

Globalization & Cultural Geography



CHAPTER 2

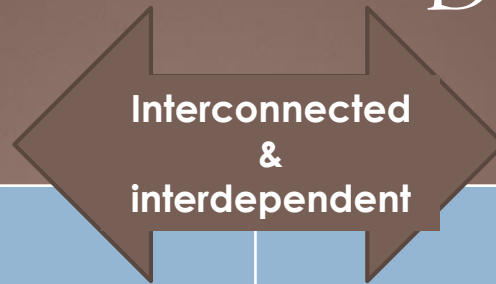
GLOBALIZATION



- ❖ Driving Forces Behind It
- ❖ Pros & Cons
- ❖ Cultural Consequences of Globalization



An Introduction to: Globalization & Diversity



<u>Globalization</u>	<u>Diversity</u>
DEF: Increasing interconnectedness of people & places- Converging economics, politics, & culture	DEF: A difference between cultures, ethnicities/groups, or places.
Its Everywhere-All the time!	Some people/places may Resists Global pressures
Global- “New Ways”	Local- “Old Ways”
Mainstream media shows us this	Billions of people on Earth with unique customs, languages, religions...etc.
Recent trends & tied to dramatic increases in technology	Historically- cultures & civilizations were separated by distances that could take great lengths of time to travel. This kept cultures somewhat isolated. Now, the same trip may just take hours.

Culture Is Affected By Globalization!

- Culture is....Not just a collection of traits but more.

Reconceptualized

- 1) Culture is a social creation
- 2) Dynamic and always changing
- 3) It is a complex system



Rural Village in Honduras & New Computers

Globalization- Processes contributing to greater interconnectedness & interdependence among the world people, places & institutions.

Globalization is Visible:

- Foods
- Clothes
- Brands
- International companies
- Landscapes/architecture

<https://www.youtube.com/watch?v=5SnR-e0S6lc>



**“Globalization” term
popularized in 1980s**



Globalization Origins

Stems from TRADE

- ▶ Spice Trade- 15th Century Asia, Africa, & Europe
- ▶ Horizontal Expansion

Contemporary Globalization- Origins in 1960s

- ▶ Rapid increase since 1980s & 1990s
- ▶ Different from historic globalization b/c of the greater economic, cultural, & political interdependence.

Globalization and Expansion

Horizontal Expansion

- Rapid flow of goods, people, & ideas between places

Vertical Expansion

- Policies/ linkages
Example: Trade Agreements



Then

Think about the world
BEFORE globalization!

- Distance mattered
- Everything had its “place” (literally)
- Territorial boundaries basically kept things in & out
- Society and culture had spatial referents
- NOW= deterritorialization and supraterritoriality



Now

- Distance becomes almost irrelevant (the end of distance)
- Boundaries are increasingly permeable.
- Groups and cultures increasingly don't have a territorial basis (deterritorialization)
- A new kind of non-physical "place" is emerging (supraterritoriality)



Contemporary Globalization



- Five major factors
- Capital: The Financial, social, intellectual, or other assets that are derived from human creativity that are used to create goods and services.

Global Flows of Capital

- Multinational Corporation (MNC)
- Foreign Direct Investing

5 factors Encouraging Globalization



1) Capitalism (Supply/Demand)

Search for locations where goods are produced/distributed cheaply/efficiently

EX: America's Distribution Center: Memphis, Tennessee

- Home to FedEx,
- Located on the Mississippi River, favorable weather, & no state income tax.
- The low cost of living & doing business has attracted new employers.

America's Distribution Center



Memphis
Tennessee

5 factors Encouraging Globalization

2) Technological Advances

- Transportation
- Telecommunication
- Digital Computers

3) Reduced Business Costs

Lower Costs for long distance Transportation



5 factors Encouraging Globalization

4) An increase in the flows of financial capital

Result of.....

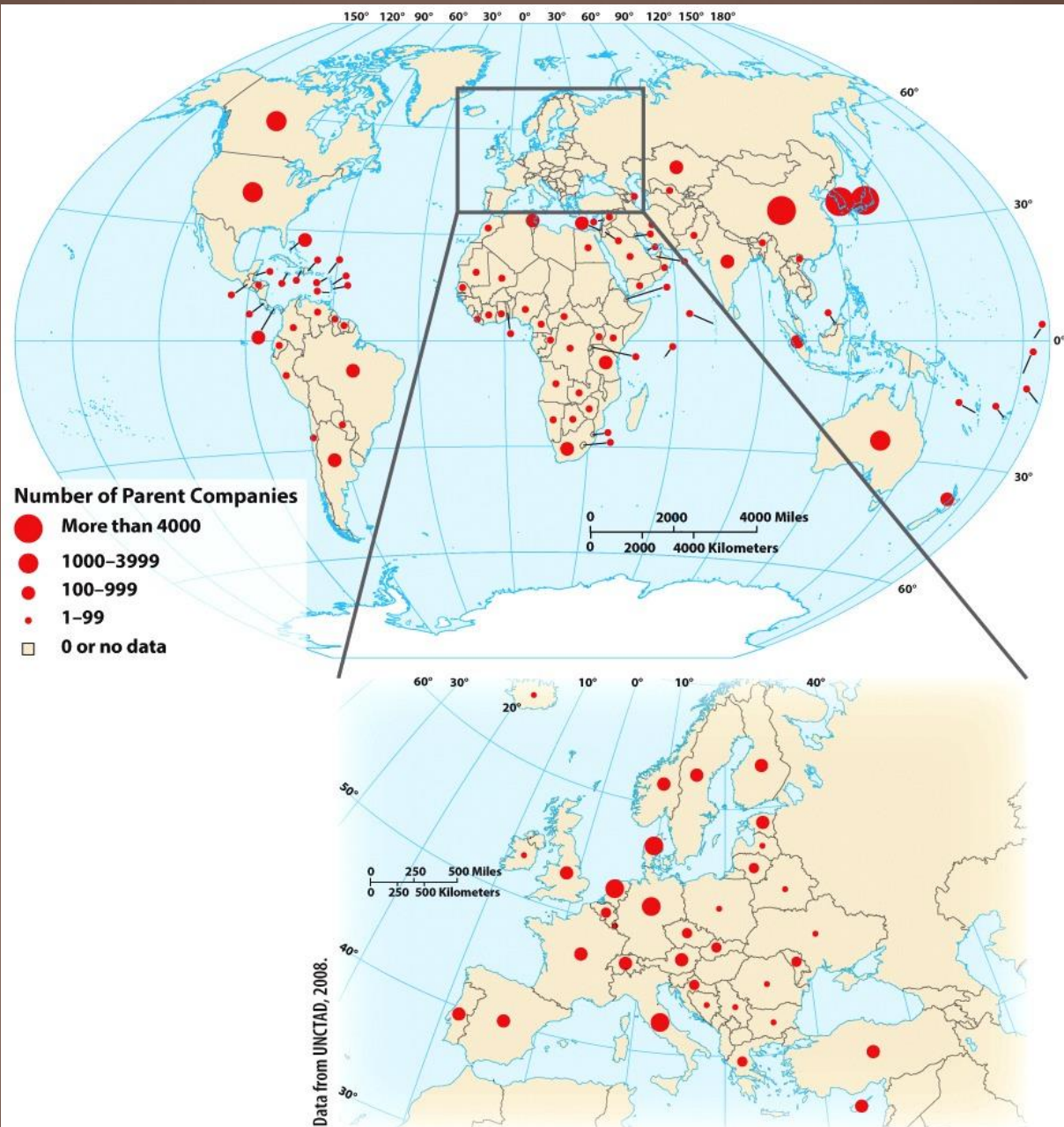
- Trade
- Capital Investments

Multi-national corporations

(MNCs) are power players

- Own production facilities in one or more countries
- FDI: Transfer \$ from home to host countries to finance business





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Figure 2.2a

Airbus

Air France-KLM

Apple Inc.

Bacardi

Billabong

Black & Decker

Boeing

Capital One

Chevron

ConocoPhillips

Coca-Cola

Dell

Dunkin' Donuts

ExxonMobil

FedEx Express

Ford Motor Company

General Electric

General Motors

Goodyear Tire &

Rubber company

Google

Halliburton

Heineken

Honda

IBM

Johnson & Johnson

JPMorgan Chase & Co.

L'Oréal

Mercedes-Benz

Microsoft

Motorola

Nestlé

Nike, Inc.

Nintendo

Nissan

PepsiCo



MNCs

Philips

Red Bull

Shell/Royal Dutch

Samsung

Sony

Southwest Airlines

Starbucks

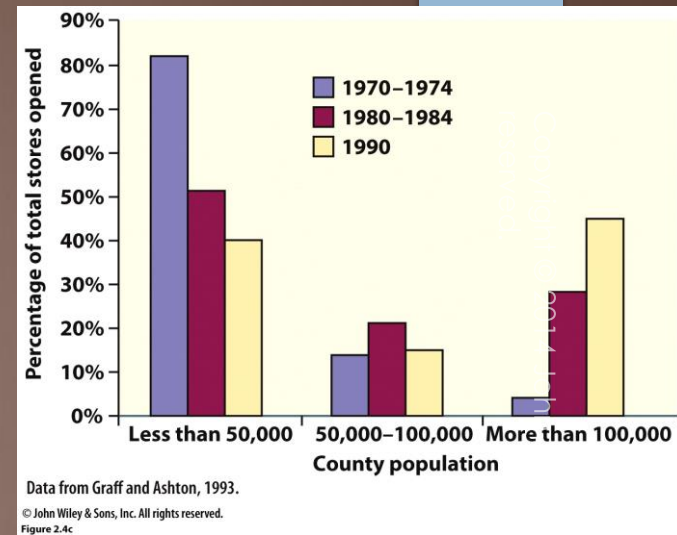
Toyota

Wal-Mart

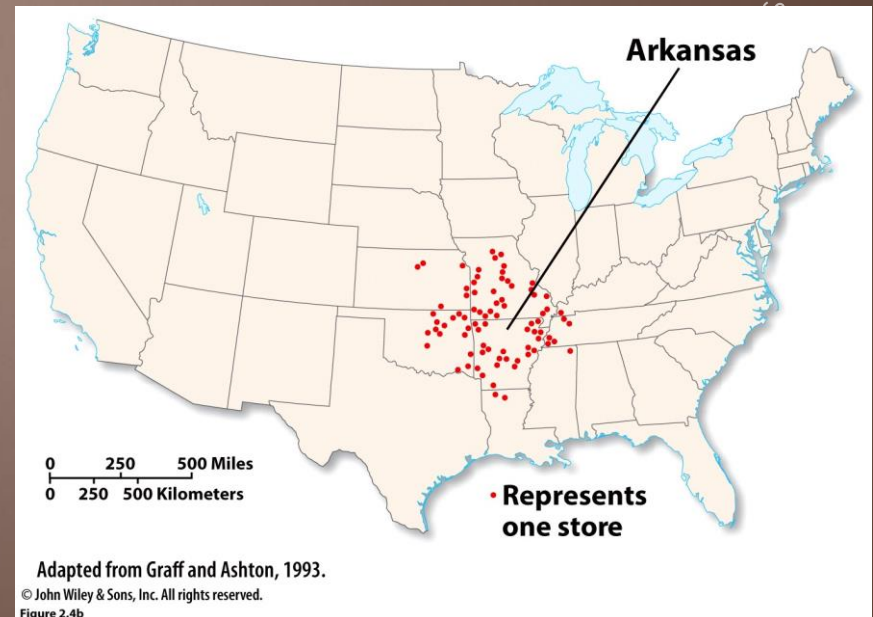
Reverse Hierarchical Diffusion

Walmart provides a rare example of a company that expanded through reverse hierarchical diffusion, growing from a single, small-town location to a multinational corporation with more than 10,000 stores in 27 countries.

During the first years after the company's founding, new stores opened in other nearby small-town locations in the region. It was not until the late 1980s and 1990s that new stores concentrated on the larger markets associated with major metropolitan areas.



© David R. Frazier Photolibrary, Inc./Alamy
Figure 2.4a



Criticisms of MNCs

- MNCs Enter countries that have low human rights or environmental standards.
- MNCs Result in conglomerations that reduce competition & free enterprise.
- FDI can make it difficult for local companies to compete
- MNC reaps benefits and not the host country
- Patent protection might impede transfer of knowledge and ideas to host country

5 factors Encouraging Globalization

5) Policy

- Laws
- Institutional arrangements
(That supports the other 4 factors)

EX: WTO formation in 1995

Establish and enforce rules of trade

150 member countries



World Trade Organization



1) Continuing poverty: $\frac{1}{4}$ world's population below \$1 a day; over $\frac{1}{2}$ below \$2 a day

2) Inequality between rich & poor is rising

3) Environmental concerns & conflict over global governance

Controversies over Globalization

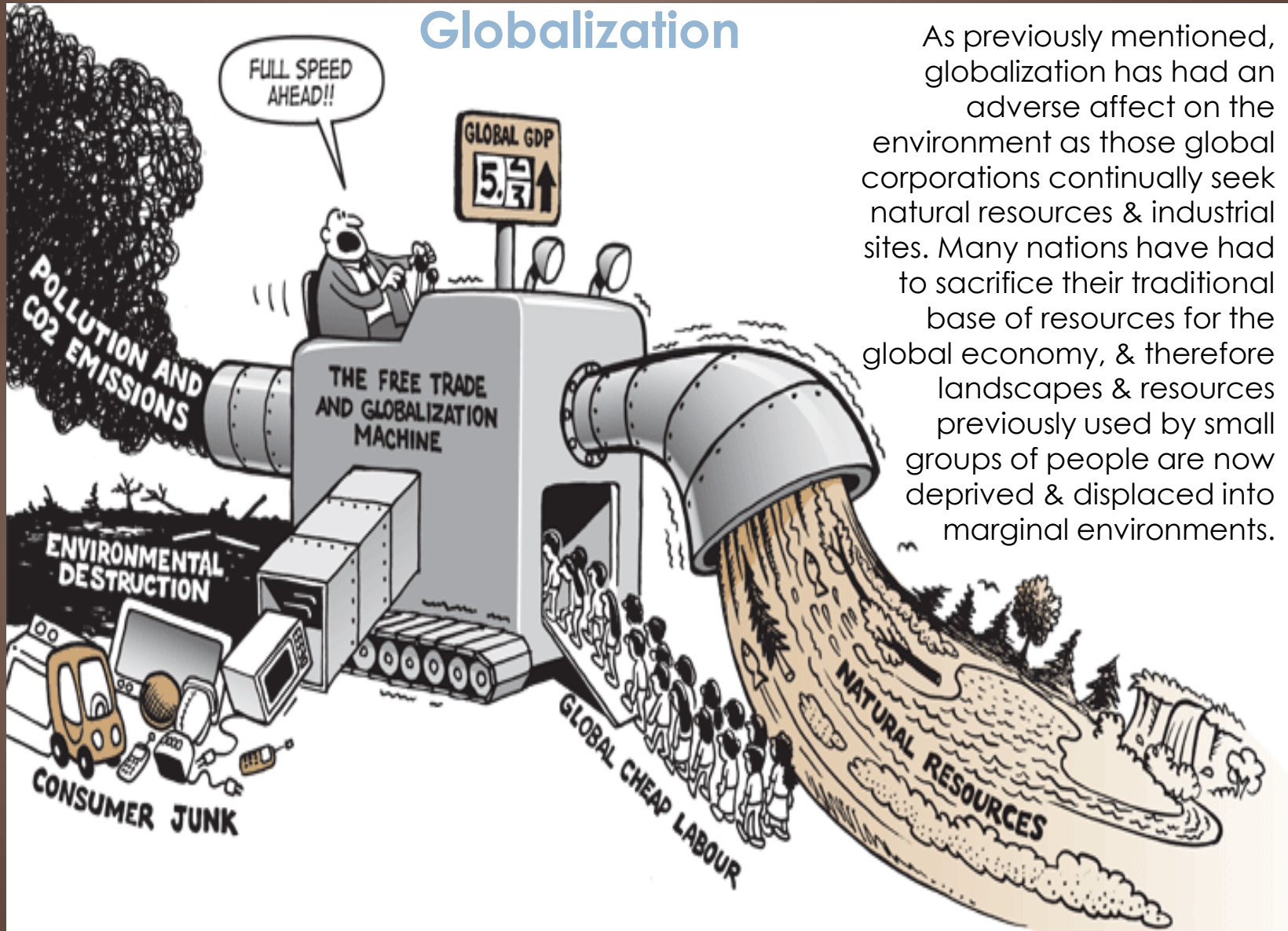


(Bosworth & Gordon)

Converging Currents of Globalization

D. he

Environment & Globalization



As previously mentioned, globalization has had an adverse affect on the environment as those global corporations continually seek natural resources & industrial sites. Many nations have had to sacrifice their traditional base of resources for the global economy, & therefore landscapes & resources previously used by small groups of people are now deprived & displaced into marginal environments.

Converging Currents of Globalization

Controversy About Globalization

Pro vs. Anti-Globalization



- ▶ There are those who advocate for globalization, typically by large corporations, both major political parties here in the United States, & in general moderate & conservative parties around the world. There are those who are critical of globalization, most whom are rooted in environmental or labor movements, & also movements made up primarily of people of your persuasion, students.
- ▶ **Pro globalization-** could say that this prevailing movement across the world is an inevitable step within recent international capitalism. They believe that it helps everyone in every nation, by allowing capital to reach even the most remote areas of Earth, & allowing the spread of technological, medical, industrial, & agricultural advancements. Medical technology and cell phones have spread world wide and have changed/saved lives! Even remote villages usually have access to a cell phone somewhere in the community.
- ▶ Business efficiency & worker productivity become the mantra of globalized economies worldwide, & it roots out those who cannot adjust or keep up with the global demand.
- ▶ If countries find their niche-they can be really successful according to pro-globalizers. By allowing capital to move freely around the globe to help develop each nation's individual needs, economists say that eventually we will experience a global **economic convergence**, or that the poorest nations in the world will eventually catch up with the most advanced ones.
- ▶ Thomas Friedman, most famous for his book *The World is Flat* (first published in 2005), & one of the world's most influential advocates for a global economy, writes that not only has the world become smaller, but that it has become flat in the sense that we now can see the free movement of goods, services, resources, capital, & labor around the globe.
- ▶ Three contemporary multinational organizations are seen as vital to the survival of a global marketplace: the World Bank, the International Monetary Fund (IMF), & the World Trade Organization (WTO). The World Bank makes loans to poor nations to invest in modern infrastructure. The IMF makes short term loans to nations in financial straits. The WTO, which is much smaller than the other two mentioned, primarily works to lessen trade barriers & acts as a mediator between disputing countries or blocs of nations.
- ▶ Finally, to strengthen their argument, pro-globalizers point at nations such as North Korea or Myanmar (Burma) as indications that those nation which remain isolated & unwilling to adhere to the global economy become stagnant in their economic development & growth, including rising poverty & corruption, especially when compared to similar nations who have witnessed growth & reduction in poverty (Singapore & Thailand).

GLOBAL Culture?

CULTURE:

- A social Creation
- Shaped & influenced by people

Material Culture- Tangible or visible artifacts created by people.

Nonmaterial- not tangible:
oral traditions/behavioral

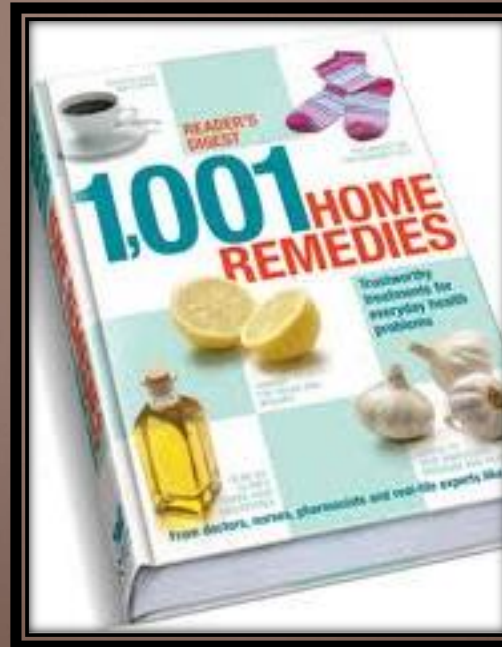


Commodification of Culture

The conversion of an object/concept that was once not available for purchase to be bought and sold.

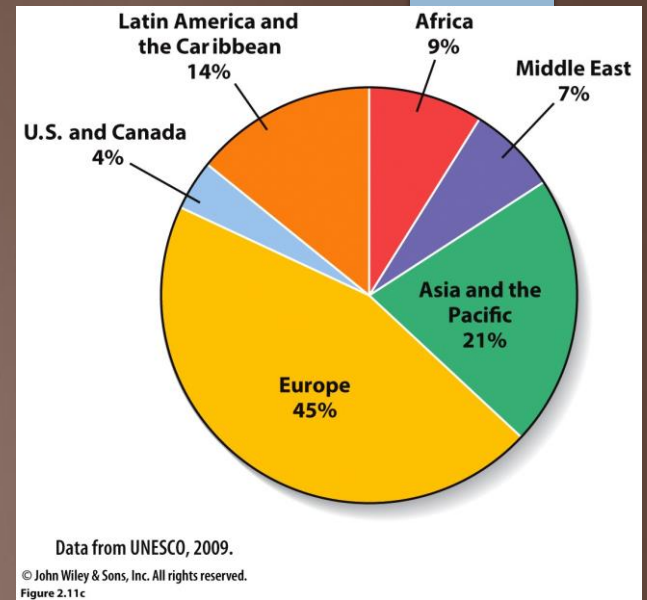
➤ EXAMPLE: Home remedies/ herbal medicine

- **Consumption:**
Broadly defined, the use of goods to satisfy human needs and desires.



World Heritage Sites

- World or Global Heritage - 1052 sites
- Heritage Sites
- UNESCO (United Nations Educational, Scientific and Cultural Organization) 1972



UNESCO considered Abu Simbel, built in the 13th century BCE, an irreplaceable cultural resource and in the 1960s arranged to disassemble the two temples and reassemble them on land above the waters of Lake Nasser.

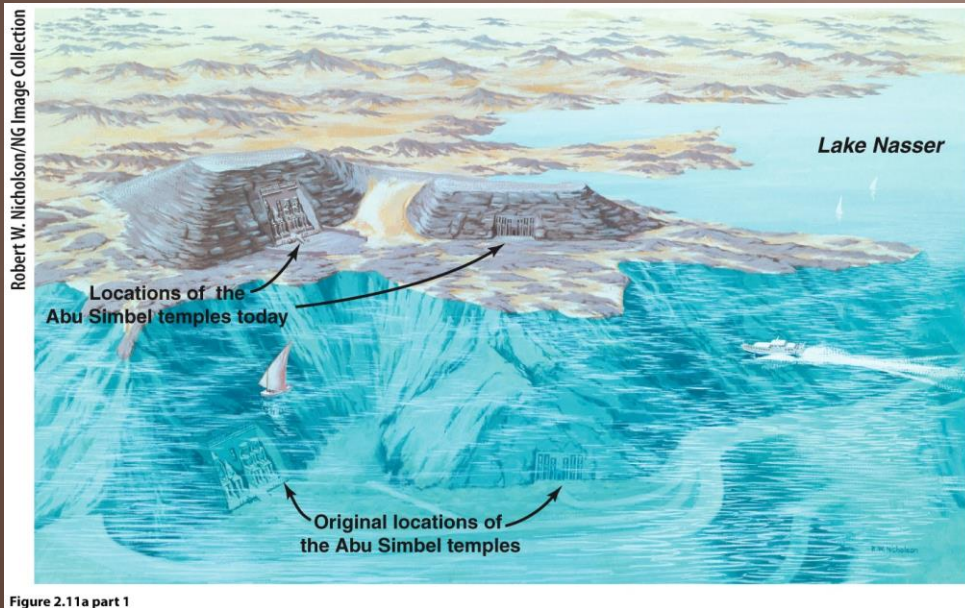


Figure 2.11a part 1



Commodification of Culture



Commodification is related to consumption & influenced by culture.

Commodities have values and send messages



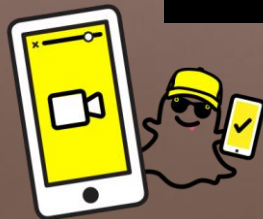
Built ford tough...
advertising
influences patterns
of consumption
DeBeers..diamonds
are precious but not
rare...symbol of
class



Globalization & Culture

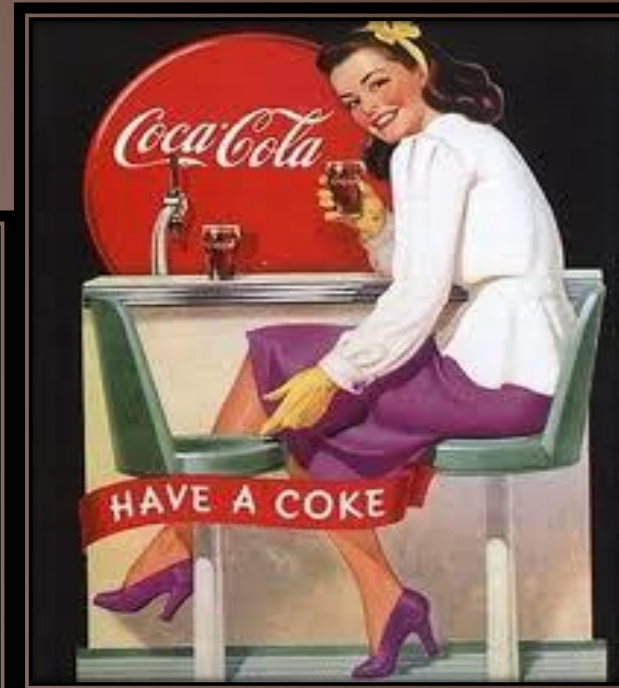
Popular culture: The practices, attitudes, and preferences held by large numbers of people.

- “mainstream”
- Mass produced
- TV shows, video games, cars, clothing, leisure & entertainment



Homogenization

- Economic processes shape cultural practices
- Expansion of Capitalism
- Often called “Americanization”
- “Coca-Colonization”



Americanization is the diffusion of American brands, values, attitudes throughout globe

Homogenization

- Placelessness
- *McDonaldization*
- *Coca-Colonization*

Courtesy Alyson Greiner



Figure 2.5

- Americanization: The diffusion of American brands, values, and attitudes throughout the world.

Despite the preponderance of American companies visible in the previous slide, the photograph was taken in Australia and illustrates the standardization of cultural landscapes beyond the United States.

Of course economic changes spur cultural changes in due course. Typically accompanying globalization is the spread of consumer culture, which hurts local ways of life. For example, the ever expanding worlds of Facebook & Twitter, which promote Western values & culture, have been imitated by millions around the world.

Another great example are fast-food restaurants: McDonalds, Burger King, Pizza Hut, KFC. Anywhere you go in the world, you are almost certain to find a nice reminder of home. But while it is a comforting site for us to see, there are typically unforeseen negative implications of such enterprises. For example, the increasing demand now made on beef in the world has put additional strain on rain forests as farmers look to graze more cattle. Cattle need open land and not trees...so bye-bye rainforest! Who would have thought that the American diet has an impact on the Amazon???

Perhaps another example we could use is the globalization of language, a nonmaterial aspect of culture. It would not be all that surprising if I dropped anyone of you in another country, whose native language was not English, but yet you would have little problem carrying on a conversation with an individual there, albeit perhaps in movie sayings though.

But other nonmaterial culture has become more important in recent history, such as human rights or the role of women in society.



McDonalds

Egypt
Vinita, Oklahoma
China

Glocalization

- Glocalization: The idea that global and local forces interact and that both are changed in the process.

- *Local-global nexus*



In India, where cows are sacred to Hindus and Muslims avoid consuming pork, the menu often features the McVeggie, a beefless burger, the Chicken Maharaja Mac, and a variety of other vegetarian and nonvegetarian options but no beef or pork products.

POLARIZATION THESIS

Globalization contributes to a increased sense of sociocultural identity and fragments people.

Triggers social disorder not a global community

- ❖ Separatist forces
- ❖ Maybe factors in wars of identity
- ❖ Global terrorism has increased
- ❖ Internet aids global crime networks

Arguments vs polarization

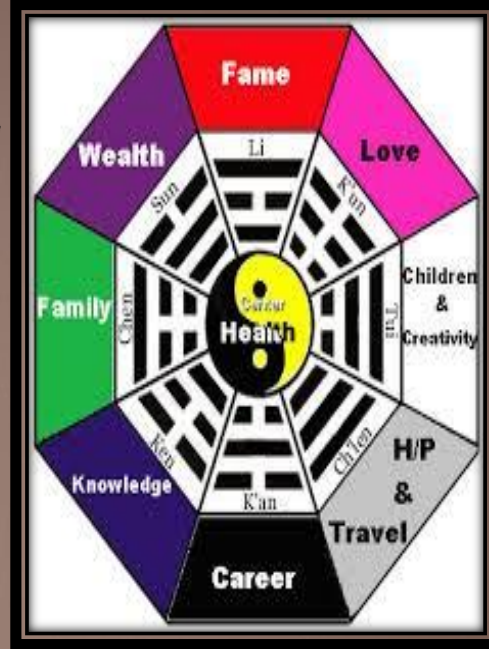
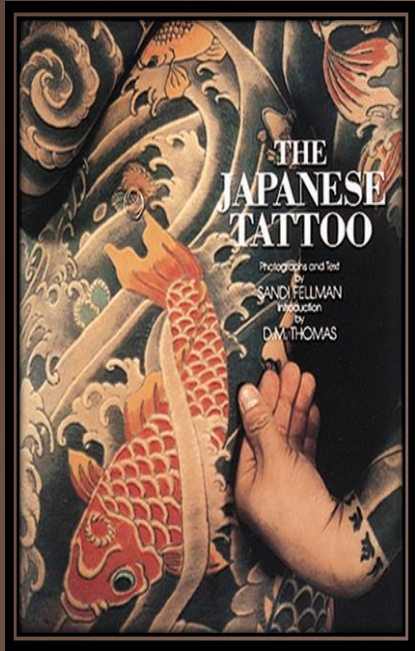
- ❖ Oversimplifies globalization
- ❖ Human creativity is too powerful!!!
- ❖ Spread of culture is not only in one direction...
 - Tattoos- E to W diffusion
 - Middle Eastern & North African Culture/Food in Europe
- ❖ **Neolocalism- renewed awareness and recreation of place.**

GLOCALIZATION

- Global and local forces interact and both are changed in the process.
- MNCs alter business practices to better fit into the community
- Bridges local and global differences
 - Global forces become localized
 - Local forces become more globalized



NOT JUST WEST TO EAST DIFFUSION!



LAST THOUGHTS.... We shouldn't view globalization as a one-way track from the United States or the West to other places in the world. It is not the exact same thing as Westernization even if people believe it to be! In actuality, when parts of our culture go somewhere else, they typically take on a blended form, known as hybridization. Hip hop music provides a good example as it seems as though any region in the world now has their own Kanye...Niki Manaj... Dr. Dre...or Eminem (Glocalization is a similar idea!) ALSO-Mixed Martial Arts (MMA)!

But even here in America we can see the affects of globalization on our culture, for example the explosion of Japanese style comic books & Anime in the past decade. The increased popularity of Tattoos (which were really an eastern thing) fung shui, acupuncture, martial arts, voodoo dolls, sushi, and Indian restaurants in the West!

The most significant part though of perhaps of all the changing human culture is that of international migration. While migration is not new to human history, the amount & rate at which we are now witnessing shows the true effects of globalization on immigration & the chance at a better life.

Tied closely to this global migration has been the increase in criminal activity, including terrorism, drugs, gambling, slavery, human trafficking, & prostitution, with each finding a lucrative, yet morally questionable role in the new global economy & culture.

Cultural Geographies of Local Knowledge

Historically: Geographers made a distinction between “folk” and popular culture.

FOLK CULTURE: Similar cultural traits, rural dwelling, somewhat disconnected from the global economy (Preindustrial). Can have negative connotations: “underdeveloped”

LOCAL CULTURE: Practices, attitudes, & preferences held by members of a community in a particular place (Preferred term over “folk”, not as elitist

POPULAR:
Industrial,
urban,
developed.

Local Knowledge differs




- ❖ Collective Knowledge of a community that is derived from everyday activity of its members.
- ▶ How do local cultures view & implement
 - Healthcare
 - Agriculture
 - Food Preparation
 - Natural Resource allocation

Historically...

Westerners perceived local knowledge as “inferior”.

- ▶ Prejudices were in the EUROPEAN NATIONALITY RATIONAL DOCTRINE.
 - The attitude and belief that Europeans were rational and non-Europeans (colonized people) were irrational/childlike.
 - Prevalent during colonialism
 - By 1950s-1960s: Diffusionism- Idea that the spread of Western Science, technology, practices would help the colonized advance morally/socially/economically.
 - *Place & relevance of information ignored*



Can you think of some
examples of local
knowledge?

Traditional Medicine & Local Knowledge

Traditional Medicine: Medical practices derived from the long established health related knowledge & beliefs.

- Holistic- Physical, mental, social, spiritual
- Personal- People may have same symptoms but have different treatments

Allopathic medicine- aka Western Medicine

- Newer
- Biology/chemistry/ technology
- Scientific method

Traditional Medicine

India

- Traditional medicine & practices derived from the spiritual Hindu text-the Vedas
- Harmony between person & environment

China

- Yin & Yang- Balance of forces
- Acupuncture practiced for 2,500 years



Vernacular Architecture



Vernacular Architecture & Local Knowledge

❖ Vernacular Architecture- The common structures, dwellings, & buildings associated with a particular place, time, or community.

- Often use local materials/resources
- Adapted to environment
- Results in variety of buildings
- Influences building styles today
- Can reveal shared beliefs)
- Can tell us about the human use of space

Mystical ecology- is the interrelationship between an awareness of cosmic forces and human use of the environment.





Feng Shui

- Example of mystical ecology: Feng Shui in China—situating or designing cultural landscapes and settlements to harmonize the built and natural environments.
- Wind & water
- Lay of land & water resources

