



# **GLOBALIZATION | A BASIC TEXT**

**GEORGE RITZER AND  
PAUL DEAN**

**Third Edition**

**WILEY** Blackwell



# CONTENTS

About the Website	xi
List of Figures	xii
Preface	xiii
<b>1 GLOBALIZATION I</b>	<b>1</b>
Liquids, Flows, and Structures	
Some of the Basics	2
From Solids to Liquids (to Gases)	3
Flows	6
Heavy, Light, Weightless	9
Heavy Structures That Expedite Flows	11
Heavy Structures as Barriers to Flows	16
The Winners and Losers of Global Flows	18
On the Increasing Ubiquity of Global Flows and Structures	20
Thinking About Global Flows and Structures	21
Chapter Summary	23
<b>2 GLOBALIZATION II</b>	<b>31</b>
Some Basic Issues, Debates, and Controversies	
Is There Such a Thing as Globalization?	32
Is it Globalization, Transnationalization, or Regionalization?	35
If There is Such a Thing as Globalization, When Did it Begin?	36
Globalization or Globalizations?	43
What Drives Globalization?	47
Does Globalization Hop Rather than Flow?	48
If There Is Such a Thing as Globalization, Is It Inexorable?	49
Who Controls Globalization?	51
Does <i>Globophilia</i> or <i>Globophobia</i> Have the Upper Hand?	53
What, if Anything, Can Be Done About Globalization?	57
Chapter Summary	59
<b>3 GLOBALIZATION AND RELATED PROCESSES</b>	<b>67</b>
Imperialism, Colonialism, Development, Westernization, Easternization, and Americanization	
Imperialism	68
Colonialism	72
Development	75
Westernization	77
Easternization	80
Americanization	81
Comparisons with Globalization	92

	The Era of the "Posts"	93
	Chapter Summary	95
<b>4</b>	<b>NEOLIBERALISM</b>	<b>105</b>
	Roots, Principles, Criticisms, and Neo-Marxian Alternatives	
	The Historical Context of Neoliberalism	106
	Neoliberalism: The Basic Principles	111
	Critiquing Neoliberalism	118
	Neoliberalism: The Case of Israel	124
	The Death of Neoliberalism?	125
	Neo-Marxian Theoretical Alternatives to Neoliberalism	126
	Chapter Summary	130
<b>5</b>	<b>GLOBAL POLITICAL STRUCTURES AND PROCESSES</b>	<b>139</b>
	On Political Processes and Flows	140
	The Nation-State	141
	"Imagined Community"	147
	Changes in Global Nation-State Relations	149
	Global Political Developments and Structures	160
	Regional Political Organizations	163
	Global Governance	164
	Civil Society	167
	Chapter Summary	173
<b>6</b>	<b>STRUCTURING THE GLOBAL ECONOMY</b>	<b>181</b>
	Before Bretton Woods	182
	Bretton Woods and the Bretton Woods System	184
	The End of Bretton Woods	194
	Regional Economic Integration and Free Trade	199
	Other Economic Organizations	207
	The Role of Emerging Economies	208
	The Multinational Corporation (MNC)	209
	The Myth of Economic Globalization?	212
	Chapter Summary	213
<b>7</b>	<b>GLOBAL ECONOMIC FLOWS</b>	<b>219</b>
	Production and Consumption	
	Global Trade Flows	220
	Global Value Chains	222
	Increasing Competition for Commodities	231
	The Economic Impact of the Flow of Oil	232
	Race to the Bottom and Upgrading	235
	Outsourcing	237
	Financial Globalization	239
	Corporations, People, and Ideas	243
	Consumption	246
	Chapter Summary	253

<b>8 GLOBAL CULTURE AND CULTURAL FLOWS</b>	<b>261</b>
Cultural Differentialism	263
Cultural Hybridization	272
Cultural Convergence	276
Sport: A Case Study for Global Culture	287
Chapter Summary	293
<b>9 HIGH-TECH GLOBAL FLOWS AND STRUCTURES</b>	<b>301</b>
Technology, Mass Media, the Internet, and Social Media	
Technology, Time-Space Compression, and Distanciation	302
Mass Media	311
The Internet and Social Media	318
Chapter Summary	332
<b>10 GLOBAL FLOWS OF PEOPLE</b>	<b>341</b>
Migration, Human Trafficking, and Tourism	
Migrants	342
Migration Flows	345
Human Trafficking	369
Tourism	372
Chapter Summary	374
<b>11 GLOBAL ENVIRONMENTAL FLOWS</b>	<b>383</b>
Modernization and Environmental Flows	385
Differences among Nation-States	387
Global Climate Change	388
Other Environmental Problems	399
Global Responses	404
Framing Global Responses	413
From Lightness to Heaviness in Environmental Flows	416
Collapse	416
Chapter Summary	417
<b>12 NEGATIVE GLOBAL FLOWS AND PROCESSES</b>	<b>427</b>
Diseases, Dangerous Imports, Crime, Terrorism, War	
Borderless Diseases	429
Dangerous Imports	435
Crime	438
Terrorism	443
War	453
The Impact of Negative Global Flows on Individuals	462
Chapter Summary	463
<b>13 GLOBAL ECONOMIC POWER AND INEQUALITY</b>	<b>471</b>
Class Inequalities and Global Cities	
Class Inequality	472
Global Cities and the Rural-Urban Context	487
Chapter Summary	502

<b>14 GLOBAL POWER AND INEQUALITIES II</b>	<b>509</b>
Race, Ethnicity, Gender, and Sexuality	
Power and Inequality	510
Race and Ethnicity	519
Gender and Sexuality	532
Chapter Summary	543
<b>15 DEALING WITH, RESISTING, AND THE FUTURES OF GLOBALIZATION</b>	<b>553</b>
Dealing with Globalization	554
Resisting Globalization	568
Social Movements and Alter-Globalizations	574
The Futures of Globalization	585
Chapter Summary	588
<b>Appendix</b>	<b>595</b>
Anthropology	596
Sociology	596
Political Science	597
Economics	598
Geography	600
Psychology	601
Literary Criticism (Postcolonial)	602
Other Fields	603
Glossary	607
Index	619



# LIST OF FIGURES

1.1	Airline passenger volume	13
1.2	Global migration flows by region, 2010–2015	14
2.1	Internet usage by country (% of population)	41
3.1	Colonial empires and their colonies: 1920	73
3.2	Global english	79
3.3	Trump ratings were low around globe	87
4.1	The top 50 billionaires	128
5.1	Growth of the EU, 1951–2020	151
5.2	From 1990 to 2020, the number of countries with populist leaders holding executive office has increased fivefold and the rise of populist leaders has significantly altered relations between many nation states	157
6.1	Number of regional trade agreements (RTAs) notified and currently in use	200
6.2	Transnationality index of top 100 global MNEs, by decade	210
7.1	Global trade flows, 2018	221
7.2	The global value chain for the iPhone	228
7.3	Amazon's global growth continues to dominate ecommerce, but at what cost	249
8.1	Huntington's civilizations	264
8.2	The domains of the major religions	268
9.1	Global disinformation	328
10.1	Where do international migrants come from globally and live	343
10.2	Flows into low- and middle-income countries	362
11.1	Costs of acquiring sustainable water sources (as a percent of GDP)	395
11.2	Global shale gas development and water stress	400
11.3	Globally degraded forest and landscape restoration opportunities	407
12.1	COVID-19 rapidly spread around the world	431
12.2	Global terrorist attacks	444
12.3	Map of foreign fighters in Ukraine: 2014–2019 (as of June 1, 2019)	447
13.1	Cities powering globalization	494
14.1	The global slave trade forced millions of black people into slavery, mostly across the Atlantic Ocean and to the Americas	514
14.2	World maternal mortality	533
14.3	National laws on sexual orientation, 2019	540
14.4	Enfranchisement of women	542
15.1	Fairtrade around the world	560
15.2	Corruption perceptions index	565
15.3	Global demonstrations associated with BLM, May 24 – Aug 22, 2020	578
15.4	The boomerang pattern	582