

World View Book of the Year

Grounded Globalism: How the U.S. South Embraces the World
James L. Peacock University of Georgia Press, 2007

In our excitement over emerging possibilities for global connections, it's easy to forget the local ties and anchorages that define and sustain us. In *Grounded Globalism: How the U.S. South Embraces the World*, James Peacock, professor of anthropology at UNC at Chapel Hill, reminds us of the importance of where we come from, even—or especially—in a global age.

In his book, Peacock offers what he calls “a model of movement from regional to global identity” to describe the gradual integration of the local and the global in our selves, in our region, and in our sense of place. This development of a “grounded globalism” (his own term, and a more informative alternative to “glocal”) takes the American South as its model, but is applicable to other regions as well.

In developing his model of grounded globalism, Peacock explores both the South's history of opposition to national identity and the promise of a global identity that would “energize” the local and global elements of the region. As examples, he recounts stories of the global entering our local world through relationships with families and friends. These global changes occur naturally, even casually, and perhaps because they do not directly cause economic displacement (outsourcing, job loss), we can accept and integrate them with less stress. Still, Peacock points out, we cannot help feeling the tensions of a globalizing society in every aspect of our lives, even in our dreams. To prove his point, the author recounts and analyzes dreams of immigrants and southerners—including his own—as unconscious expressions of global-local change and challenge.

And what about our dreams for the future of a global South? Peacock proposes that grounded globalism, the simultaneous embrace of both the local and the global, offers the most sustainable future for our region and our world. Combining the strengths of local and global frameworks, liberal and conservative values, grounded globalism would maintain our vital ties to the local (environment, community) while supporting our personal and regional growth towards a wider outlook in multinational networks and cyberspace.

If there were a dictionary entry for “global Southerner,” Peacock's photo would certainly appear right beside it. Originally from a small town in south Georgia, Peacock immersed himself in the Islamic culture of Indonesia in the course of his graduate research, and has continued his personal and professional explorations of the world ever since. He was a strong leader for the University Center for International Studies, now the Center for Global Initiatives at UNC at Chapel Hill, and founder of the Rotary Peace Scholars Program at Carolina and Duke University. The International Affairs Council named him Citizen of the World last year for his commitment to bringing international perspectives to Carolina's campus. We are also proud to say that he has been a supporter of World View since its beginnings, and now serves as chair of our Advisory Board.

In his conclusion, Peacock makes clear that *Grounded Globalism* does not offer the solution to the challenge of globalization in the South. But this book asks the right questions and proposes a method for thinking about possible answers. Read it and open a discussion in your own community about our global/local lives together, and what the future holds.

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