a continuation of former global from a translocal moment and though it is different it degree and kind and some have called it for this reasons some such as Arjun Appadurai has called it the new global process to distinguish it from former earlier global processes.

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Dating Globalization

Monday, Aug. 19, 1991

1989

Dissolution of the former USSR and formation of the European Union



Boris Yeltsin makes a speech from atop a tank in front of the Russian parliament building in Moscow, U.S.S.R.

This slide features a title 'Dating Globalization' at the top. Below it, the date 'Monday, Aug. 19, 1991' is on the left, and '1989' is on the right. A central photograph shows Boris Yeltsin on a tank with a Russian flag. To the right of the photo is the text 'Dissolution of the former USSR and formation of the European Union'. Below the photo is a caption: 'Boris Yeltsin makes a speech from atop a tank in front of the Russian parliament building in Moscow, U.S.S.R.'

Now, when do we date Globalization? In an common understanding the present way of Globalization is said to have a gun in the end of the last decade of the 9th and 20th century to be more precedes a funny it is a precedes date and sometime in 89 with the dissolution of the former USSR and the formation of the European union.

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Dating Globalization

1945

- End of the second world war

Meeting of Representatives




This slide features a title 'Dating Globalization' at the top. Below it, the year '1945' is on the right, followed by a bullet point: '• End of the second world war'. Below this is the text 'Meeting of Representatives' and a black and white photograph of the signing ceremony. In the bottom right corner, there is a circular portrait of a woman with glasses wearing a blue and yellow sari.

So, that is the understanding that this is when the current way of Globalization began. But that if we go back to the history of Globalization and the others for instance who would place it to the end the second world war and the formation of transnational

organizations such as UN and so on.


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Dating Globalization



1860 Eric Hobsbawm

- Invention of the telephone
- telegraph
- railways



This is the second understanding and Eric Hobsbawm who would place it in the 19th century in 1860 with hence relating it to the invention of new communication technologies which connect the people across the states such as invention of the telephone the telegraph and the railways.

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Dating Globalization



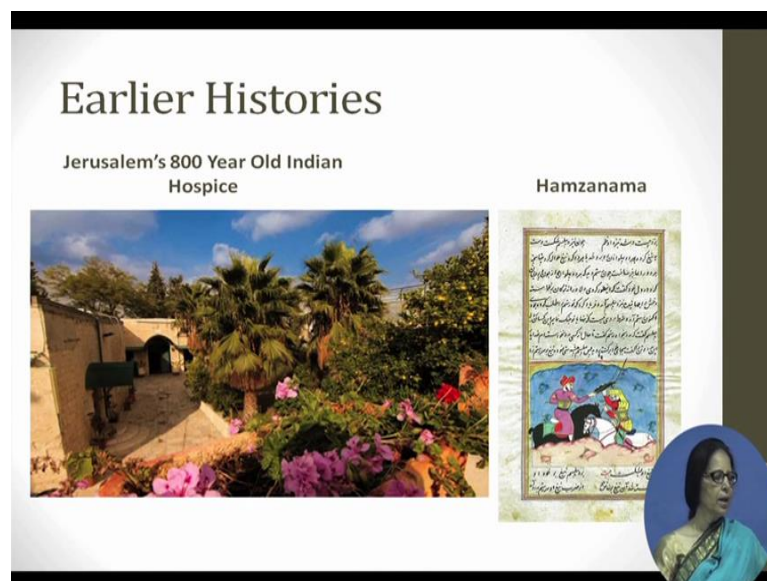
16th century
Immanuel Wallerstein world-system theory



The most controversial and influential definition idea of the origins of Globalizations particularly in its economic aspects is that of Immanuel Wallerstein, who in his world

system theory suggested or rather argued that the present moment, the present global moment is really a moment of capital which began more than 500 years ago with the integration with colonization and the integration of the non western world into the capitalist system and according to Wallerstein this process has reached its combinations with the integration of the entire world into the capitalist system. That is not a new idea because he sees continuity rather than rapture between the old global process and the between the old global wave and the present global wave differing only in degrees.

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We might want to go back to even earlier histories of Globalizations, as these examples show. Here we see the an 800 year old Indian hospice in Jerusalem it is about in the 12th century A.D and apparently Baba Fareed the great (Refer Time: 20:16) and poet was believed to have taken shelter here had stayed here.

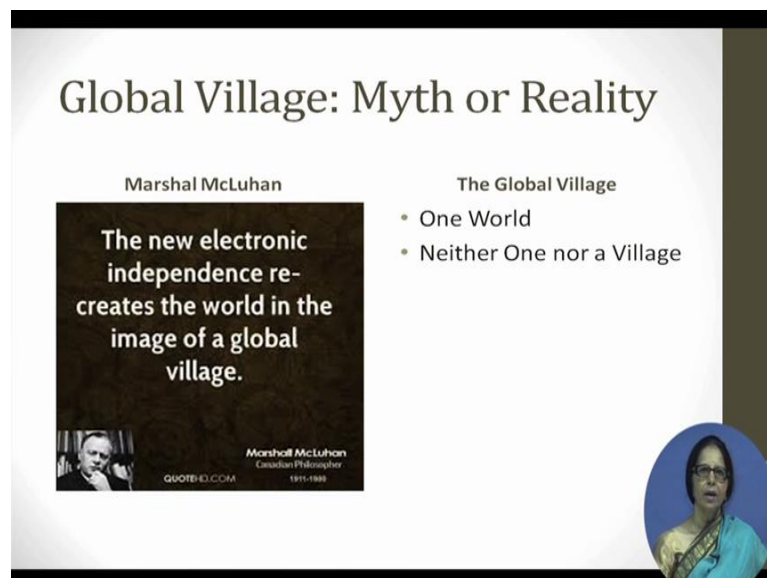
And we on the other hand we have the an illustration of the Hamzanama the Daasthan which travel from Persia to India from Punjab from North India to Delhi and the rest of India as early as the 10th century according to some 6th century A.D.

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And these figure show that these histories go back even earlier for instance we have Marco Polos (Refer Time: 20:56) which talks about Pepper Harvest in Malabar and we talk we know about the trade route between the coast of Malabar and rest of the world in the 12th century. So, the works of right (Refer Time: 21:10) and recent ecological discovery has revealed has uncovered this Indo Greek City in Swat dealing back to the second century B.C.

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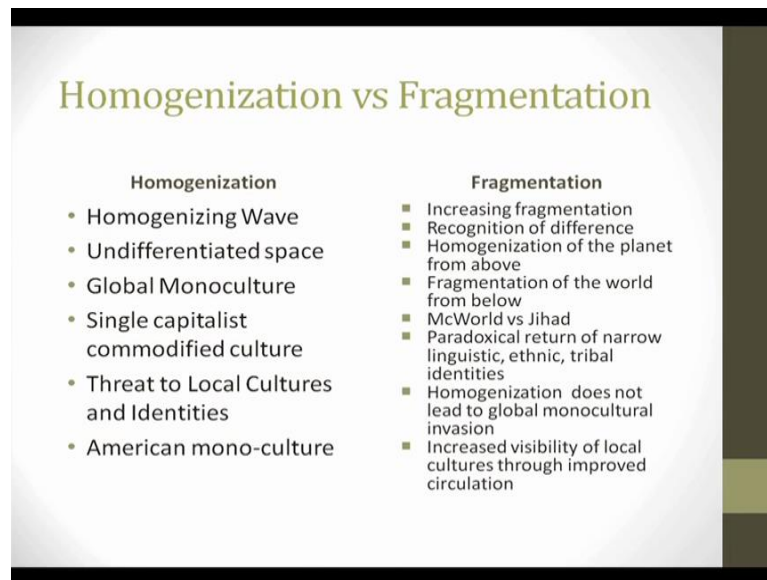
So, now we can conclude with asking the questions the idea we might after looking at the

examples we seen so far. It would be a mistake to call Globalization and entirely new process because as we have seen, there is ample evidence of contact and communication between different parts of the world dating back prehistoric times. I would like to conclude by asking you the question is the global village a myth or reality. We talk about global village following Marshall McLuhan the great media theories, whose propels or who surmise that the new electronic independence recreates the world in the image of global village.

So, that is a question I would like to leave you with is the world, has a world become a single place in the present wave, in the present place of Globalization. Do we all live in a single world? I would like you to ask that question. If we really look at the world around us, we will find that the world is neither one because the world is they are parts of the world which has still not connected, the people in the world who are still not connected who are not part of the wide world.

So, since they are not connected they have they are not connected to the world. They cannot be a part of a global village. Secondly, if we try to deconstruct the idea of a village what it in tells, what it means and if we want to define village as a close in it community based on personnel ties and relationships. We would say that the present global village if there is one is not the village in that sense because the way people are connected to one another is through external forces through organizations rather than sharing a one to one contact, as people do in a village nor do they experience a sense community in the sense that villages do, they might be communities new to global communities based on interests based on sharing of ideas and so on, but they cannot replicate the close net relationships the model relationships of a real village.

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I am not saying whether this good thing or bad thing, but what I am saying is that the world is neither one nor is it a village. So, this aspect of Globalization is easily explained if we look at the twin dimensions of Globalizations. So on one hand we have Globalization, we have it has laid to homogenization of the planet and on the other hand the fragmentation of the whole world.

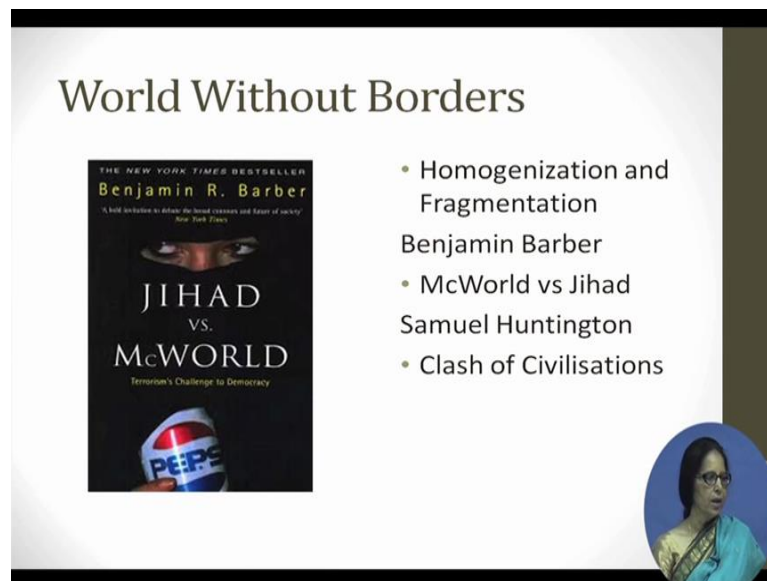
So, initially when with the own slot of Globalization people particularly not only in less developed parts of the world, but also in the more developed parts of the world, a world a voice they apprehensions the their anxieties about the world becoming a single place about the panorama of sameness through the homogenizing wave of Globalization that had swept the world.

But they fear appeared to be having been unfounded because the present waves of Globalization reveal not just homogenization, but a count a moment which one may call fragmentation.

So, on one hand we have homogenizing wave which creates an undifferentiated space of Globalization producing as some believe or Global Monoculture. A global monoculture which is often equated with a single capitalist commodified culture and seen as a threat to local cultures and identities and for some is for some mistaken reason this culture is identified with American Monoculture.

On the other hand Globalization has laid to increase in fragmentation of the world and increasing recognition of difference. So, if there is a homogenization of the planet from above there is also corresponding fragmentation of the world from below on one hand is the MacWorld and the other is Jihad, because Globalization also means the paradoxical return of narrow linguistic ethnic and tribal identities. Homogenization however does not lead to global monocultural invasion instead it has laid to increasing visibility of local cultures through improve circulation.

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World Without Borders

THE NEW YORK TIMES BESTSELLER
Benjamin R. Barber
A bold invitation to debate the broad contours and limits of security.
New York Times

JIHAD
vs.
McWORLD
Terrorism's Challenge to Democracy

- Homogenization and Fragmentation
- Benjamin Barber
- McWorld vs Jihad
- Samuel Huntington
- Clash of Civilisations

So, 2 important books which emerged which appeared in the 80's rather than the 90's after the formal announcement of Globalization, The first book by Benjamin Barber is by Benjamin Barber which is called MacWorld vs. Jihad and the another one is called Samuel clash of civilizations by Samuel Huntington.

So, these scholars Samuel Huntington is the first one who anticipated in his book this highly controversial book that the world will be real land in the 21st century a long lands of religion ethnicity and culture rather than nation as it was in the past and barber hold the this homogenized world as a MacWorld and fragmented world which I just spoke about as Jihad.

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So, the final question that I would like to leave you with before I conclude as does interdependence and connectivity in the present global phrase lead to a single global culture as Tomlinson puts it. The answer is global connectivity does not lead to Globalization in other spheres its leads to greater connectivity and proximity and probably a transformation of locality rather than the production of a single global culture.

Thank you.