

GLOBALIZATION

A BASIC TEXT

"With great clarity and historical reflection, Ritzer guides readers on a grand tour of globalization and its many facets. He maps debates and charts globalization's gains and losses in our tumultuous times. This book's huge strengths are pinpointing the big questions and etching alternative futures."

James H. Mittelman, American University

"Globalization is a comprehensive and engaging account of the critical issues in this challenging field, bringing together debates from a range of disciplines in a coherent and accessible way. Drawing on examples from around the globe, and written with George Ritzer's usual clarity and command, this will be a key text for students of globalization across the social sciences."

Fran Tonkiss, London School of Economics

"This is a remarkably wide ranging and savvy introduction to globalization."

**Jan Nederveen Pieterse,
University of California, Santa Barbara**

GEORGE RITZER is Distinguished University Professor at the University of Maryland and his awards include the American Sociological Association's Distinguished Contribution to Teaching Award. He has authored numerous books, including several student textbooks, and is editor of *The Encyclopedia of Social Theory* (2005), *The Blackwell Encyclopedia of Sociology* (2007 and continuing online), and *The Blackwell Encyclopedia of Globalization* (forthcoming). His books, the best known of which is *The McDonaldization of Society* (1993; 2008), have been translated into over 20 languages.

The first full-scale textbook of its kind, *Globalization: A Basic Text* provides a balanced introduction to the major topics in globalization studies. Written in a highly accessible style, and drawing on sources both academic and popular, the book adopts a definition of globalization that emphasizes transplanetary flows and the structures that both expedite and impede those flows.

Driven by a range of theories from imperialism and Americanization (and anti-Americanism), to neo-liberalism and the neo-Marxian alternatives, as well the major types of cultural theory, the book examines the key events in the history of globalization, and the principle flows and structures produced in the course of that history. Among the major topics covered are the economy, culture, technology, media and the Internet, migration, the environment, global inequalities, and the future of globalization.

Making extensive use of maps and with a glossary of key terms, this book offers the reader not only a descriptive, but also a critical, analysis of globalization.

A supporting website is available at
www.wiley.com/go/globalization

 **WILEY-BLACKWELL**

www.wiley.com/wiley-blackwell

ISBN 9781405132718



9 00000



9 781405 132718

Cover: E&P



CONTENTS

List of Figures	xii
Preface	xiii
1 Globalization I	1
Liquids, Flows, and Structures	
Some of the Basics	3
From Solids to Liquids (to Gases)	4
Flows	7
Does Globalization Hop Rather Than Flow?	10
Heavy, Light, Weightless	11
Heavy Structures That Expedite Flows	14
Heavy Structures as Barriers to Flows	18
Subtler Structural Barriers	23
Structure and Process	24
On the Increasing Ubiquity of Global Flows (and Processes) and Structures	25
Thinking About Global Flows and Structures	26
Chapter Summary	28
2 Globalization II	33
Some Basic Issues, Debates, and Controversies	
Is There Such a Thing as Globalization?	34
If There Is Such a Thing as Globalization, When Did It Begin?	37
Globalization or Globalizations?	44
What Drives Globalization?	47
If There Is Such a Thing as Globalization, Is It Inexorable?	48
Does <i>Globaphilia</i> or <i>Globophobia</i> Have the Upper Hand?	50
If Globalization Is Not Inexorable, Has It Gone Too Far?	56
What, if Anything, Can be Done About Globalization?	57
Chapter Summary	59
3 Globalization and Related Processes I	63
Imperialism, Colonialism, Development, Westernization, Easternization	
Imperialism	64
Colonialism	69
Development	71
Westernization	74
Easternization	75
Comparisons with Globalization	78

The Era of the "Posts"	80
Chapter Summary	80
4 Globalization and Related Processes II	85
Americanization and Anti-Americanism	
Clarifying Americanization	86
Some Useful Conceptual Distinctions	91
America's Logistical Technologies	94
A Broader and Deeper View of the Americanization of Consumer Culture	95
An American Empire?	97
Minimizing the Importance of Americanization	98
Anti-Americanism	100
Post-Americanization	104
Chapter Summary	105
5 Neo-Liberalism	109
Roots, Principles, Criticisms, and Neo-Marxian Alternatives	
The Past, Present, and Future of Neo-Liberalism	110
Neo-Liberalism: An Exemplary Statement and the Basic Principles	115
Popular Neo-Liberal "Theory": The Case of Thomas Friedman	119
Critiquing Neo-Liberalism	122
Neo-Liberalism as Exception	124
Neo-Liberalism: The Case of Israel	126
<i>The End of History</i>	127
The Death of Neo-Liberalism?	129
Neo-Marxian Theoretical Alternatives to Neo-Liberalism	130
Chapter Summary	135
6 Global Political Structures and Processes	139
On Political Processes and Flows	140
The Nation-State	141
In Defense of the Nation-State	146
"Imagined Community"	147
Changes in Global Nation-State Relations	149
Other Global Political Developments and Structures	151
Regional Political Organizations	155
Global Governance	156
Civil Society	158
Other Players	167
Chapter Summary	168
7 Structuring the Global Economy	171
Before Bretton Woods	172
Bretton Woods and the Bretton Woods System	174
The End of Bretton Woods	186

Changes in, and Critiques of, Bretton-Woods-Era Organizations	187
Organization for Economic Cooperation and Development (OECD)	191
European Union (Common Market)	192
North American Free Trade Agreement (NAFTA)	195
MERCOSUR	197
OPEC	197
The Multinational Corporation (MNC)	198
World Economic Forum	201
The Myth of Economic Globalization?	202
Chapter Summary	203

8 Global Economic Flows 207

Production and Consumption	
Trade	208
Increasing Competition for Commodities	218
The Economic Impact of the Flow of Oil	220
Race to the Bottom and Upgrading	224
Outsourcing	226
Financial Globalization	228
Corporations, People, and Ideas	231
Consumption	234
Chapter Summary	240

9 Global Culture and Cultural Flows 243

Cultural Differentialism	245
Cultural Hybridization	255
Cultural Convergence	258
Chapter Summary	274

10 High-Tech Global Flows and Structures 277

Technology, Media, and the Internet	
Technology	278
Media	284
The Internet	289
Chapter Summary	294

11 Global Flows of People 297

Vagabonds and Tourists	
Migrants	298
Migration	300
Tourists and Tourism	322
Chapter Summary	331

12 Global Environmental Flows 335

Differences among Nation-States	338
Collapse	338

The Leading Environmental Problems	339
Global Responses	352
Chapter Summary	362
13 Negative Global Flows and Processes	365
Dangerous Imports, Diseases, Crime, Terrorism, War	
Dangerous Imports	367
Borderless Diseases	370
Crime	377
Corruption	382
Terrorism	384
War	390
The Impact of Negative Global Flows on Individuals	396
Chapter Summary	397
14 Global Inequalities I	401
Patterns of Inequality	
Inequality	404
Rural–Urban	415
Chapter Summary	430
15 Global Inequalities II	433
Global Majority–Minority Relations	
Majority–Minority Relations in a Global Context	434
Social Definitions	438
Race and Ethnicity	441
Ethnicity	442
Race	447
Gender	455
Children	463
Sexual Minorities: Gays and Lesbians	466
Responding to and Resisting Global Minority Status:	467
The Case of Women	
Chapter Summary	471
16 Dealing with, Resisting, and the Futures of, Globalization	475
Dealing with Globalization	476
Resisting Globalization	487
The Futures of Globalization	499
Chapter Summary	502
Appendix	505
Disciplinary Approaches to Globalization	
Anthropology	506
Sociology	507
Political Science	507

Economics	508
Geography	510
Psychology	511
Literary Criticism (Postcolonial)	512
Other Fields	514

Glossary	516
References	526
Index	568