**Topic: Introduction to Globalization and Technology**



**What is globalization**

* It is process of **economic integration** and economic inter dependence among nations in the world economy.
* A cross border movements of goods and services, capital, technology, information and people but also within an organization of economic activities which overlap national boundaries.
* A social process in which the **constraints of geography** and social cultural arrangement recede/retreated and in which people become increasingly aware that they are receding.
* It is a process of expansion **of economic activities across political boundaries** of the nations.
* A market-oriented system in which with substantial reduction in the role of government in economic affairs.
* It refers to the expansion of global linkage to consolidate our society.
* It is a concept that has been referring to progress, development and stability, integration and cooperation, and neo colonialism.
* Some say globalization is a modern form of media imperialism.

**Definition of globalization**

* **The process of world shrinkage, of distances getting shorter, things moving closer.** It pertains to the increasing ease with which somebody on one side of the world can interact, to mutual benefit, with somebody on the other side of the world (Thomas, 2001).
* Globalization understood as the phenomenon by which **markets and production in different countries are becoming increasingly interdependent** due to the dynamics of trade in goods and services and the flows of capital and technology (Brinkman, 2002).
* Globalization refers both to the **compression of the world and the intensification of consciousness** of the world as a whole (Robertson, 1992).
* **The world is becoming a global shopping mall** in which ideas and products are available everywhere at the same time (Kanter, 1995).
* Globalization is a conceptualization of the international political economy which suggests and believes essentially that all **economic activity, whether local, regional or national, must be conducted within a perspective and attitude that constantly is global and worldwide in its scope**.
* Globalization **involves economic integration; the transfer of policies across borders; the transmission of knowledge; cultural stability; the reproduction**, and an establishment of the global market free from sociopolitical control.
* **Marxist argues** “The hand's mil gives you a society with the feudal lord and the steam engine gives you society with industrial capitalist but microchip gives you society with the global capitalist”

**Different Views about globalization**

The most common opinion of globalization is **Internationalization**. "Global" is described as cross-border relations between countries, and "globalization" incomes a growth *of international exchange and interdependence.* "Globalization" is found in enlarged movements between countries of people, money, investments, diseases, pollutants, messages, ideas etc (Scholte, 2005).

The other main view of globalization is **Liberalization**. As liberation "globalization" means a process of *removing state-imposed restrictions on movements between countries in order to create an "open", "borderless" world economy*. In recent decades has been a widespread reduction of regulatory trade barriers, foreign-exchange restrictions, capital controls, and visas (Scholte 2005).

Thirdly globalization is used as **Universalization**. In this means, "global" describes "worldwide", and "globalization" is the process of spreading various objects and experiences to people all-around of the world. We could see the evidence of "globalization" of the Gregorian calendar, tobacco, rock music, automobiles, Chinese restaurants, cattle farming, business suits, Barbie dolls, school curriculam and much more. Globalization-as-universalization is viewed as *standardization and homogenization with worldwide cultural, economic, legal and political convergence* (Scholte 2005).

**Good impact of globalization**

* It made the national boundaries, irrelevant thus govt can no longer control the media content
* Now information of the world is equally sharing by paper.
* It gives great access to information to the people.
* Much of the data is now available free on a wide range of information and entertainment.
* It has batter informed the people who get a wide range of information and entertainment.

**Bad impacts of globalization**

Endangered environment, Power in few hands, Changes in wealth patterns, generate consumerism and commercialism, Enslaved human being through its cheap low quality of information and entertainment. Spread western imperialism, worldwide increasing inequality. Media power is vested in few hands, Short term jobs, Anonymous neighbourhoods, Through away material goods, The promise of pleasure.

**Technological determinism**

**The idea of determinism:** Presented by **Marshall McLuhan in 1964.** Whose premise was that all technology are extensions of human capacities. His famous proposition **“The medium is a message”** argues that cultural significance of media not in their content but in the way they alter our perception of the world.

**Technological determinism:** Is a reductionist theory that aims to provide a causative link between technology and a society’s nature. It tries to explain as to whom or what could have a controlling power in human affairs. The theory questions the degree to which human thought or action is influenced by technological factors. This term coined by **Thorstein Veblen in 1920**. Who believe that technology is the agent of social change?

* Because changes in technology exert a greater influence on societies and their process than any other factor. Is a belief that social progress is driven by technological innovation
* Technology moulds society and changes our behaviour and interactions. It suggests that society is shaped by its dominant technologies.
* Technology refers to the present projected on to the future **“we have no choice but to adopt this technology”.**
* According to this theory society's technology determines its cultural values, social structure, and history.
* Social progress follows an inevitable course that is driven by technological innovation.
* Technological development itself follows a predictable, traceable path that is beyond any cultural or political influence.
* Technology, in turn, organizes society in a way to further develop itself.

**Example:**

***Each new discovery causes a transition to a different society***.

* Electricity began a new age, (hand fan takes place ait conditioner)
* Earlier wars were fought with swords and archery lead to a radical change in the weapons used in war. With the discovery of nuclear energy, future wars will be fought with a nuclear weapon.
* The discovery of steam power led to the development of industrial society.
* Computers have led to the dawn of the information age.

**The information Technology and today culture**

* We now live in a three minutes culture because if the short sprang attention to media messages.
* Today society is visual society our reality is dominated by popular media images.
* Our reality is littered worth videos footage computer games, advertisement films, television images and photography.
* Advertisement techniques can make a company irrespective of the quality of the product.
* The emphasis is on style rather than substance and contents.
* People get influenced by branding.
* One label becomes more important than the product.
* Another concern is to heat the new technology is awareness to everyone that way one will use them equally.
* Since the new technology is expensive and rare more likely to be used by highly educated people.
* This can lead to a gap between the information haves and information not have. It is also called Knowledge gap.
* Technological and advancement in common has made the rich advanced country more powerful in influencing the third world culture, market, politics and economics.
* Earlier the world was divided by haves and haves not.
* Now the work is divided have information and not have.

**Media and cultural imperialism**

**Media imperialism:** Over concentration of mass media from the larger nation as a significant negatively affecting on smaller nations.

In which the national identity of smaller nations is losing due to the force-feeding of media from larger nations.

As the larger media corporations begin to take over, smaller media companies are either being forced out or swallowed up.

**Cultural Imperialism:** Is the idea that one culture can either influence or dominate another in much the same way as nations have invaded and controlled other nations.

Or it may occur less directly through mass media and dissemination of culture internationally

* Globalized media is a form of information and entertainment which changes human life dramatically and overnight.
* Media generates powerful images which promise for good life and good things. Titanic was the most popular movie in the subcontinent that America.
* Globalized media is exporting American culture because all the big Mughals reside in the USA.
* Americans dreams are dreamed more by other than Americans.
* Americans products and logos are recognizable worldwide i.e. Coca-Cola, Nike, MacDonald’s. Because they are exporting American culture.
* Every nation has become a colony in the American media networks.
* Sociologist and anthropologist are of the view that globalized media is an instrument for destroying individual identity, cultural diversity.
* Some say that as long as the mighty dollar is important, nothing would move forward globally.
* Youth from China to Argentina sees the same movies, visit the same internet sites, desire the same brands, using the same music instrument and wish for the same lifestyle.
* Today generation eats MacDonald’s, Hamburger, KFC, drink Starbuck coffee and use English for communication.

**Assignment: Globalization impacts on on health, crime, Peace, knowledge, peace and poverty.**