

SOCIOLOGY OF GLOBALISATION

ANNE-MARIE THERESE IPLE JANUARY 2021

FIRST LECTURE 12-01-2021:

International sports exemplifies but also causes globalisation: cause there are athletes from all over the world, there's a global tv/streaming audience, multinational corporate advertisers, consumer demand for sports gear. NBA, for instance.

NBA became so famous in China because of globalisation that it is the first sport played by children (Yao Ming famous Chinese player playing in the NBA). China it is now one of the most important market for the NBA.

GLOBALISATION:

The picture of globalization as inclusive, unifying and general makes it seem positive, whereas other definitions are more pessimistic.

Common myths: it is new-it's mostly about free trade- = homogenisation- =

Americanisation-= it's inevitable

Mantell's definition defines it as a process moving to these criteria (Although it does not move the same way everywhere)

- Compression of space:

- spatial distance matter less, mainly because of the development of technology that allow us to communicate globally in a small time.

- moving globally:

- GIDDENS: local happenings

tilly

- Global inputs: the inputs that go into the product are global, a product is composed of different part coming from various part of the world.

It's not only the idea that a product for instance produced in China is sold in another country, but that is also international trade, a process that has always been present.

- Interdependence: means that there is a connection, interconnected movements of goods and money, technology and info, people, ideas and cultural practices.

But THESE INTERCONNECTED MOUVEMENTS ARE INTERDEPENDENT, they are connected in a way in which they depend from each other (ex the global mode of the global food market create changes in the)

- Stable and regular: a world structure/system that involves most people, most things, most places, most of the time. Not only an elite phenomenon. (international flight were once only for the elite, nowadays cheap flights allow everyone to fly internationally)

- Global consciousness: globalisation has affect the way we think about the world, we are aware of the globe as "one" place. Global humanity sharing a planet. This has a consequence of having all global problem, such as climate change.

What globalisation is not? Scholte(2005) rejects Globalisation as...

These, he says, do not add anything new and do not capture what is different about globalization

Internationalisation: which can be a response to globalisation or part but not equivalent. It is the growth of transactions across borders and is characterised by cross-borders relations between countries.

Westernization: it is part of it but not equivalent, predates contemporary globalisation. US dominates but it cannot control the process (sushi/BTS non-Western-American influence).
US/Western affected by globalisation too.

Liberalisation: part of it, closely related, but not equivalent. Liberalisation facilitates globalisation but not equivalent. Removes constraint on movements of resources

liberalisation: an "open" borderless world. Predates globalisation. But is neo-liberalism only solution for global world? (Smith)

Universalisation: ideas/ experiences spread all over the world. It is part of it but not equivalent. Globalisation it is not shared by all the same way. Convergence but also conflict. Even if we all ate sushi, we do not do it the same way. Deliveries of IKEA are for instance in India delivered by piccolo furnacing, while in Italy by big Furgon.

Sociological approach to globalisation: Globalisation is a cross-disciplinary, multi-causal process. It is hybrid (inputs from East/West/North/ South). Structured by power, inequality and conflict.

Plural: locally different.

But why the sociological approach?

Questioning the "common sense" of our everyday lives

Challenging simple or obvious answers

Rooted in evidence (vs. opinion/speculation)

Critical analysis of empirical evidence and theoretical ideas

What? social groups | Who? social relationships and behaviour | Where? neighbourhoods, cities, regions, countries | How? distribution of power and resources | When? change over decades, centuries | Why? forms of governing, cultural institutions

Why a sociological approach? Because social forces that shape our lives, daily social interactions, challenges personal beliefs and prejudices build awareness, develop your social imagination.

LECTURE 2 13/01/2021

Coffee as a ritual: it is a personal daily routine, a group activity and an occasion for social interaction.

Coffee as drug: caffeine is a stimulant, a habit-forming substance, socially accepted in some places.

Coffee as a social and economic relationship: links wealthy with impoverished, consumed in rich countries, but produced in relatively poor countries. Traded commodity on foreign exchange.

Coffee as a historical legacy: originate in the Middle East, colonial expansion brought mass consumption in the 1800s. Coffee producers today are former colonies.

Coffee as a consumer choice: branded and politicized, fair trade, human rights, environmental damage. Consumption as a lifestyle choice. Corporate chains VS independent coffee shop.

SOCIOLOGICAL IMAGINATION:

MILL "The promise" (1959): probably one of the most important essay written by a modern sociologist.

MILL: To truly understand people's behaviour, we must look beyond those individuals to the larger social context in which they live. By understanding the context in which people live we will better understand them because their choices, are inevitably constrained by social, historical, cultural, political and economic factors.

Mills firmly states that neither the life of an individual nor the history of a society cannot be understood separately (For instance: when the rate of investment goes up and down a man

goes broke, when this happens an insurance man becomes a rocker launcher, a store clerk, a radar man, etc..)

- Yet men do not usually define troubles they endure in terms of historical change. The well-being they enjoy, it is not usually imputed to the big ups and downs of the societies they live. Humans do not possess the quality of mind essential to grasp the interplay of man and society, of biography and history, of self and world.

They cannot cope with their personal troubles in such ways as to control the structural transformations that usually lie behind them and their choices.

Sociological Imagination: Is a quality of mind that will help them use and develop reason in order to achieve lucid summations of what is going on in the world and of what may be happening within themselves.

Enables its possessor to understand the larger historical scene in terms of meaning for the inner life and the external career of a variety of individuals.

Perhaps the most fruitful distinction with which the sociological imagination works is between "the personal troubles of milieu" and "the public issues of social structure."

Troubles occur within the character of the individual and within the range of his immediate relations with others; they have to do with his self and with those limited areas of social life of which he is directly and personally aware. Accordingly the statement and the resolution of this matters lie within the individual.

A trouble is a private matter: values cherished by an individual are felt by him to be threatened.

Issues: have to do with matters that transcend these local environments of the individual and the range of his inner life. They have to do with the organisation of many such milieux into the institutions of an historical society as a whole, with the ways in which various milieux overlap and interpenetrate to form the larger structure of social and historical life.

An issue is a public matter: some value cherished by public is felt to be threatened. For instance family, education, media, law, politics, the economy, etc

(SOCIAL ISSUES: beyond one person's control and inner life. Pertain to the organisation of society. It's A PUBLIC Matter. Often involves a crisis/ contradiction of institutional arrangements. Divorce private because private to the 2 actors - social issue: high rate of divorce in a certain country.)

For instance Unemployment:

One man unemployed: a personal trouble

15 million people unemployed: social issue (there clearly a structural problem with the labour market structure). The solution requires institutional changes, not personal solution.

LECTURE 3 MILL+ Giddens chapter "Globalisation" quest'ultimo da fare nel pomeriggio

Recap:

fourth wave: critical analysis of globalisation, globalisation as an ideational force. This idea became popular in the 1980s/90s. Symbolic experience that shapes identity. Real globalisation is behind the idea of globalisation, but perception of it is more relevant than reality. (they study a lot the way the word globalisation is used).

lecture:

There are 4 waves of globalization theories :

they came in an historical order but they still exist together nowadays in Luke Martell's book :

-wave 1 : Globalists :

it came out of the 1990s when globalization became huge

assumptions : globalization is very real and very new : it's reestablishing a way new order

it is a very economic perspective : the world economy is about free movement of capitals, economic interdependency

the world is borderless and the economic change leads to cultural homogenization

example of the value of global exports : it was constantly increasing since the 60s

but it goes up at the 90s

remarkable increase of the value of global exports : so that's what the globalists point to as an evidence of their theory

they say that we live in a world where nations lost power to market forces : market forces have getting more power than States because states can't decide about international investments etc

they don't have the authority they once had : that will create a crisis of citizen confidence in national gvt according to Globalists

and national gvts are stuck : they have challenge from above, from the international level but also from below, from the citizen below

so that's the downing of a new age : the global consciousness will develop

example : how much the public trust the gvt in the US: 70% trusted the US gvt in 1958 and in 2015 it's about 20%

fluctuations but still decline of public trust

Globalists used this example to give an evidence of their theory that the rise of global exchanges is making public trust in their gvt decreasing

-wave 2 : Skeptics :

reactions to Globalists : they came in response of Globalists

they say that the processes they describe are not new : they have occurred at different points of history

globalists are misreading evidences : it's not new but it's further internationalization but it was already occurring in the beginning in the XXth century and it continuing today

it's 45:00

nations are still important because all of the trades are regulated by nations : nations have a huge effect on the policies that countries have to choose economic liberalization

and it's not a cultural homogenization but it's just Americanization and it will lead to a culture clash : there will be a reaction to this Americanization

skeptics argue that globalization is not inclusive and is not making everyone equal

they point to some occurrences on regionalization of the economy : example of the EU : the world is becoming more regionalized

and some regions are making their identities coming stronger as a reaction to globalization : catalogna, Quebec etc

-Wave 3 : Transformationalists : scholars that are modified globalists :

they took some globalists interpretation and some skpetics interpretations

they say that globalization is more complex and more uncertain than globalists think : but they say globalization is unprecedented but not new
globalization is a reflexive process : it effects most things : food, culture, economy, media but it doesn't necessarily centralized economy as we see it
the process of globalization didn't change 50:00
national identities are still strong
it's a global system but it's not a global society
it's more global than the skeptics say but it is not completely inclusive : there are countries out of it
they say that globalization is complex and there is a local, a regional, a national and a global components : and this is evolving all the time
and there is no linear process: things are changing all the time : we can't predict

Martell is a transformationalist ????? 53:00

cf recap sur le diapo

it's a dynamic debate to all 3 waves: important to see globalization from all these 3 perspectives

example of worldwide shipping:

<https://www.shipmap.org/> : 2012 : all the ships that are going around the world

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3 observations : globalist perspective :

LECTURE 4 20-01-2021: Historical perspective of Globalisation

How long-ago globalisation's processes began? We today mainly study about recent globalisation, that beginning during the 70s, but as Martell underline, Globalisation has deeper roots.

Martell define three main phases of globalisation:

- Pre-modernity: before 1500/ Early or Proto modernity: 1500-1800
- Modern industrialism 1800-1914/ The world wars between 1914-1945
- Late modernity 1945-onwards/ Contemporary or recent developments from 1980s onwards

1 PREMODERNITY: ARCHAIC GLOBALISATION:

Roots go back to 3000 BC- The key actors were kings, priests, and traders (Marco Polo, Genghis Khan etc)

- Political: empires as globalizing networks(Greek, Roman, Muslim empire around 800, Chinese dynasty, Mongolian empire, etc).
- Economic: sea-borne and land-based international trade, but still this trading travels were mostly regional. As we will see in the era that follows, economic travels, for instance that of Cristoforo Columbus, had a bigger dimension.
- Cultural: spread of world's religions. Before the industrial capitalist era, religions such as Christianity, Islam and Buddhism spread over a distance to areas where they are often still evident today. The Silk Road: joined Europe to China from 130BCE to 1450 CE.
- Mini- globalisation: episodic, insular, circumscribed.

They did not operate over a global distance, they were confined in Asia, North Africa, the Middle East and parts of Europe. The Americas do not emerge as an area reached by globalisation to any major extent until later. So, if globalisation has to be global in reach, and as such to include transatlantic or trans-oceanic relations, then what happened in this era was not globalisation, even if it was reaching outwards in this direction.

Globalization has to involve more: (1) global distance (2) going beyond interconnections to interdependency and (3) enduring stability in relations rather than intermittent and short-lived contacts or movements.

2 PREMODERNITY: GLOBALISATION as PROTO-MODERNITY

During this period, exploration and colonisation extended globally, for instance the Americas, and the slave trade transported millions across the Atlantic and other areas.

the development of naval power allowed connections not only by land, making possible and easier traveling from a continent to another; to travel globally.

- Trading states, like Britain, backed up by state and military power, extended economic links globally.
- Indian, Persian, Arab, Muslim and Hindu knowledge was used as a basis for European botanical classification systems and Western medicine.
- Spices, clothes and teas were exported from the east by European trading companies.
- Communications were improving too, with the invention of the printing press. Printing enabled, before radios and TVs, wider distribution of information on a scale that made it into a mass media.

The Colombian Exchange and Biological Globalisation: Disease, Animals (from Europe to America horses, pigs, sheep, etc) and Plants: thanks to Columbus not only from Europe to Asia but more global.

was this real Globalisation? Martell says NO, because there was no global system. This period it is not irrelevant but if we think about the definition of globalisation it is not. But still it is considered as the period in which the roots for the development of contemporary globalisation were created.

3 MODERN GLOBALISATION: Industrial globalisation (1850-1920)

This period involved the expansion of the West, capitalism and imperialism backed up by the nation-state and industrial technology.

Capitalism: involves an economy in which private ownership dominates, and the market is the primary mechanism for determining the production and distribution of goods to people, for profit and in response to market demand.

Because of the diffusion of CAPITALISM and IMPERIALISM, this period was characterised by the bloom of GLOBALISATION

INDUSTRIAL TECHNOLOGY: provided the means for long distance travel and global communications, as well as advanced weapons to back up military imposition. It allowed the mass production of goods that could be sold globally. Steam power used in ships and trains facilitated the global transportation of goods and trade. Larger-scale and more accurate firearms led to a firepower gap between core states and others.

DECISIVE ROLE OF NATION-STATES:

Summary: important technologies were of mass production and consumption globally, transportation and war. Alongside these developments, the laying of trans-oceanic cables across empires, trade and the telegraph made speedy international communications

possible, while the development of international news agencies allowed rapid worldwide news reporting. The movement of communication, information and finance could be separated from the movement of people and done instantaneously. Further developments such as the Internet allow even greater scope and volume of instant global communication. Giddens: Modernity as the engine of globalization because it 'tears space away from place' | modernity: capitalism, industrialism, surveillance, and military power

+Systematic trade + Long-range economic exchanges + International political agreements + Global tourism and mass migration (possible through globalisation of trade, travel and transport. Noticable Europeans and Chinese migration to Americas) + communications technology

THE GOLDEN AGE OF GLOBALISATION: intensification of global flows of goods. Global market for capital emerged (spread of gold standard). The world was really "on the move": migration and travel. But globalisation was imperialistic and capitalistic.

Is globalisation a consequence of capitalism? If it is, how much is it?

If we take the Communist Manifesto (1848) Marx already described globalisation:

Marx/Engels in Communist Manifesto 1848 "The need of a constantly expanding market for its products chases the bourgeoisie over the entire surface of the globe. It must nestle everywhere, settle everywhere, establish connections everywhere. (. . .) In place of old local and national seclusion and self-sufficiency, we have intercourse in every direction, universal interdependence of nations."

This shows how much Globalisation was an observable phenomenon. Modernity as the engine of globalisation, globalisation is the result of modernisation. Modernity did a socio-cultural reorganisation of space and time.

LECTURE 5 26/01/2018: Late 20th Century Globalisation (or as Martell call it Post-colonial globalisation)

Following the golden age of globalisation, we had a period of DEGLOBALISATION Because of:

-WWI and WW2 paused development of world economic, politics and culture in which nation-states power were engaged in conflict with the human cost.

-World depression, between the two world wars, The Great Depression beginning in 1929 brought protectionism, regionalism away from free trade economy. At the same time the Great Depression was a direct consequence of the huge economic interdependence of economies globally.

-Nations states in conflict, world bipolar in 1945. Thus, there was no cooperation, both political and economic. Internal closure, consequently no globalisation.

The aftermath of WWII: After second WW globalisation began to spread a little bit, the USA emerges to the hegemonic industrial economy.

-Us as hegemonic power to establish global interdependence

-Marshall plan gives economic helps: it gives 12 billion USD aid to west Europe (130 billion USA today). It was intended for economic reconstruction. Also to promote power of the United states in the world.

-Bretton-Woods Conference 1944: THE AIM WAS TO CREATE A SYSTEM TO FACILITATE International trade but protect national autonomy, through the regulation of monetary policy generally. Aim: member pegged currencies to USD, USD pegged to gold. Institutions as IMF, WORLD BANK AND GATT were created.

POST-WAR 1945-73(key relevant to Globalisation):

1. European empires decolonize:

British empire dismantled after 1945, other followed. Break with western domination. Agency of south/east (terza Mondo/ non-western countries) grew after 1945. More global inputs.

2. Rise of Cold war Imperialism, the new form of imperialism?

USSR/US exported values and ideology. There was a use of direct military force/ proxy wars. US influence through exporting economic liberalism and mass consumerism.

3. Proliferation of International governmental organisations:

North Atlantic treaty organisation (NATO)- United nations- World bank- IMF-GATT-Regional economic organisations: EU-ASEAN.

4. Oil stocks and the shifts of global economic power:

OPEC instituted an oil embargo in 1973, oil prices triple leading to energy crisis, Collapse of the Bretton wood agreement, US suffer from stagflation (inflation + slow growth) through 1970s, trilateral economic system emerges (Japan- Western Europe and Japan). Economy less American more global

1980s-1990s: Key development relevant to globalisation

1: RISE of Asian Tigers (Singapore, Hong Kong- Taiwan and South Korea): long-established ports and developed trade economies, highly educated population, robust post-colonial infrastructure.

2: The collapse of Soviet Union and Eastern Bloc:

Giddens: Globalisation explains why USSR collapse, mainly because USSR was not able to cope with globalisation.

Soviet/Eastern regimes were unable to prevent reception of Western TV and radio broadcast, Communist bloc countries began to integrate into global economy.

3. Proliferation of FREE TRADE AGREEMENTS(FTA)

Creation of the World trade organisation (WTO), Regional free trade(EU, NAFTA), sharp increase in regional/bilateral FTAs in 1990s

4. Advances in transport and telecommunications

Telegraph to telephone (from house, cars and then mobile), satellite technology.

Transportation (cars and planes mainly, they became common to more people).

LATE 20TH CENTURY GLOBALISATION

Key features:

- Widespread acceptance of neo-liberal norms.
- Shift of power from nation states to supra-territorial organisations and regional integration.
- Rise in world economic power in Asia: JAPAN, CHINA AND INDIA
- IT AND Telecommunications advances
- Global culture through social media
- "Globalisation" emerges as commonly used term

21st CENTURY GLOBALISATION

How is 21st century globalisation different than 20th century?

- more accepted, full scale
- China joins WTO in 2001
- new geography of trade (more south-south) more parts of the world matter to the economic system, less importance of America
- Global Financial Crisis 2008
- Neo-liberal norms challenged in the EU/USA

THE CASE OF INDIA (SOUTH-SOUTH TRADE)

THE GLOBAL FINANCIAL CRISIS 2007-8

The US house market collapse

- sub-prime mortgage crisis in the US
- Financial institutions holding mortgaged-backed bonds
- EU banks were hit badly
- Many countries were affected simultaneously
- global economy's excessive financialization as perceived culprit

LECTURE N6 27/01/2021 "Global Cities"

Core 2.5 million people in the centre + 2.5 million surrounding the city.

-It is the economic centre of Ontario province- base for transnational corporations and Canada's financial institutions- transport hub: airport, highway networks. Port-of-entry and destination for Canada's immigrants (The Chicago of Canada=economic city).

Diversity: Not only Toronto has many foreign-born residents in its ethnic mix, but they also hail from diverse region. This results in much more diversity than in cities that draw primarily migrants from other countries in their global neighbourhood.

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Toronto exemplifies a Global city through two dimensions of life in a global city:

- Vertical: downtowns, high-rise business district.
- Horizontal: sprawl urban region with great diversity

URBANISATION: a growing share of world pop lives in cities (late 500 years the countries where urbanisation grew most is Japan (80% of Japanese lives in cities), United States, Mexico, Turkey, Italy, China, World, India).

Cities grow in different ways: Los Angeles has grown horizontally; Shanghai has grown vertically through skyscrapers= different urban development. Unique experience of each city, local, but still being a big international city.

Old international cities: Athens, Rome, Byzantium(antiquity). Italian City states (Venice, Genoa, Naples). Or the Hanseatic League (network of cities in the Northern Europe).

World cities and Rothschild Banking Dynasty: Mayer Amstel Rothschild, successful businessman, lives in Frankfurt (1744–1812) | he has Five sons that are sent to important cities around world such as Vienna, Berlin, London, Paris and Naples | reflects the lead business and financial at the time | which cities would you send your five children to grow a family business globally?

GLOBAL CITIES: are not necessarily big cities or glamorous, it is not the same as world city.

THEY ARE LOCAL SITES FOR GLOBAL RELATIONS, PROCESSES AND MOBILITIES.

Places where the global economy is managed and served. It is a strategic territorial unit(denationalized).

- 1." command points" in the organisation of the world economy (a centre which directs and make policy)
2. Key-location for finance and specialised service firms
3. sites of production and innovation
4. markets for the products and innovations produced.

SOCIAL INEQUALITY: there are wide social divisions in global cities.

- office towers built for MNCs managers and services
- Urban restructured around corporate towers and luxury residences
- Lower income move to outskirts, elites monopolize city centres
- gap between high income corporate elites and low-paid casual workers

Global cities are home to creative and cultural industries:

- production of culture and cultural innovation
- competition between cities fuels investment in cultural infrastructure
- visual culture: architecture, films, photography, urban planning and design
- particularisation of architectural "mega-projects".

IS MILAN A GLOBAL CITY?

GLOBAL CITIES IN THE SOUTH

e.g., Sao Paulo, Buenos Aires, Bangkok, Manila, Mexico City, Mumbai

power inequalities with global cities in north

social problems related to economic growth and rural-urban migration

unemployment, poverty, housing shortages, environmental hazards

LECTURE 6 02/02/2021: Finance, trade and global markets

The global Economy:

- 1.global governance: the rise of MNCs
- 2.global production: global commodity chains
- 3.global trade: the exchange of goods and services
- 4.global finance: the ease of capital mobility

Finance is often said to be the area of the economy that has been most globalised, this is in part because of information technology. Money often consists of figures in networked computers rather than physical money or goods that have to be transported. Furthermore finance is a virtual entity that is less tied to local cultures than goods or people. Finance is vitally important because **ECONOMIC ACTIVITIES DEPEND ON MONEY TO FUND THEM, AND MONEY IS THE BASIS OF EXCHANGE AND TRANSACTION** of economies.

States are keen to try to control or attract capital as investment affects the wealth of an economy, economic growth, employment and, hence, where relevant, governments' electoral prospects.

Finance is also a concern :

- Because of its capacity to evade state control and move across boundaries and to places where it can control and move across boundaries and to places where it can exploit more relaxed regulations
- because the highly global and interdependent world of finance is, as a result of this, very volatile.

Finance is central to the world economy, so lack of predictability and financial crises have significant consequences for the world economy and hence for people's individual lives, as we can see in the post 2007-financial crises.

Susan Strange (1997) has described the world of global finance as casino capitalism. This is because much financial activity is gambling. It is often not about long-term planned

investment in enterprise, but about short-term buying and selling of shares to make money from them while they are on the up, then dispose of them when they appear to be a risk – speculation.

The distinction between INVESTMENT and SPECULATION is often unclear: what is speculated often finds its way into production. But much of it involves making money out of money, rather than out of production, and is invested in a way that is not concerned with long-term planning.

One consequence of governments being less involved in regulating and controlling finance is that financial markets have become less domestically confined and more internationalized. Deregulation and internationalisation have increased competition and shaken up the financial service industry. Lack of regulations allowed the irresponsibility of financial institutions that led to the post-2007 financial crises.

Financial globalisation has been accelerated, not just by deregulation (a political factor) but also by developments in IT (a technological factor). As mentioned, money is often virtual, especially the large amounts moved around in financial services, and takes form of electronic symbols transported in massive amounts instantly and globally on computer networks with the click of a mouse.

Capital mobility: different types of "MONEY" flows across borders:

-foreign Direct Investment (FDI)-International Bank lending-International Bonds-Portfolio Investments -Development Assistance -International Monetary Flows -new financial instruments (derivatives, swaps, options)

CAPITAL MOBILITY: the invisible hand of the powerful (by Pierre Bourdieu)

-Financiers are the powerful behind "invisible hand"

-Critical of increased financialisation

-financialisation: increasing role of financial motives, financial markets, financial actors, and financial operation of the domestic and international economies

-Cautions against pursuit of short term profit

CAPITAL MOBILITY, POLITICAL CONSEQUENCES: National governments cannot rely on money to stay, Capital moves globally to find better investments, Governments have to attract capital, Creates a race to the bottom (deregulation)?

CULTURAL CONSEQUENCES: Business have less domestic focus, e.g. offshoring practices, but also consumers are less domestic + homogenization of products

THE RISE OF MULTINATIONAL CORPORATION: what makes a corporation multinational? Ownership, investments and assets, production, trade, and consumers. (They should have at least few of these features).

CONCLUSION: Economic globalization raises key themes of this book. The economy is important to understanding other types of globalization. I have argued for seeing economic motivations as primary forces in globalization. Concrete cases of this in culture and politics are discussed in other chapters. It is economic motivations that are important as much as impersonal economic structures. However, despite the importance of economics, and the significant force of economic motivations, political or cultural factors cannot be excluded. Power and inequality play a large part in the international economy and restrict globalization. In addition, they are important themes in sociology, and a sociological perspective also shows how the embeddedness of global corporations in national societies makes a difference. Since the development of industrial capitalism, from the end of the nineteenth century onwards, there has been an internationalization of the economy globally, and of

capitalism. The modern world economy is more global than pre-modern forms were. This has a lot to do with capitalist incentives and technology developed with industrial capitalism. The world economy is interdependent. Instability or changes in one place have repercussions internationally. MNCs have spread, finance has been globalized and capital is mobile. But there are reasons to question whether the world economy has been globalized. This is not just an issue of academic definition but to do with power and inequality. MNCs are more national and international than transnational, with distinct national bases, and are disproportionately located and owned in the rich developed world, notably in selected areas. Varieties of capitalism in the world show a sociological embeddedness to the global economy and affirm sceptical conclusions. If globalization is measured by convergence, there have. **NOTA BENE**

LECTURE 8 03/02/2021: Communication, information and technology **DA FARE**

Technological globalisation: economic drive technological change and exchange, technology allows globalisation to occur (it is the agent, it occurs because of that).

But globalisation also spreads technological diffusion

Favorable political and scientific institutions make it possible.

WHAT KIND OF TECHNOLOGY? Transportation, communication and media, computing and IT, medical i, machinery and robotics.

HOW DOES TECHNOLOGY GET GLOBALLY DIFFUSED?

People: network of interactive and collaborative experts

-Global infrastructure

-Often diffused through migration, travel, collaboration, FDI(foreign direct investments)

-But these are uneven so neither is global diffusion

Jeffrey Sachs: widening technological gap between poor and rich

-technological innovators

-technological adopters

-the technologically disconnected

Government is focal in fostering Technological Culture:

-Access to finance

-Infrastructure

-skilled labour

-good managerial and organisational practices

-investmnet

LECTURE 9 09/02/2021: GLOBALISATION AND WORK

Giddens chapter "Risks":

The idea of risks appears to have taken hold in the 16th and 17th century, and was first coined by Western explorer as they set off on their voyages across the world.

The notion of risk is inseparable from the idea of probability and uncertainty,.

Traditional cultures did not have a concept of risk because they did not need one. Risk is not the same as hazard or danger. Risk refers to hazards thata are actively assessed in relation to future possibilities. It comes into iwde usage only in a society that is future oriented- which

sees the future precisely as a territory to be conquered or colonised. Risk presumes a society that actively tries to break away from its past, the prime characteristic, indeed, of modern industrialisation.

+THE CONCEPT OF INSURANCE

LECTURE:

WORK: carrying out tasks requiring the expenditure of mental and physical effort, which has as its objective the production of goods and services that cater to human need (paid or unpaid work).

The social significance of work: how sociologists see work

-money: through which a people can live in modern societies, people produce an income that allow them to live.

-activity level: work provides acquisition and exercise of skill, no matter what the work is. It still offers a context on which energy is spent.

-Variety: work outside home provides to people new context, provides new context, a new outlet. Different variety of things out of the house. It also provides regulation of quotidianity. Life is organized around work.

-Temporal structure: provides people with a notion of temporal structure, il tempo viene organizzato intorno al work time

--Social contacts: after people finish their work time they have the possibilities of creating social contacts and social relationships. Opportunity to create relationships

-Personal identity: work defines social class, how you dress behave, etc (what job do you do is one of the firsts questions to get to know someone). What job you do defines the identity of a person, it is a window of understanding someone.

GLOBALISATION and WORK:

Globalisation has caused big changes regarding work. Globalisation has affected the quantity and quality of available jobs, it totally created a new conception of what is work. But it is different in the GLOBAL SOUTH and in the GLOBAL NORTH: A division of the world introduced by Willy Brandt in the 1990s .

TWO DIFFERENT EXPERIENCES: Changes in work in the global North

- High-trust Post-fordism:

Fordism: characterised by mass production, uniformity, closely supervised, little autonomy

Post-Fordism: characterised by niche markets, flexibility, diversity, control pace/content.

Transition caused in part by globalisation, or better influenced by globalisation. One of

- Offshoring and Automation:

Offshoring: migration of jobs (but not people who do them) from rich to poor countries

Automation: practice of substituting technology for human labour to perform specific tasks or jobs.

Technology which is diffused through globalisation, frequently automates jobs with routine tasks (bancomat or ticket sellers for instance).

- Service and knowledge-based economy

More jobs in service, but not all in the "knowledge economy" (work force not involved in producing goods, but jobs characterised by necessity of high skill.).

Skill polarization (high or low, no middle)

Dualized labour market structure

- Unemployment and job insecurity: structural unemployment(changes in economy creates unemployment), precarious employment(involuntary part-time, zero contract hours, fixed contract, self-employed). Job insecurity and uncertainty
Risk as a future of globalised societies(Giddens)

-Externa vs manufactured risk

-Active risk-taking is a core dynamic of dynamic economy and active society

-Globalisation spreads manufactured risk related to work

-Manufactured risk as a personal burden.

ROLE OF NATIONS STATE: when social protection is higher economic failure is lower.

-Regulating labour market and working conditions

-welfare state support(unemployment, active about market policies)

-Strength of national unions

TRENDS IN GLOBAL SOUTH

- Jobs created through offshoring: new jobs created through manufacturing, rural-urban internal migration. Now also more service(call centres, IT, etc). Driven by FDI by MNCs (multinational corporation).

- Employment is poorly regulated: poor conditions, long hours, low pay. Coercive management practices. Little health and safety regulation.

- Informal economy: remains in the global south very important, unlike in the global north.

Globalisation has introduced risks and uncertainty, there's a divergent experiences between global North and South. But also divergent experiences within societies(age, class, gender).

LECTURE 10 10/02/2021: Global culture

Culture it is an element that characterise every existent human society. The meaning of the world culture used un our everyday life is very different from the sociological one. In sociology culture it is considered as the mixture of different elements, such as symbols, language, beliefs, values and artifacts. While publicly culture is related to judgments and values.

Through the development of the process of globalisation a new kind of culture has emerged: the CULTURE of GLOBALISATION.

Culture, in the same way as goods and people, follows the flow of globalisation: it moves all around the world. Globalisation has changed the concept of culture: it is now not so much related to a determined territory and nation, it is more globalised. It goes beyond borders particularly because of technological development that easily allows convergence of different cultures around the world, social networks are today the main devices to spread the culture of globalisation. (Netflix example)

Globalised culture is composed of two main component:

1. material, artefacts for instance such as books, arts, tools, technology,

2. non-material, such as ideas, symbols, values, language, and traditions.

Traditions (ritual, ceremonies, repetitive actions, etc) are a fundamental features of every culture, but globalisation has been challenging them.

Giddens underline the tense relations between traditions and globalisation. Tradition is a framework of actions that allows to act without questioning actions, it is a guideline of actions. While globalisation can be seen as an enemy of a certain culture because it brings diversity, another possible way of thinking and acting which is different.

Globalisation has and opposite framework to tradition, it's sticked to neo-liberalism which stress individuality and personal freedom, it is about you and you only.

CULTURAL HOMOGENIZATION: main issue of globalised society

Cultural homogenization is an aspect of cultural globalization,[1] listed as one of its main characteristics,[2] and refers to the reduction in cultural diversity[3] through the popularization and diffusion of a wide array of cultural symbols—not only physical objects but customs, ideas and values.

Culture is in danger : essay by Pierre Bourdieu

he is very critical on globalization, on americanization and neo-liberalism

culture is in danger because it is becoming marketized

the production of material culture used to be under the protection of the State (museums etc) but now it is in the hands of big corporations but so it reduces cultural diversity and national cultural is eroded

and so it eliminates diversity because the only cultural products are the ones that are bringing money etc

Culture and globalisation: it is a fundamental part of globalisation, culture is highly mobile, particularly because it is accelerated by technology. Reflects the world's complex connectivity.

The reciprocal relationship between globalisation and culture:

-Globalization lies at the heart of modern culture. Culture it is no longer tied to territory, cultural proximity for the networking of social relations across time7space.

-Cultural practices lie at th eherat of globaisation. Culture is very mobile. When people, goods and services move, so does culture. (Netflix: keeps investing in creating localized/ foreign-language designed content though of a globalised audience: ELITE- KDRAMA-ETC).

WHAT IS CULTURE?: the colloquial use of the word culture is very different form the sociological meaning of the word.

Culture= symbols, language, beliefs, values, and artifacts

Two components: material (artifatcts) and non-material (ideas and symbols).

Every human society has culture.

Global culture: is only partly about traditions, the former are rituals, ceremonies, repetitive actions , etc. Examples: national, religious, professional.

Many traditions are today relatively recent (re)inventions. Preservation of tradition is the basis concept of conservatism

GIDDENS: tensions between tradition and globalisation

Globalization brings social change and de-traditionalization, tradition removes individuals decision-making. Globalisation brings autonomy/ individual freedom, with decision-making.

Self-identity has to be (re) created not inherited. But globalisation can also fuel tradition(fundamentalism).

CULTURAL Homogenization:

A global consumptive experience: Material culture(fashion, vide gaming, music, film, food).

Digitalisation of culture as accelerator: characterised by being weightless and instant(example digital music revolution). Connectivity, service-oriented and amateur produced.

Non-material culture: business practices, global holidays, globl travel, language, celebtruty culture

EXAMPLE: international tourism interactions

Globalisation has expanded in international tourism, increase face-to-face interactions between culture, a cultural taste for exotic experience. BOTH NEGATIVE and positive cultural experience. Inherent tensions(local vs tourists).

LECTURE 11 16/01/2021: Hybridisation and Globalization

Three different view of cultural globalisation:

1.Cultural homogenisation: focus on the consumers' perspective and the so-called consumer culture, which comprehend any kind of product and services.

Consumers are seen as passive receivers of culture, they only receive the product.

McDonaldisation: globalisation causes cultural convergence, people can eat the same thing all over the world, this phenomena can occur because of Multinational corporations that produce and spread a product in different part of the world.

The most clear and easy example in McDonald, the most famous food chain in the world.

McDonald in Hong-Kong: it arrived in 1972 : commercially successful : one of the first places in Asia where McDonald's arrived

universal approach : it's a universal place etc

but not exactly the same as the one in the US : transliteration in Chinese of the menu

adaption and localized features : things were introduced :

no ordinary queue, no ordinary toilets for them : but the American ones

and it became famous among children

and the food was not a replacement of local food: but it was a snack food: not a real meal : it was not a dinner or lunch but something to eat in between

overly smiling is considered suspicious in Hong Kong whereas in American culture smiling is part of service, it has to be there : so change of norms of hospitality : being very direct, staying calm etc

homogenization aspect but not all aspects are the same as American aspects : reflective aspects : Hong Kong people have expectations and are not only passive receiving an American restaurant etc

2.cultural clash: globalisation brings different cultures in contact that is causing friction

Example: sexual norms

The clash of civilisation and the remaking of world order by Samuel Kissinger(1996): a very controversial book about religious clash, particularly between Christianity and Islam.

Kissinger's approach was harshly criticised, some scholars state that it is more of a political clash than a cultural one

3. cultural hybridisation: for this scholars culture continuously mix and blend, it creates new cultural forms.

An example is Bollywood: it is a multidiversal culture, the American Hollywood has been transported in India, mixing the two cultures creating Bollywood; a new culture that is the mixture of both. (Not only the name but also western values and ideas).

glocalization : western culture is adapted for local circumstances :

McDonald's are having local meals according to each country around the world

local communities are not passive but active consumers : and their local consumptions are shaping globalization etc

diversity then

Vespa in Vietnam for example : scooter culture is very popular there but Vespa wasn't popular there because there were too short but Piaggio created a new scooter that have a longer seat so 3 or 4 people can go on it

CULTURAL GLOBALISATION AND NATIONAL IDENTITY: What is national culture is still and open debate between scholars, but still we can affirm that national culture has changed because of globalization.

the common criticisms of hybridization :

*it's an elite experience : a globalization experience is only experienced by an urban elite etc and the scholars who are studying it are elites themselves

*exaggeration on how much it occurs: hybridization is an exception

*it's not always a 50/50 thing : there are structural unbalances : the mix is imbalanced, so still cultural imperialism

conclusions:

*globalization of culture includes both homogenization and hybridization: there are not mutually exclusive : some things are getting homogenized and some are getting hybridized

*'globalized culture' got commercial and it is not very global or inclusive : powerful large actors MNCs, exporters etc : they have a lot of power on it

*globalization is a force of cultural change : but debate on if it is a story on loss and destruction or..... cf diapo

Back to the Future :

Jihad vs McWorld, Benjamin Barber, 1996

cf diapo

McWorld is a big entertainment shopping experience

Jihad is the 'Lebanonization' of the world

both aspects deliver promises

the McWorld promises peace, prosperity, freedom

seductive power

Jihad promises identity, protection, local solidarity : and it exists everywhere : Quebec, Catalonia, Brexit etc

Jihad is growing : the backlash is growing, nationalism is growing : Barber saw it really early
Barber's interpretation is not saying that these mindsets exist everywhere, within every society and they coexist, they conflict each other everywhere

LECTURE 17 17/02/2021: Globalization and families

Globalization has also affected family life, not only economically but in every aspect of it.

-Family is a social structure that has always been recipient of change, globalization has shaped new forms and structures of modern families.

Families: Is a domestic system of interrelated individuals, mostly often biologically. Families are a cultural institutions, based on the culture they are part of families change in structure, system, roles, etc

-Families of globalization lives in an era of uncertainty:

1. first economical uncertainty shapes today's families, for example it defined the number of children or also the age of pregnancy, which often occur, in the globalized world, in an older age for women.

2. Other than economically globalization changes also values and tradition, culture gets constantly imported and exported, increasing cohabitation of people that are not married but living together, increase of divorce, or also children born outside of marriage.

3. Technology and families: the way ICT has transformed communications within family life it has broadened the scope of subjects to talk about

a lot of communication between parents and children and everyone is always reachable

people can extend their family networks: they can maintain relationships with a broad family and it gives exposure to alternative family models and behaviours : with internet it's possible it shows alternative lifestyle

decline of family been as biological and legal: the chosen family : the people that you chose are your family and not your biological family

what is family is defined by the person and it is bound by self identification
pluralism

4. family life and geographic mobility : weakening of geographic constraints for family : family now go beyond borders : transnational families : families that stay connected beyond borders

example of people that migrated from the global south to the global north: before you were going away forever and now this is not true anymore

constant stream of communications with other family members around the world
diasporas are connected

Trends in the Global South :

clan and kin life are declining in influence

traditional families do not exist anymore

they changed due to western culture, to gvt policies, to urban-rural migration and to the shift from agricultural to industrial life

new life style : when one parent go work in a city but the family still lives in the rural area
all of the economic devt has

trend towards a free selection of spouse :

*decline of arranged marriages

*rise of self-arrangement through online dating services : a lot of the world is meeting online

*rights of women are being recognized more widely :

in the outside world : if they can work, they can vote, they can have access to abortion
in the inside household

a lot of variety in the world

cf diapo

*granting and extending children's rights

decrease in child labour, decrease in child marriage, reduction in corporal punishment

*increase acceptance of same-sex partnerships

not a universal trend but there is a shift in some countries

conclusions :

diversity of choice and uncertainty to family life : Giddens

diversity within societies

but also a global convergence to the same family life

family has been a shock absorber of changes brought on by globalization : economic help.

