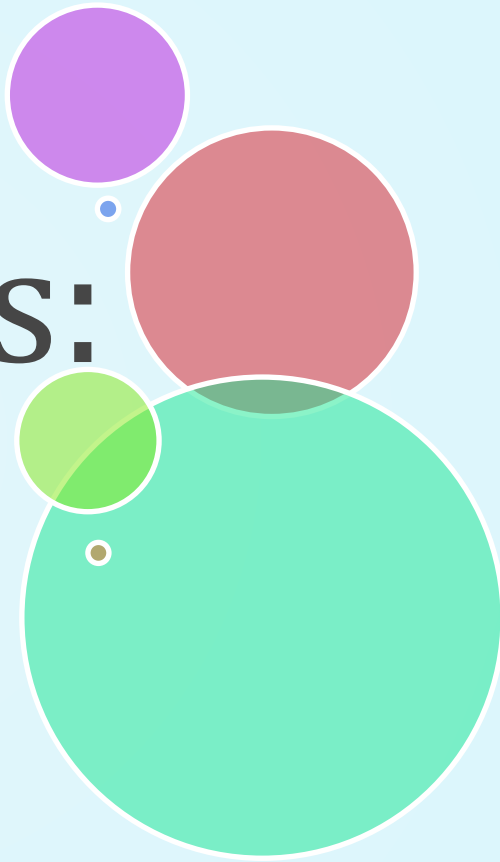
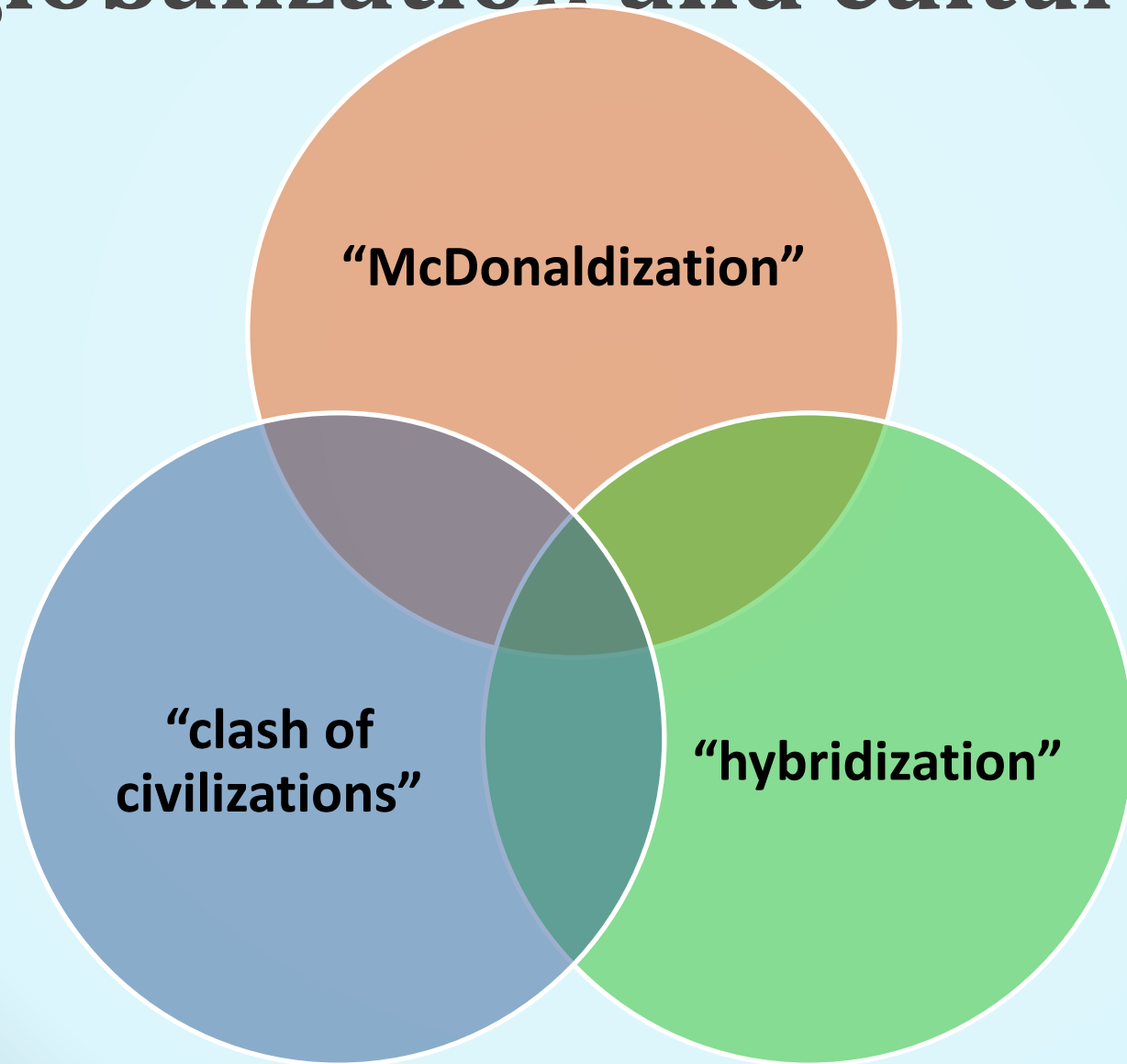


# Globalization goes in circles: Hybridities East-West



Bondareva E.

# Three major approaches to globalization and culture



# Hybridization



Hybridization is 'the way in which forms become separated from existing practices and recombine with new forms in new practices'



# Why study hybridities East-West

- the need to **overcome Eurocentrism** and develop a polycentric perspective on world history (Giddens' view that globalization is 'a consequence of western modernity')
- to shed light on the contemporary 'rise of Asia'. If this is not merely a rise but a comeback
- a matter of deepening our understanding of globalization, viewed not just from a western viewpoint but, indeed, from global viewpoints. **Globalization thinking should be global.**
- uncovering the layers in East-West relations and looking beyond present times contributes to a **sophisticated take on hybridity.**

# Phases of globalization

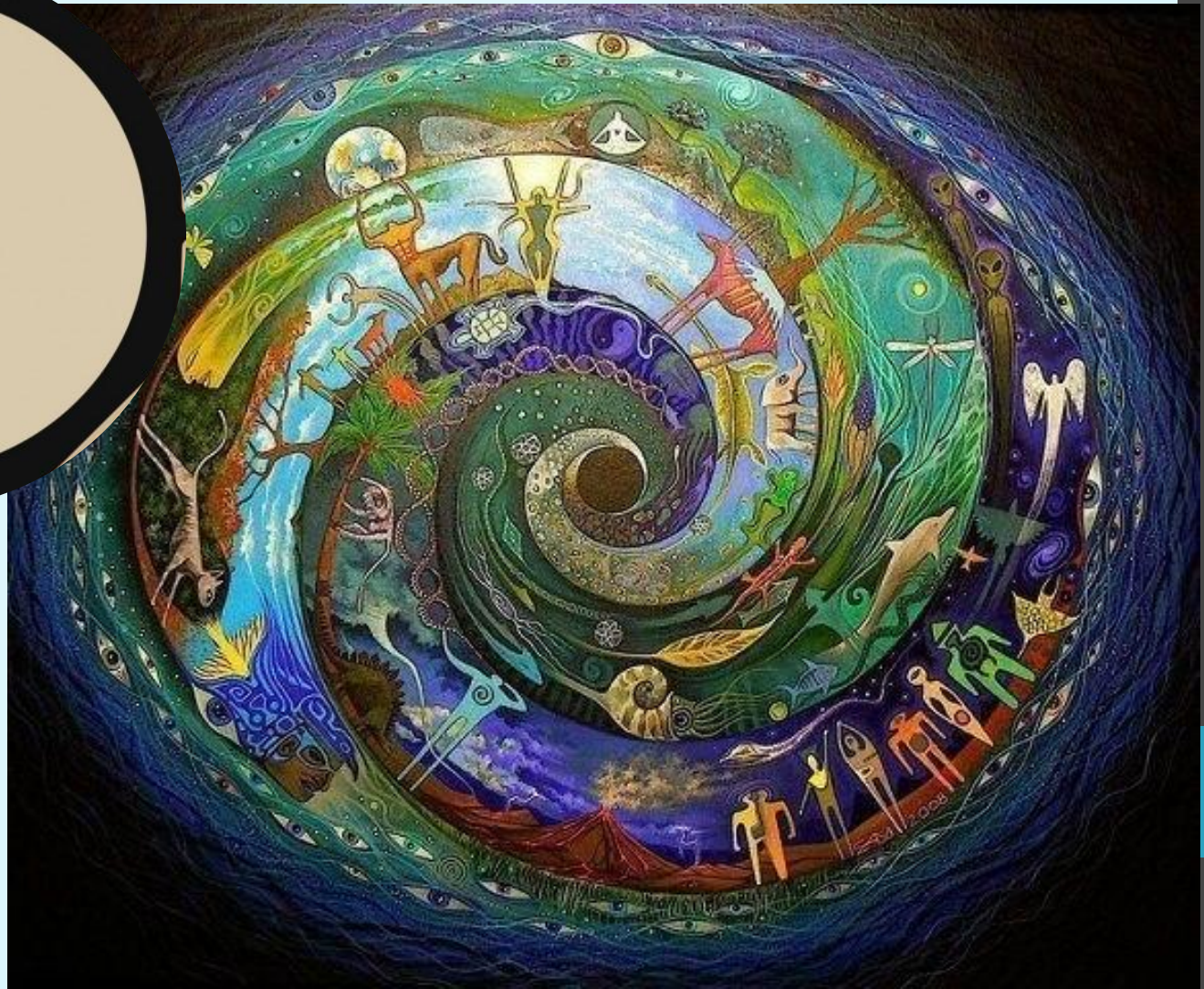
<i>Phases</i>	<i>Start time</i>	<i>Dynamics</i>	<i>Central nodes</i>
<b>Prehistory</b>	3000 BCE	Migrations, trade, conquest	East and South Asia
<b>Early</b> (Oriental, primary)	500 CE	Integration world economy	Middle East
	1000	Productivity, technology	East to South Asia
<b>Early modern</b>	1500	Triangular trade, Americas	Multipolar & Europe
<b>Modern</b>	1800	Colonialism, industry, IDL	Euro-Atlantic economy
<b>Contemporary</b> (accelerated)	1950	MNCs, cold war	Triad US, EU, Japan
	1970	NIDL	NIEs
	1980	Neoliberal globalization, flexible accumulation, Toyotism, offshoring, outsourcing	Washington institutions, East Asian tigers, NIEs, Asia-US co-dependence
	2000	Trade, energy, security	BRIC(SA)

\* In economics the **new international division of labor (NIDL)** is an outcome of globalization. The term was coined by theorists seeking to explain the spatial shift of manufacturing industries from advanced capitalist countries to developing countries

# XXI century

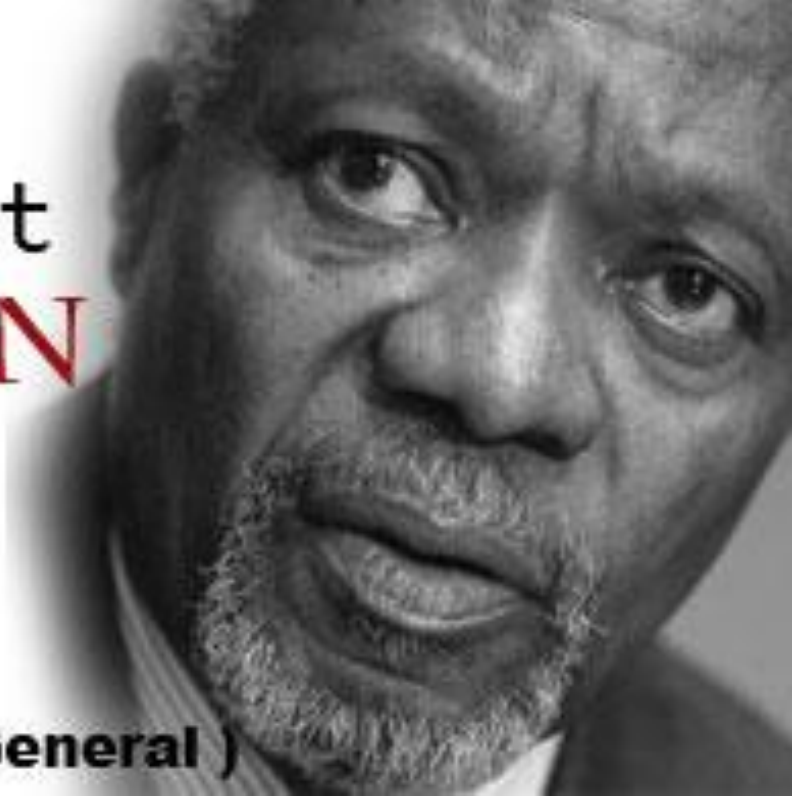


*Globalization goes in  
circles: East-West, West-East,  
East-West...*



It has been said that  
arguing against  
**GLOBALIZATION**  
is like  
arguing against  
**THE LAWS OF GRAVITY**

**Kofi Annan (Former UN Secretary-General )**



**Thanks for your attention!**