

# SOC146 Sociology of Globalisation

Lecture 2

1 March 2006

# What is globalisation?

- G is a multidimensional set of social processes
- It is impossible to confine these various processes to a single thematic framework
- G is connected with and influences the economic, political, cultural, technological and ecological dimensions of contemporary social life

# How to study globalisation?

- The so-called 'globalisation studies' represent a new field that cuts across traditional disciplinary boundaries => interdisciplinarity
- G is not only an objective process for us to study; it is the *buzzword* of our time: 'everybody is talking about it', everyone has some sort of opinion on it

# Provisional course outline

Lecture 1	22.2.	Introduction to the course	
Lecture 2	1.3.	Everyday experiences of G; 'glocalisation'; G =homogenisation (Westernisation)?*	
Lecture 3	8.3.	Is globalisation new?	<b>P</b>
Lecture 4	15.3.	Interdisciplinary character of G studies I: theories of globalisation	<b>P</b>
Lecture 5	22.3.	Interdisciplinary character of G studies II: defining globalisation	<b>P</b>
----	29.3.	<b>no class!</b>	
Lecture 6	5.4.	G and governance I: demise of the 'nation-state'? <b>(reading week)</b>	<b>P</b>
Lecture 7	12.4.	G and governance II: transnationalism; supraterritorialisation; INGOs, IGOs	<b>P</b>
----	19.4.	<b>no class!</b> <b>(instead of reading week)</b>	
Lecture 8	26.4.	Economic G: is G 'good' or 'bad'?	<b>P</b>
Lecture 9	3.5.	Political G: INGOs; environmental politics, women's movement...	<b>P</b>
Lecture 10	10.5.	Cultural G: the media; Americanisation?*; cultural homogenisation (cf. Lecture 2)	<b>P</b>
Lecture 11	17.5.	G & fundamentalism: terrorism; the role of Islam; 'clash of civilisations'	<b>P</b>
Lecture 12	24.5.	Antiglobalisation movements, global civil society? (environmentalism, INGOs, trafficking...)	<b>??</b>

# Experiencing globalisation

- G is a variety of changing economic, political, cultural, ideological and environmental processes
- As such, it has an indirect or direct influence on all of us (even though nobody experiences its entire complexity)
- “G is real to almost everyone.”
- How does G restructure your daily life?

# Experiencing globalisation

- G transforms our sense of time and space
- G challenges our identities
- Are our experiences of G a one-way process?
- What is the relation between the global and the local?
- There is no **one** experience of G – it affects us all in various ways and we respond to it differently.

# “McDonald’s in Hong Kong”

- Excerpt from **Golden Arches East: McDonald’s in East Asia**. James L. Watson, 1997
- How introduction of a transnational company influences or changes the local customs
- Globalism versus local culture?

# Busy streets of Hong Kong





# “McDonald’s in Hong Kong”

- Hong Kong is culturally very heterogeneous
- In Hong Kong the transnational **is** the local
- Cultural differences and adapting to change
- Acceptance of transnational ‘global’ formula but with ‘localizing’ adaptations
- Local identity is not lost, but it is becoming redefined

# Big Mac imperialism?

- Most commonly listed representatives of the global corporate hegemony:
- Coca-Cola, McDonald's, Pizza Hut, KFC, Nike, Pepsi...
- 9 of the top 10 global brands were American in 2001
- America, its foreign policy and its corporate brands seem like one thing

# McDonald's

- A closer look at McDonald's:
- Fact: McDonald's franchises around the world are predominantly locally owned: "We are a confederation of very local companies."  
(McDonald's spokesman)
- But: many people don't believe that – to them, McDonald's is **the** American symbol!
- McDonald's tries to appeal to local taste and customs - country specifics (McFefafel, Maharaja Mac...)

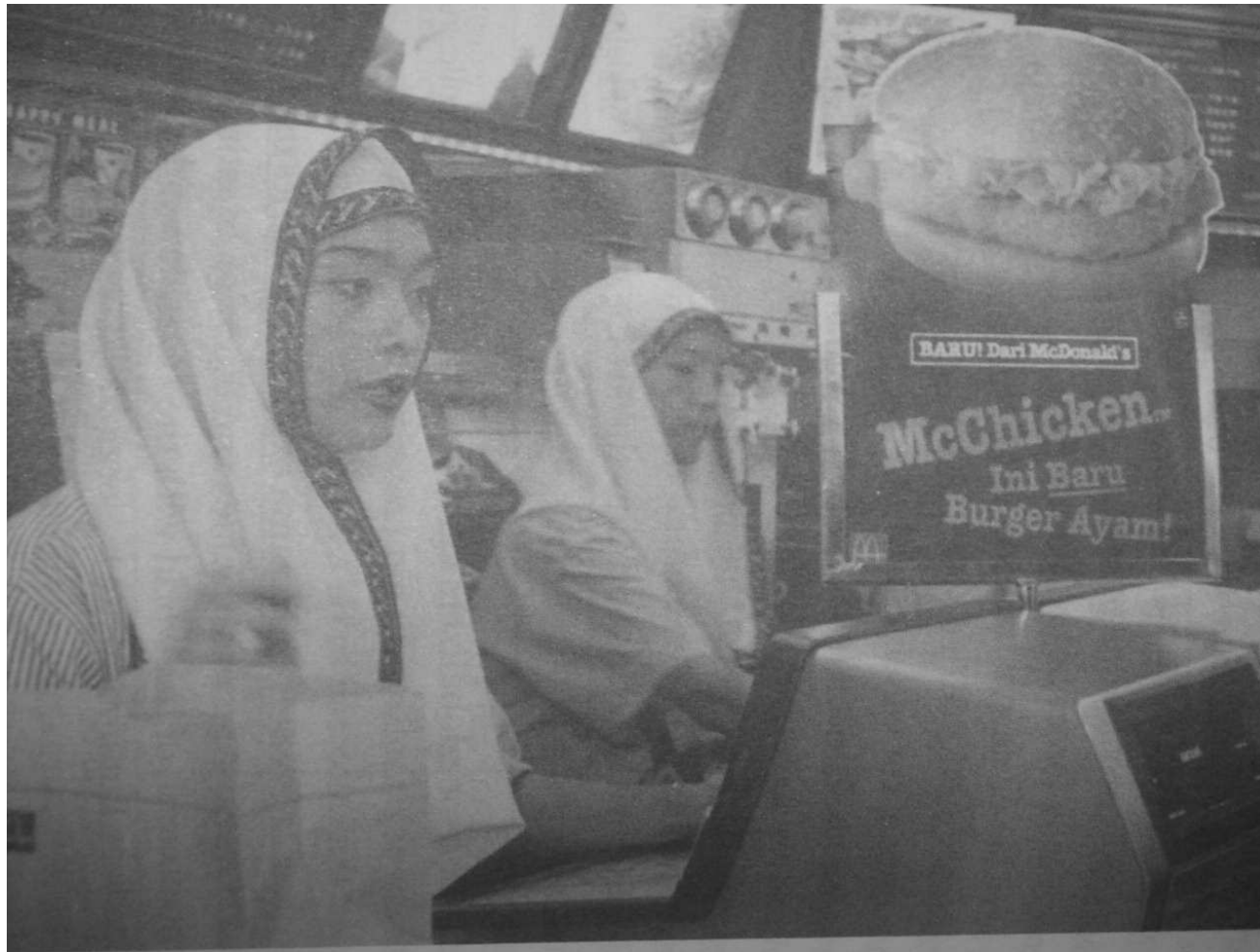
# “Makdonalds” in Moscow



# McDonald's Menu in India



# McDonalds in Indonesia



# McDonald's in Dubai

McArabia™ meal  
Grilled Kofta  
وجبة ماك أرابيا  
كفتة مسوية  
NEW  
جديد  
15  
DHS  
الطعم الأصلي  
Authentic Taste  
الطعم من الكفتة اللذيذة مع صلصة الطماطم الحامض، الخبز المقرمش، والجبن المذبل اللذيذ  
\*Taxes included. Kofta prepared with natural meats. Always prepared to order. © 2010 McDonald's. All rights reserved.  الماك

  
Dubai International  
Airport is a no  
smoking zone.  
Kindly refrain from  
smoking anywhere  
in the Terminal.  
Thank you.  
DEPARTMENT OF CIVIL AVIATION, DUBAI

# Next week's readings

- From **The Globalization Reader** (Lechner & Boli):
- **The World Unified** E. J. Hobsbawm – presentation!
- (The Rise and Future Demise of the World Capitalist System, Immanuel Wallerstein)