

Globalization



Globalization is a phenomenon in which corporate expansion around the world and economic growth comes together. This seems like a good thing. Globalization can be viewed as an improvement for society for many reasons driven by free-market capitalism. This super powered phenomenon can also be seen as a threat because it is an ideology or concept that is trying to advance the corporate agenda; in retrospect globalization is the contemporary form of capitalism. If globalization were to benefit or be advantageous to all people then it would be a great thing.

It just needs to be geared in the right direction and there is no proof that it will or how long it will take. Critics of globalization have been concerned that the spread of a global consumerism would wipe out local cultures and homogenize the entire world, but Foer returned convinced that globalization has not and will not soon wipe away local institutions and cultures. On the contrary, he suspects the opposite has happened: In response to the threat of global integration, local entities have launched counterattacks that are successful but " not always in such a good way. Globalization means different things to different people.

To those who favor it, it represents fewer reasons for armed conflicts, more opportunities for escaping the confines of tradition and narrow-mindedness, a higher standard of living, and more access to the good things of life; in short, capitalism and democracy. To those who mistrust it or hate it, it means the submersion of national sovereignty, the extinction of regional cultures, the enrichment of multinational corporations and the bankruptcy of corner stores, the undermining of religion, and the corruption of morality; in short, capitalism and democracy.

Franklin Foer asserts that both the proponents and detractors of globalization have oversold its influence. His proof is soccer. This sport, which everywhere but in the United States is the most popular team sport of the poor, provides an alternative focal point to both globalized economies and traditional religions and cultures. Capitalists and theocrats are unable to compete against a sport that manages to change its image in protean ways to suit local conditions.

The American culture wars form Foer's last section. American soccer is an upper-middle-class game supported, he asserts, by yuppie parents who dislike the violence and lower-class values of American football and basketball. They have counterculture values and high culture pocketbooks. As a result, in the United States fans pack the stands for international matches, but those stands are filled with immigrants rooting for their "home team," the visitors.

Such is the irony of a multicultural nation where immigrants make up such an important part of the soccer public. They are much rowdier than the well-bred white Americans who come to see a gentlemanly game. Foer argues that globalization as a phenomenon is not America forcing its values and merchandise onto helpless cultures. Soccer shows that local cultures have tremendous resilience. Globalization is international and multinational, and while no one can escape it entirely, globalization is not destiny.