

Globalization and Culture



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By John Tomlinson

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Globalization is now widely discussed, but the debates often focus on economic issues. A lucid and engaging writer, John Tomlinson goes far beyond traditional discussions to analyze the wide-ranging cultural, social, and moral aspects of globalization.

Tomlinson begins this ambitious project by studying the relationship between globalization and contemporary culture, explaining the importance of time and space concerns, cultural imperialism, "deterritorialization," the impact of the media and communication technologies, and the possible growth of more cosmopolitan culture. We come to understand how someone may face unemployment as a result of downsizing decisions made at a company's head office on another continent, or how the food we find in our grocery stores is radically different today from twenty years ago. He discusses the uneven nature of the experience of global modernity in relation to first and third world countries, and concludes that a genuinely cosmopolitan culture is unlikely to emerge unless we respect cultural differences and share a common sense of commitment about the world.

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