

GLOBALIZATION OF THE HUMAN SOCIETY

From the isolation to the globalization

From the great heterogeneity, diversity and social plurality of the existing world, **we go towards a unique world** (global interdependence of societies)

- in the politician sphere (NATO, the UN...),
- in the economy (Euro...),
- in culture (homogenization through mass media, similar cultural experiences, consumption,...

Importance of studying the societies and their changes in its global contexts.

Theories that describe globalization processes

CLASSIC: focused more in the **economy (exploitation, injustice...)**. From Marxist roots (left oriented).

1. Theory of imperialism: Hobson, Lenin, Bujarin (at the beginning of the XX)

Expansion of capitalist imperialism: **colonization and economic control** of other countries to obtain manual labour and cheap materials, opening of new markets for surplus (products).

World divided in capitalist metropolis - underdeveloped societies / rich - poor men.

2. Theory of the dependency: Prebisch, Gunder Frank, Cardoso, Faletto (in middle of XX)

- In post-colonial period.
- Theory focused in the observation of relationships between First and Third World (**central-peripheral** countries). Asymmetric interactions.
- Focused in the **Latin American** subdevelopment.

The economic domination stays. Elites in undeveloped countries are at the service of dominant countries.

Some forecasts of future:

- **"vicious circle of the subdevelopment"** (pessimistic)
- **"involuntary-boomerang effects" of imitation** of the development ("islands" of development in these countries that can facilitate the exit of the subdevelopment) (optimist)

3. Theory of the world-wide system (Wallerstein) (from the 70)'

Theory of **world-wide economic interdependence**, from the century XVI:

- Context of capitalism, market, political and military power, advance of the communications, transports, military technology, etc.
- Inequality and hierarchial structuring of the global society: central, semiperipheral and peripheral societies or nations. (more or less as "**Human Development**")
- Extension of Capitalism from the center (Western Europe) towards the semiperiphery and periphery.
- Progressive incorporation of the globe to the system of interdependences and economic hierarchies. The **world** like a "**system**"= **metaphor**

4. Theories of the cultural globalization

Two points of view:

- Ethnocentric (tendency= westernization)
- Relativist (different ways of assimilating global culture)

Cultural westernization or americanization:

- **global cultural synchronization** through mass media and the intensification of existing **mobility** in the world: trips, tourism, etc. (thesis of the "**global village**")

Production of **reflections on the social change** in the world - its future.

- How cultural influences are received???
- Global homogenization: Is the western culture the model that is being taken by the rest of the world?

Four models of the homogenization process:

- **Global homogenization.** Western societies give the model.
- Homogenization takes a **longer time**.
- **Peripheral corruption:** they take from the western culture the negative aspects that indicate their decay (drugs, violence, etc.)
- **Maturation:** interchange of cultures and dialogue. Enrichment of the local cultures by the impact of hybridity of cultures: selective incorporation of cultural elements