

Cultural Dimensions of Globalization

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Who Am I?

- Cultural Anthropologist
- Director of the Adventures Program
- Researcher of South Asian America
- I am someone deeply committed to educating students about the world, and recognize the challenges that are involved.

Defining Our Terms: What is Culture?

- The way of life of a people.
- The learned behaviors, beliefs and attitudes that are characteristic of a particular society or population.
- A complex, integrated system of interconnected parts including aspects that are social, political and economic, and are tied to such dimensions as religion, art, gender, environment, etc.

Defining Our Terms: What is Globalization?

- The intensification of global interconnectedness.
- A process that promotes economic, political, and other cultural connections among people living all over the world.
- The world condition created by relatively recent developments in information, communication and transportation technologies.

Is Globalization Really New?

- Precursors to Globalization:
 - Human groups have always moved around carrying their culture, exchanging goods, stories, and ideas.
 - European Exploration and Colonialism
 - 1500-1950 ?
 - Spread of Industrial Capitalism
 - 1850-1917 ?

Lessons from Early Forms of Globalization

- Global culture change is always complex and multidimensional.
- Global culture change brings benefits and burdens.
- The benefits and burdens of global culture change are not distributed evenly.
- Globalization of the past shapes globalization of the present.

Globalization Today

- Globalization today is characterized by a dramatic increase in and acceleration of earlier kinds of connections.
- Globalization is characterized by...
 - “time-space compression” (Harvey 1989)
 - “deterritorialization” (Gupta and Ferguson 1997)
 - “flattening the world” (Friedman 2005)

Globalization Today

- Appadurai's (1996) Global Scapes
 - Ethnoscapes – flows of people
 - Technoscapes – flows of technology
 - Mediascapes – flows of info and images
 - Financescapes – flows of capital
 - Ideoscapes – flows of ideologies
- Important to realize that these flows are overlapping and are not unidirectional.

Some Cultural Consequences of Globalization

- The local context is shaped more by global issues.
- Experience “here” is tied more to events “there”.
- People and culture are less tied to specific places.
- Culture, identity, and tradition are disrupted and reworked.

Some Cultural Consequences of Globalization

- As a result of these global flows, new ways of living and new forms of culture are created:
 - transnational lives and cultures
 - cosmopolitan outlooks
 - hybrid cultural forms

Are These Global Flows Good or Bad?

- It depends!
 - on who you are
 - on where you are
 - on how you look at it
- Generally,
 - Who benefits?
 - The haves of the world
 - Who suffers?
 - The have-nots of the world

The Good and the Bad of Global Flows

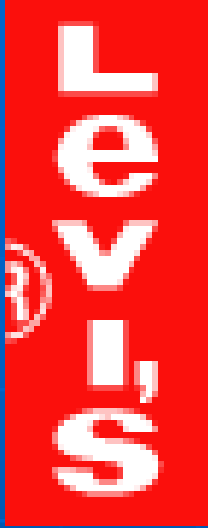
- Money comes easily, money goes easily.
- Jobs are created more easily, jobs are relocated more easily.
- You can spread information easily, you cannot control information easily.
- Corporate networks more easily established, illicit and terrorist networks more easily established.
- Computers and programmers move more easily, weapons and sex traffickers move more easily.
- New medical technologies spread more easily, diseases spread more easily.
- Etc.

The Central Cultural Dynamic of Globalization

- Increasing Homogeneity:
 - the world is becoming smaller, and we are all becoming more alike.
 - "Globalism"
 - Friedman's, "The World is Flat"
 - Barber's, "McWorld"
- Increasing Heterogeneity:
 - The world is fragmenting, and we are emphasizing our difference more.
 - "Tribalism"
 - Barber's, "Jihad"
 - Huntington's, "Clash of Civilizations"

What is “Global Culture”?

- Is global culture simply...
 - American cultural imperialism?
 - the spread of American consumer culture?
 - the McDonaldization of the World?
 - YES, AND NO





Global McDonalds



- McDonald's franchises and operates more than 32,000 fast-food restaurants in over 100 countries.
 - Europe ... \$7,072 (35% of total company revenues)
 - United States ... \$6,955 (34%)
 - Australia/Asia-Pacific ... \$2,815 (14%)
 - Latin America ... \$1,327 (6%)
 - Canada ... \$948 (5%)
 - Other ... \$1,343 (6%)
- http://internationaltrade.suite101.com/article.cfm/mcdonalds_global_sales

McDonald's "Culture"

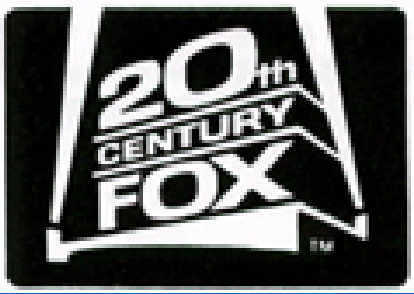
- McDonaldization refers to "the principles of the fast-food restaurant coming to dominate more and more sectors of American society as well as of the rest of the world." (Ritzer, *The McDonaldization of Society*, 1993)
- McDonald's Emphasizes
 - Efficiency
 - Calculability
 - Predictability
 - Control
- McDonald's and Culture In China
 - Promoting young, independent consumers
 - Promoting birthday celebrations



Global Wal-Mart

- Wal-Mart has stores in North and South America, Asia and Europe.
- Wal-Mart will open more stores internationally than domestically in fiscal 2008.
- Wal-Mart in Mexico:
 - Over 400 Walmart stores are located in Mexico.
 - Resistance to Walmart
 - Viewed by some as threat to Mexican culture
 - Undermining Mexican food production and sale.
 - Controversy over location of store in Teotihuacan.





Global Hollywood



- The U.S. entertainment industry generates more revenue from overseas sales than any other industry other than the commercial aerospace industry.
- From the late 80s to late 90s, the U.S. share of the European film market rose from 56 percent to over 90 percent.



Global Hollywood

- "Washington's crusade for free trade is often seen abroad as a Trojan horse for companies, such as Walt Disney Co. and Cable News Network that would dominate foreign lifestyles and values. Most Americans react to these fears with a shrug.

That's a big mistake."

- Jeffrey Garten, former U.S. Under Secretary of Commerce for International Trade (*Business Week*, November 30, 1998)
- <http://www.globalization101.org>



“TGI Fridays” in Delhi

- “During the nightly happy hour, South Delhi's T.G.I. Friday's is the place to see the city's new generation of yuppies. The air is thick with the aroma not of turmeric and cardamom but of fried cheese and potato skins, and there's not a sari in sight...



“TGI Fridays” in Delhi

- “...The place is packed to overflowing with young Delhiites at play -- decked out smartly in trendy casual wear, quaffing two-for-one drafts, chattering into cell phones. This is not the India of postcards but rather modern India as it actually is.”
 - **Misguided Guidebooks? “Authentic” travel guides may be masking global reality**
—*By Chris Turner, Outpost, May / June 2004 Issue*
 - http://www.utne.com/issues/2004_123/features/11193-1.html

Is Global Culture American Culture?

- Yes!
- American corporate consumer culture clearly shapes global culture, raising consumer aspirations and providing models for living for people all over the world.
- Exporting not just a product or a franchise, but a culture, a worldview, a way of life.

Is Global Culture American Culture?

- No!
- Globalization is also the spread of culture from all over the world.
 - Tiendas in Siler City
 - Lenovo in RTP
 - Bollywood in Cary
 - Sushi in Raleigh
 - World Music in Durham
 - Al Jazeera in Greensboro

How Does Globalization Increase Heterogeneity?

- Globalization can also be seen as contributing to cultural diversity/heterogeneity.
 - Encouraging fragmentation and difference.
 - Spreading, mixing, and creating culture in new ways.
 - hybridized and creolized culture.
 - glocalization and interpretive flexibility
 - global cultural forms get transformed and translated into existing local cultural contexts.

How Does Globalization Increase Heterogeneity?

- Some examples of heterogeneity with globalization:
 - Transnationals – While migration has historically meant the loss of culture, using technologies of globalization, recent immigrants are able to maintain close social, cultural and economic ties with their countries/places of origin.
 - Indigenous Groups – While most indigenous peoples have suffered terribly for centuries due to different forms of globalization, some groups have used technologies of globalization to help maintain their “traditional” culture.

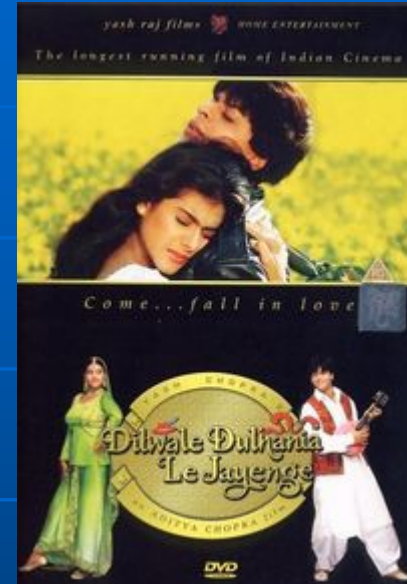
Maintaining Culture and Identity in the Context of Globalization

- Technologies allow immigrants to maintain global connections...
 - Visits to “home”
 - Phone calls “home”
 - Internet web sites
 - India Abroad
 - Movies and music
 - Bollywood World



The Global Cultures of Immigrant Children

- Increasingly, immigrant children are growing up in two, related global youth cultures
- “Indian” World
 - A world of Bollywood, Bhangra, and Desi Chic
 - DesiParty.com and MTV Desi.com
- “American” World
 - A world of Hollywood, Hip Hop, and LA Cool
- And sometimes these worlds intersect...
 - [Hybrid Cultural Forms](#)



Maintaining Culture and Identity in the Context of Globalization

- The Kayapo of Brazil
 - Used jet airplanes, video cameras, the global media to protest the construction of a dam that would flood some of their territory.
- Mayan Zapatistas of Chiapas Mexico
 - Used fax machines and the internet to promote their political agenda and spread awareness of their plight.
- Mayan Coffee Growers
 - Using the internet to distribute organically grown coffee worldwide.



Kayapo Media

- “Our children and grandchildren will be able to look at these images. Even the white people will watch the images of our culture, and that is how we will remain Kayapo.”
 - Megaron, Líder Metuktire-Kayapo
 - <http://www.comminit.com/strategicthinking/pdsmakingwaves/sld-1865.html>



Some Global Realities

- Gross differences in wealth and health exist between and within countries
- Over 1 billion people lack safe water
- Nearly 3 billion people live on less than \$2 a day
- 25 million people in Sub-Saharan Africa are living with HIV/AIDS
- Decreasing biodiversity
- Increasing global warming

Resistance to Globalization...

- Friends of the Earth, Rainforest Action Network, Earth Island Institute, International Forum on Globalization, Public Citizen, Sierra Club, Greenpeace U.S., 50 Years is Enough: U.S. Network for Global Economic justice, Institute for Agriculture and Trade Policy, Food First: Institute for Food and Development Policy, Institute for Local Self-Reliance, Institute for Policy Studies-Global Economy Project, International Center for Technology Assessment, People Centered Development Forum, Global Exchange, The Council of Canadians, Project Underground, Polaris Institute, Research Foundation for Science, Technology and Ecology.
 - <http://www.globaled.org/issues/158/c.html>

Global Insecurities

- Financial Insecurity
- Job and Income Insecurity
- Health Insecurity
- Cultural Insecurity
- Personal Insecurity
- Environmental Insecurity
- Political and Community Insecurity
 - *The United Nations Development Project issued its 1999 report 'Human Development in this Age of Globalization. "*
 - <http://www.globaled.org/issues/158/e.html>

Globalization Needs to Respect People and Culture

- "I do not want my house to be walled in on all sides and my windows to be stuffed. I want the cultures of all the lands to be blown about my house as freely as possible. But I refuse to be blown off my feet by any."
 - Mahatma Gandhi in *The United Nations Development Project report, 1999, "Human Development in this Age of Globalization."*
 - <http://www.globaled.org/issues/158/e.html>

Globalization Needs to Respect People and Culture

- “The challenge of globalization in the new century is not to stop the expansion of global markets. The challenge is to find the rules and institutions for stronger governance-local, national, regional and global-to preserve the advantages of global markets and competition, but also to provide enough space for human, community and environmental resources to ensure that globalization works for people not just for profits....”
 - *The United Nations Development Project report, 1999, 'Human Development in this Age of Globalization. "*
 - <http://www.globaled.org/issues/158/e.html>

Globalization Needs to Respect People and Culture

- Globalization with:
 - Ethics - less violation of human rights.
 - Equity - less disparity within and between nations.
 - Inclusion - less marginalization of people and countries.
 - Human security- less instability of societies and less vulnerability of people.
 - Sustainability - less environmental destruction.
 - Development - less poverty and deprivation.
- *The United Nations Development Project report, 1999, 'Human Development in this Age of Globalization. "*
- <http://www.globaled.org/issues/158/e.html>

What Is Our Job?

- *Educate*

- Overcome Ignorance

- *And, Engage*

- Overcome Apathy

Teach Relevance

- Why do I need to know this?
- Because of all the connections that we have discussed that are part of our global world...
 - Your country's companies, politics, media, and military are globalized.
 - You may be traveling to or living in another country someday.
 - You may be working with/for someone from another country someday.
 - You may be the friend, neighbor, or spouse of someone from another country someday.
 - Your life will be a lot more interesting!

Teach That It's Not All About U.S.

- Understand that the world, it's people, culture, politics, landscape, etc. is not only significant because of its potential role in a "War on Terror."
- Understand that the world, it's people, culture, politics, landscape, etc. is not only important because of the markets and opportunities for capital investment that it provides.

Some Lessons

- Recognize the complexity of our current globalized world
- Don't glamorize the globalized
- Look for the global in the local
- Encourage and embrace change and diversity!

Why Is this World View Conference So Important?

- "Teachers cannot teach what they do not know. Most teachers are not being trained in world affairs, history and cultures. For example, of the top 50 U.S. colleges and universities that train teachers, only a handful require any coursework in non-Western history for their students preparing to teach history."
 - *Asia in the Schools: Preparing Young Americans for Today's Interconnected World*, (New York: Asia Society, 2001)
 - (<http://internationaleled.org/issues.htm>)

The Good News...

We Can Make a Difference

“Studying other countries and cultures will help empower our young people to succeed in the marketplace. It will also help them contribute to the marketplace of ideas at a time when absolutist ideologies seek to destroy the very notion of competing ideas.”

“In an interconnected world, understanding other nations and regions is a cornerstone of democratic citizenship. This aspect of education deserves our swift and lasting attention.”

- *Preparing Our Students for Work and Citizenship in the Global Age, By John M. Engler and James B. Hunt, Jr. (<http://international.ed.org/PDKhuntengler.htm>)*

**Thank you for
your time and attention!**

**If you have any questions, please
feel free to contact me at
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