

Critique and analysis of baumann's article



Within this evaluation, a critical reflection will be made based on the causes of libations and to what extent the social effects of globalization provoke 'moral outcry, based on Bandsman's 2001 " Ann-Globs" article. From which, Bandsman's key points will be analyses and critiqued. The term globalization applies to a set of processes that appear to transform our present social condition of conventional nationality into one of globosity and reliability (Stager, 2013).

Within the idea of reliability, the revolution in " consumer tastes and unabated construction of global electronic highways, all Increase the inter-dependence and Inter-connections of action economies across the globe" (Dole & Lowe, 2005, p. 4). Guldens 1 990 agrees and goes on to state that globalization is the " Intensification of world wide social relations, which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa" (p. 64).

These links can relate to the ideas of increased mobility (Robins, 2000) or flows (Beck, 2000) across national borders, of products, services, Information, communication, people and ideas (Parsons and Macmillan, 2009). Whilst Levity (1983) adds to this by claiming that due to these links. globalization Is characterized by the standardization of product or services across all markets, leaving some regions developing this standardization more rapidly than others, whilst also being the most cost effective mode of competing in these global markets.

As these markets become more standardized, an increase in competitive pressure and the need to survive in the economy becomes much more

apparent. Therefore it could be said that globalization is about shifting forms of human contact, this affirmation thus implies three assertions: first, that we are slowly leaving behind the condition of modern nationality that gradually unfolded from the 18th century onwards; second, that we are moving towards the new condition of postmodern globosity; and, third, that we have not yet reached it.

Globalization therefore suggests a notion of 'development' and 'unfolding' (Stager, 2013). Such unfolding may occur quickly or slowly, but it always corresponds to the idea of change, and therefore, denotes transformation. Globalization can also be thought of as the emergence of competitive yet worldwide interconnectedness, by the ways of flow and exchange of capital, labor and technology throughout global borders. From this, drivers of globalization appear.

Drivers such as the advances in technology, the removal of political and economic barriers and the free movement of capital allow global markets to progress. Therefore, allowing such markets to become more diverse. Consequently meaning that people now have greater access to capital, technology and have less restrictive political and economic barriers. For example, due information can be created because of the innovative use of resources that are used to endorse new products and ideas across borders, regardless of geographic location.