

Chapter One Globalization

Core Objective:

To establish that globalization profoundly affects the human condition and to assess some of its costs and benefits.

Thematic Questions:

1. What is the essence of globalization?
2. How many different types of globalization exist?
3. Is globalization a good thing or bad thing?
4. What is meant by Global Issues (GIs)?
5. How do GIs influence the future prospects for our species?

Chapter Outline:

- 1) Globalization
 - a) Brief introduction
 - b) Fleshing Out Globalization
 - i) Defining a Moving Target
 - ii) A Cottage Industry in Metaphor Making
 - iii) Master Metaphorician
 - iv) Counterintuitive Trends: Jihad versus McWorld
 - v) New Actors Challenging States
 - c) Major Categories of Globalization
 - i) Economic Globalization
 - ii) Environmental Globalization
 - iii) Communications Globalization
 - iv) Military Globalization
 - v) Cultural Globalization
 - d) Blessing or Curse?
 - i) Globalization's Critics
 - ii) Supporters of Globalization
 - e) Diverse Sets of Global Issues (GIs)
 - i) Ecological GIs
 - (1) Environment
 - (2) Population
 - (3) Food
 - (4) Energy
 - ii) Highly Visible GIs
 - (1) Proliferation: Weapons of Mass Destruction (WMD) Plus Missiles
 - (2) Terrorism
 - (3) Mobile Microbes and AIDS Virus

- iii) Less-Visible GIs
 - (1) Human Rights
 - (2) Massive Migration
 - (3) Drug Trafficking
 - (4) Competition or Cooperation?
- iv) Chapter Synopsis

Chapter Synopsis:

The image of an interdependent world has gone from fantasy to reality in recent decades. Take a look at the clothes you wear, the car you drive, or the sports and entertainment heroes you admire, and you will discover the stuff of globalization. The communications revolution has produced e-mail, faxes, cell phones and satellite television linking all the world's continents in ways unimaginable a generation ago. Such communications treat borders as highly permeable by forging linkages based on shared values and information, not physicality. They also facilitate cooperative human endeavors differing from the competitive mind-set of the traditional state.

Relevant Documentaries on Video:

Arabs and the West, (Films for the Humanities and Sciences, 1996), 30 minutes.

Journalist Bill Moyers speaks with scholars, writers, and economists about the sources of Arab resentment towards the West. The Arab world's reluctance to modernize and its discomfort with Western secular materialism is highlighted.

Around the World: Global Immunization, (Films for the Humanities and Sciences, 2000), 52 minutes. The W.H.O.'s campaign to immunize four million children against the disease of polio faces political and cultural problems in poor countries.

Drug Wars, (PBS Video, 2000), 120 minutes.

The U.S. war on drugs has cost hundreds of billions of dollars, altered the criminal justice system, and put millions of people in jail. Yet illegal drug use remains robust. Is it all in vain, and does drug policy need to be fundamentally revised?

The Global Impact of AIDS, (Films for the Humanities and Sciences, 2000), 50 minutes.

Huge disparities in the treatment of AIDS result in about \$25,000 annual expenditures per patient in the U.S. and practically zero expenditures per patient in poor countries. The degree of severity of the disease in various world regions is discussed here and the vital issues of education and prevention are emphasized.

Globalization: Winners and Losers, (Films for the Humanities and Sciences, 2000), 40 minutes.

How does business without borders affect the world? Globalization's supporters claim that the standard of living in poor countries will be improved by foreign investment and high-tech opportunities. However, critics say that short-sightedness characterizes the exploitation of the world market leads to ecological destruction and risks such as genetically modified crops.

Global Partnerships, (Films for the Humanities and Sciences, 2002), 26 minutes.

This film traces the countless individuals who are working to effect change at the grassroots level, one village at a time. Northern hemisphere volunteers and Southern hemisphere recipients of this humanitarian and political assistance discuss how they are working together to correct existing problems.

Influenza, 1918, (PBS Video, 1998), 60 minutes.

The worst epidemic in U.S. history killed more than 600,000 victims in 1918 and then disappeared as quickly as it had arrived. The lethal bug was influenza, which was brought home by soldiers returning from WW I.

International Terrorism, (Films for the Humanities and Sciences, 1994), 52 minutes.

The origins, growth, and effects of terrorism among Palestinian and Shiite Muslim fundamentalists are covered here. Moral dilemmas for countries concerned about human rights are posed, such as: "Is it justifiable to sacrifice the lives of hostages to deter future terrorism?"

Internet Shopping: Interactive or Invasive?, (Films for the Humanities and Sciences, 2000), 13 minutes. E-tailers collect data from those who visit their websites in order to pinpoint marketing campaigns. Is surrendering privacy the inevitable price of shopping online? Executives from Buy.com and Lycos are interviewed.

The Internet Show, (PBS Video, Brandenburg Productions, 1994), 66 minutes.

An overview of the Internet which encompasses its past, present, and future. Included are introductions to e-mail, the gopher service, the World Wide Web and other interactive avenues of gathering and using information. The program looks at all of the basic aspects of modern communications. Attention is paid to the respective roles of both hardware and software in the technotronic age.

No Place to Run, (Global Links Television/World Bank, 1997), 28 minutes.

The dark side of the age of global interdependence gets exposed in this penetrating examination of recent cinematic and ecological changes which have led to outbreaks of infectious diseases. Case studies of cholera, plague, and lyme disease are used to illustrate health risks inherent in globalization.

Ridding the World of Land Mines, (Center for Defense Information, 1999), 52 minutes.

The Ottawa Treaty to ban land mines was signed by 83 countries in 1999, but the U.S. was not one of them. Refusing to sign on, the U.S. also reserves the right to lay mines anywhere, even though it supports mine removal and humanitarian relief for victims of mine warfare.

Using the Internet, (PBS Video, Andrew Cochran Entertainment, 1996), 60 minutes.

Practical applications of the Internet are explained. Tim Berners-Lee, the person who invented the World Wide Web, is interviewed. MIT Network Manager Jeff Schiller tells how abusers of Internet services can be detected and tracked.

Virtual Neighbors, (PBS Video, Andrew Cochran Entertainment, 1997), 30 minutes.

Discusses how video conferencing and other Internet technologies are reducing barriers of time and space and linking people together in new ways.

Why the Hate? America from a Muslim Point of View (Films for the Humanities and Sciences, 2002), 44 minutes. President George W. Bush said to the world after September 11th: “You are either with us or you are with the terrorists.” But for many Muslims the choice is not such a simple one. This ABC News program examines the mixed emotions concerning U.S. culture and U.S. foreign policy felt by many Muslims around the world.

Wired for Speed: Technology and the Accelerating Pace of Life, (Films for the Humanities and Sciences, 2000), 45 minutes. ABC correspondent Ted Koppel examines the impact of technological innovations on the speed at which we now operate. How are our minds, bodies, and society in general affected?

Analytical Essay Questions:

1. Profound change has characterized our world in recent decades. Events like the demise of communism and end of the Cold War happened rather quickly. However, subtler forces have affected the global issues discussed in chapter one more slowly. What factors may help to account for the fast end of the Cold War versus the gradual emergence of global issues as extremely important?
2. When you examine the day-to-day rhythms of your own life, what manifestations of globalization strike you as most palpable, and why?
3. Most people tend to think that globalization is essentially a force for good in the world or essentially a force for bad in the world. With which of these viewpoints do you agree with, and what are your key reasons for feeling that way?
4. If not downright unique, Canada’s role on the world stage has been characterized by behaviors generally considered as very unusual. What features typify the Canadian contributions to the world community and why do these attributes often get overlooked by the American public?
5. Some scholars worry about whether the human species might someday directly or indirectly contribute to our ultimate extinction. What are some of these unsettling scenarios and which do you consider as most plausible in the real world?

Descriptive Essay Questions:

6. What are the four ecological global issues; what ties them together under a common rubric?
7. North Americans have had a love affair with big automobiles uncommon in other regions. How does globalization threaten the continuation of this unique vestige of Americana?
8. Name and describe at least four examples of the communications revolution which did not exist twenty-five years ago.
9. If humanity has traditionally believed in a “growth model of progress,” how might this viewpoint be imperiled by the concept of “spaceship earth”?

10. When we talk about massive migration as a global issue, what are the dimensions of the problem and what areas is it most acute?
11. Do you think there is much reason to worry about mobile microbes? Explain the reasons why you think the way that you do on this issue.
12. What special burdens fall upon the shoulders of the United States in today's world?
13. What do you see as the essence of Benjamin Barber's argument about the contemporary world, and to what extent do you agree or disagree with it?
14. Globalization is divided into four main categories as discussed in this chapter. Identify and briefly define each manifestation of globalization.
15. Who were the main leaders in what country that developed the policy of "human security," how did other states respond to the notion, and has it had any staying power in global affairs?

Multiple-Choice Questions:

- ___ 16. Author Benjamin Barber's analysis in *Jihad vs. McWorld* can be best characterized as:
- A. an overarching synthesis
 - B. an overarching thesis
 - C. an overarching antithesis
 - D. empirical micro-analysis
 - E. empirical macro-analysis
- ___ 17. The terms spaceship earth, world without walls, and global village are all:
- A. major categories of globalization
 - B. phrases invented by journalist Thomas Friedman
 - C. meaningless exaggerations
 - D. metaphors for the concept of globalization
 - E. strictly economic in their implications
- ___ 18. Pick the qualities associated with Benjamin Barber's sense of McWorld?
- A. parochial and tribal
 - B. emotional and centripetal
 - C. market-driven and integrative
 - D. all of the above
 - E. none of the above
- ___ 19. Examples of borderless athletes include:
- A. all professional athletes
 - B. Brett Hull, Mike Richter, and Steve Yzerman
 - C. Vlade Divac, Hakeem Olajuwon, and Hideo Nomo
 - D. all of the above
 - E. none of the above
- ___ 20. Which of the following qualifies as a "weed species" in the U.S.:
- A. sucker fish
 - B. rattle snakes

- C. zebra mussel
- D. all of the above
- E. none of the above

- ___ 21. The gravest threat to Kenya's elephant population as discussed in case study 1.1 was:
- A. illegal poaching
 - B. too many foreign eco-tourists
 - C. soil erosion resulting from high-tech agriculture
 - D. the election of Daniel Moi as president
 - E. none of the above
- ___ 22. Which is NOT one of the factors contributing to global health crisis associated with infectious diseases?
- A. ecological trespassing by humans
 - B. over-prescription of antibiotics
 - C. ozone depletion
 - D. poor sanitation and impure water supplies
 - E. social disruptions caused by civil wars
- ___ 23. Which NGO most directly criticizes the conscience-less profit motive that directs many MNCs:
- A. doctors without borders
 - B. Global Exchange
 - C. Worldwatch Institute
 - D. Greenpeace
 - E. Amnesty International
- ___ 24. Which country most often gets accused of cultural imperialism:
- A. China
 - B. Russia
 - C. France
 - D. Burma
 - E. United States
- ___ 25. Viruses and bacteria are:
- A. exactly the same thing
 - B. both inorganic
 - C. affected equally by antibiotics
 - D. affected very differently by antibiotics
 - E. both only half alive
- ___ 26. Premeditated, indiscriminate political or ideological violence targeted for civilian populations defines:
- A. the chief activity undertaken by the government of Burma
 - B. military globalization
 - C. terrorism

- D. all of the above
- E. none of the above

- ___ 27. Journalist Thomas Friedman's analysis emphasizes globalization's:
- A. direct causation for September 11, 2001
 - B. democratizing effect
 - C. being overrated by most writers
 - D. all of the above
 - E. none of the above
- ___ 28. The belief that small can be beautiful fits snugly with which concept?
- A. sustainability
 - B. profligacy
 - C. economic growth as the great human imperative
 - D. all of the above
 - E. none of the above
- ___ 29. Global warming is associated with:
- A. burning fossil fuels
 - B. melting polar ice caps
 - C. melting icecaps in Andes mountains
 - D. all of the above
 - E. none of the above
- ___ 30. Which term captures the essence of today's fears as related to the nuclear dilemma:
- A. MAD
 - B. communism
 - C. Japanese revanchism
 - D. NNPT
 - E. proliferation
- ___ 31. Which term fits the symbolic content that underlay the Al-Qaeda attack on the U.S.?
- A. fundamentalism vs. secularism
 - B. traditionalism vs. modernity
 - C. tribalism vs. cosmopolitanism
 - D. all of the above
 - E. none of the above
- ___ 32. Multilateralism, idealism, and human security all describe patterns in:
- A. U.S. foreign policy
 - B. Canadian foreign policy
 - C. Russian foreign policy
 - D. Chinese foreign policy
 - E. German foreign policy

True-False Questions:

- ___ 33. One study completed in the 1990s concluded that the annual value of nature's worth to humanity amounts to approximately \$33 trillion.
- ___ 34. The rate of deforestation increased greatly between 1940 and 1960, but later began a steady decline from 1960 to 2000 because of the increased clout of environmental NGOs.
- ___ 35. Kenya's Richard Leakey's publicity stunt involving a mountain of ivory tusks well illustrates the fundamental economics principles of supply and demand.
- ___ 36. The causes of world hunger are multi-faceted and cannot be simply boiled down to one or two simple factors.
- ___ 37. The realities of globalization enable drug trafficking to expand more rapidly.
- ___ 38. The case study about Burma chronicles the gross human rights abuses launched by the Khmer Rouge party of Pol Pot in the 1970s.
- ___ 39. When we talk about a shift from an East/West to a North/South trajectory in world affairs we refer to a greater emphasis on the consequences of the gap between the rich North and the poor South.
- ___ 40. The U.S. military had no direct role in the initiation or development of the Internet.
- ___ 41. Global idealists argue that greater reliance on cooperation and less on competition in human affairs will lead to our best results in the 21st century.
- ___ 42. The terms foreign, international, and global all mean the same thing.
- ___ 43. The analysis of Canadian foreign policy undertaken in chapter one suggests that the label of power- realist best reflects that country's global agenda.
- ___ 44. Canada is described in this chapter as the only country to have participated in all U.N. peace-keeping operations as of 2002.
- ___ 45. The 1992 Rio Earth Summit, the largest global town meeting ever held, was headed by Canadian diplomat Maurice Strong.

Matching Names:

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|------------------------|---|
| ___ Daniel Moi | 46. Created hypertext enabling documents to be linked via WWW |
| ___ Timothy Weiskel | 47. Calls globalization pervasive new system replacing Cold War |
| ___ Lester Pearson | 48. One of young demonstrators against IFIs (IMF & World Bank) |
| ___ Htun Aung Gyaw | 49. Originated Canada's policy of "human security" in 1990s |
| ___ Hilary French | 50. Says environment & population issues inextricably linked |
| ___ Naomi Klein | 51. Canadian author critical of MNCs marketing culture in <i>No Logo</i> |
| ___ Robert McNamara | 52. Used the Internet well in promoting human rights |
| ___ Thomas Friedman | 53. Former president of Kenya |
| ___ Craig Kielberger | 54. Professor saying Canadian foreign policy reflects humane values |
| ___ Richard Leakey | 55. Won Nobel Peace Prize for devising UN peace-keeping policy |
| ___ Lloyd Axworthy | 56. Ex-World Bank head said: overpopulation causes hunger |
| ___ Hermann Scheer | 57. Critic of environmental consequences of expanded global trade |
| ___ Costas Melakopides | 58. Aggressive tactics on behalf of Kenya's endangered elephants |
| ___ Juliette Beck | 59. Teenager who agitated on behalf of India's child laborers |
| ___ Tim Berners-Lee | 60. Wrote, <i>A Solar Manifesto</i> , favoring switch to sustainable fuel |