SESSION 3

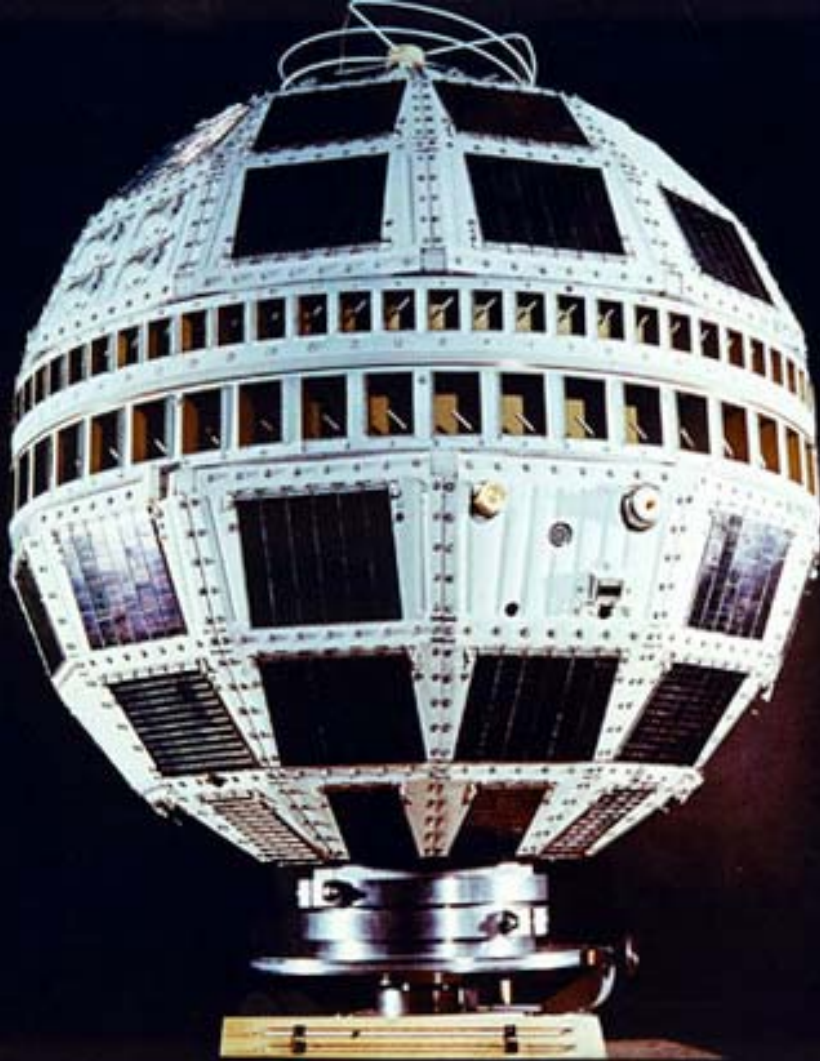# CULTURAL GLOBALIZATION, CONSCIOUSNESS, AND THE MASS MEDIA

CULTURAL GLOBALIZATION THEORIES

- the growing interdependence of the world
- the global stretch of social relations
- the rise of global consciousness

"Globalization as a concept refers both to the compression of the world and the intensification of consciousness about the world as a whole" (Robertson, 1992, p. 8)

"transformation of local, and even personal, contexts of social experience" (Giddens, 1994, pp. 4-5)

TELSTAR 1

→ first satellite television broadcast: July 12, 1962

→ "Earthrise": Apollo 8 mission, December 24, 1968

❖ single human community through technical innovation
❖ virtual community
❖ single human network of instantaneous "real-time" interaction
❖ communication technologies

→ Main currents:

1. "an emerging global culture of consciousness" (Waters, 1995, p. 62)
2. "globality": "the circumstance of extensive awareness of the world as a whole" (Robertson, 1992, p. 78)
3. systematic interrelationship of "all the individual social ties that are established on the planet" (Waters, 2003, p. 152)
4. Giddens: "intensification of worldwide social relations…."
5. "genuinely world-wide ties" (Giddens, 1990, p. 64)
6. space has shrunk, localizations of time disappear (Harvey, 1990)
7. "reflexive" orientation to the world as a whole—increased "compression" of the world, "increased consciousness" (Robertson, 1992)
8. human interdependence, human moral imagination
9. Universalism, particularism, centre, periphery: obsolete

CULTURAL PHENOMENA ARE GLOBAL PHENOMENA?

"some of the most significant cultural phenomena of our time have to do with responses to and interpretations of the global system as a whole. More specifically, globalization involves pressure on societies, civilizations and representatives of traditions…to sift the global-cultural scene for ideas and symbols considered to be relevant to their own identities" (Robertson, 1992, p. 46)

→ Beyer, 1994

DOUBTS?

→ Robertson, 1992, p. 184

→ Friedman, 1994

REFERENCES/FURTHER READING

Beyer, Peter. (1994). *Religion and Globalization*. London: Sage.

Friedman, Jonathan. (1994). *Cultural Identity and Global Process*. London: Sage.

Giddens, Anthony. (1990). *The Consequences of Modernity*. Stanford: Stanford Univ. Press.

Giddens, Anthony. (1991). *Modernity and Self-Identity*. Stanford: Stanford Univ. Press.

Kearney, Michael. (1986). "From the Invisible Hand to Visible Feet: Anthropological Studies of Migration and Development." *Annual Review of Anthropology*, XV, 331-61.

Kearney, Michael (1995). "The Local and the Global: The Anthropology of Globalization and Transnationalism." *Annual Review of Anthropology*, XXIV, 547-65.

Robertson, Roland. (1992). *Globalization: Social Theory and Global Culture*. London: Sage.

Wallerstein, Immanuel (1991). *Geopolitics and Geoculture: Essays on the Changing World-System*. Cambridge: Cambridge Univ. Press.

Waters, Malcolm (1995). *Globalization*. London: Routledge.