Q) Discuss cultural globalization, political globalization and technological globalization.

Ans: **Cultural globalization** means the intensification and expansion of cultural flows across the globe.It refers to the free flow of ideas,meanings ,cultural norms,lifestyle,food habits ,values and so on around the world in such a way as to extend and intensify social relations.

This process is marked by the common consumption of cultures that have been diffused by the internet,popular culture,media and international travel.It thus involves the formation of shared norms and knowledge with whch people associate their individual and collective cultural identities. This free fow of cultural norms,values and ideas across the globe makes it clear that globalization can affect the cultural sphere of human existence in multiple ways.

1) First,it can have a heterogening effect at the cultural level.This is due to the expansion of information and communication technology,the cultural uniqueness of diverse regions of the world might be recognized and accepted by other societies and regions.This process also enriches relations and enhances cultural diversity around the globe.

2) Second,the same information and communication technology revolution can also postulate a homogenizing effect at the cultural level. Within this process, the mighty culture affects the local culture and even becomes the dominant culture of that particular region. This may be seen in terms of the overwhelming expansion of the cultural norms and ideas of the Global North over the Global South. This results in the loss of individual or local cultures.

3) Third, another phenomenon of cultural hybridization has also evolved. This means that at times , diverse cultures get fused or hybridized and assume together a new shape.

Thus in the era of globalization,cultural sovereignty is being transformed under the rising tide of an uninterrupted inflow of ideas and products from across the territorial border and their subsequent amalgamation into local and regional taste.

**Cultural globalization** can be best understood by analysing the new phenomenon of ‘ McDonaldization’. It is a process of the growing dominance of the principles of fast-food restaurants all around the world.The growing chains of McDonald’s across the world reflect the homogenizing effect of cultural globalization.

The two main effects of globalization on cultural sovereignty are :

i) It could lead to a narrowing of sovereignty in the sense that expansion of a dominant culture in different regions of the world could be a threat to the authenticity of local goods and taste.

ii) It has led to the expanding of sovereignty ,in the sense that a local culture,lifestyle or taste has tried to influence global products and brands.

**Political globalization:**

**Political globalization** refers to the intensification, expansion of political interrelations and growth of the worldwide political system across the globe.

It can best be understood in the following ways:

1. First, it represents a process wherein the political relations between countries become closely and deeply linked.Due to this, domestic policies get affected by international policies.Under the process of globalization, the distinction between domestic and international policies has become insignificant.
2. Second,political globalization also means the emergence of international organizations and regimes,transnational bodies and non-state actors whose activities have effect on the international sphere. This in turn affects the authority of the nation states.This indicates institutionalization of international political structures.
3. Third, it demonstrates the existence of global governance at the international level, which includes the emergence of both specialized and general international organizations.This phenomenon has been termed ‘ global governance’ by Craig Murphy and others.The general organizations that have emerged at the global level are the Concert of Europe,the League of Nations and the United Nations.Thus ,political globalization indicates the emergence of global institutions for addressing global issues.
4. Fourth,with the integration of national and global politics, the present era of globalization involves the emergence of regional and global law,which in turn gives a threat to state sovereignty.
5. Fifth, now issues in global politics particularly security and territorial issues are no longer confined to geopolitical concerns only. Rather,its study has expanded to include non-security issues( which are sometimes referred as low politics) namely, social,economic and environmental questions.

**Technological globalization:**

Technological globalization can be defined as the increasing speed of technological diffusion across the global economy. It refers to the spread of technologies around the globe,particularly from developed to developing nations.This includes both:i) The spread of technological know-how(how to create technology).ii) The literal movement of technology around the world(trade in technological goods). With rapid developments in technological innovations in the 21st century and increased ease and speed at which we can move technologies across the world economy,technological globalization is occurring at a faster rate than ever.The global flow of technologies has been extensively researched by Arjun Appadurai who considered technological globalization to be one of five ‘spheres of globalization’. He labelled technological globalization the ‘technosphere’ and explained both it’s cause and effect of globalization. As an effect of globalization , we can see that technologies spread more easily due to political globalization ( the increased interconnection of nations) and economic globalization( the rise of a global economy facilitated by liberalization of trade.) For example , free trade agreements can make it easier to move technologies across borders; and manufacturing in the developing world can make it cheaper to produce those technologies. It is also a cause of globalization because new technologies like the internet and cell phones make it easier to conduct cross-border trade and interactions.Similarly, technologies that have made air flight more efficient have helped increase the flow of people around the world.

Some examples of technological globalization are growth of multinational technology,mobile banking,mechanization of manufacturing, media globalization etc.