

# Lecture Note

**Course Title: ICS 1102 Man and Global Society**

**Credits: 3(3-0-6)**

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**Week 1**

**Unit 1: Introduction to Man and Global Society Course**

## Topic

1. Introduction to Man and Global Society
2. Evolution of global society
3. Globalization's meaning and concept in the modern context
4. Introduction to impacts of globalization

## Objectives

After the completion of this unit, students should be able to:

1. Summarize the idea of man and global society study.
2. Explain the relationship between human and society in both positive and negative aspects.
3. Define a global society.
4. Define globalization and explain what caused the globalization.
5. State positive and negative impacts of the globalization.

### **What is Man and Global Society about?**

- Man refers to humanity of this world. Every human in every society has unique social and cultural construction.
- Global society means a virtually single world that has been processed by the globalization.

### **What is global society?**

Global society refers to all- human society, which exists on our planet from the beginnings of humanity in the form of many local societies and communities, national states etc. In other words, global society is in the form of different groups of people.

The term “*global*” can also give an idea of the word “*Globalization*”, whose meaning tends to be a transferring of the knowledge from local to global.

Now, according to these two definitions, a “*Global Society*” is “a society in which the people of the whole world are unified into a single society”. Human being cannot live alone or without communicating with other things whether they are other humans, machines or animals. This means that humans are social by nature.

### **Evolution of global society**

There were similar concepts of global society known since the ancient times. The example is an idea of cosmopolitan (which means citizen of the world - that is of ‘cosmopolia’ or global society; society of the world in the ancient Greek language).

The significant factor that makes the world become the global society or the seeming single society is the emergence and development of information and communication technology in the modern world, which has driven the globalization. Different parts of the world become as part of the globalization process.

### **Globalization’s meaning and concept in the modern context**

Globalization is the new catchword in the world economy that dominates the globe since the 19<sup>th</sup> of the last century. Globalization is mainly a socio-economic term which is nowadays synonymous with the economic development of a country.

The simple definition of globalization is that it is “*a continuous process through which different societies, economies, traditions and culture integrate with each other on a global scale through the means of communication and interchange of ideas*”.

Another simple explanation of the globalization is the fact that *we communicate and share each other’s cultures through travel and trade, transporting products around the world in hours or days. We are in a huge global economy where something that happens in one area can have knock on effects worldwide. This process is called globalization.*

The globalization has resulted in the following:

- Increased international trade
- A company operating in more than one country
- Greater dependence on the global economy
- Freer movement of capital, goods and services
- Recognition of companies such as McDonalds and Starbucks in lesser economically developed country (LEDCs)

### **Main factors that have caused the globalization**


Back to the past, the globalization was started by the following happenings:

- The plan by the world leaders to break down the borders for fostering trade relations between nations after the World War II.
- Major countries like India, Sri Lanka, Indonesia and some countries in South America gained independence. As a result, these countries started having their own economic systems and made established trade relations with the rest of the world.
- The establishment of the United Nations Organization (UN) was also a major factor of the happening of globalization.
- The establishment of the World Trade Organization which led to the growth of a uniform platform to settle trade and commercial discussions. According to economic surveys, the world exports improved significantly from 8.5% to around 16.2% due to the happening of globalization.

In the modern world, the globalization has still been evolved. Thus, there are several key factors which have influenced the process of globalization:

- Improvements in transportation - larger cargo ships mean that the cost of transporting goods between countries has decreased. Economies of scale mean the cost per item can reduce when operating on a larger scale. Transport improvements also mean that goods and people can travel more quickly.
- Freedom of trade - organizations like the World Trade Organisation (WTO) promote free trade between countries, which help to remove barriers between countries.
- Improvements of communications - the internet and mobile technology has allowed greater communication between people in different countries.
- Labor availability and skills - countries such as India have lower labor costs (about a third of labor cost of the UK) and also high skill levels. Labor intensive industries such as clothing can take advantage of cheaper labor costs and reduced legal restrictions in LEDCs. (see the movie “*The Outsource*”)
- Transnational corporations - Globalization has resulted in many businesses setting up or buying operations in other countries. When a foreign company invests in a country, perhaps by building a factory or a shop, this is called *inward investment*. Companies that operate in several countries are called multinational corporations (MNCs) or transnational corporations (TNCs). The US fast-food chain *McDonald's* is a large MNC -

it has nearly 30,000 restaurants in 119 countries. Examples of multinational corporations are:

		
A Shell filling station	A McDonald's restaurant in Shanghai, China	Coca Cola billboard above a store in Kabul
		
Niketown store in Chicago	Production line in a Ford factory, India	

### Introduction to impacts of globalization

As mentioned, the globalization process has very much affected on the global economy and trading, for example:

- Promotion of increased competition, free commerce and trade (more investment and capital flows) due to an abolition of various double taxes, tariffs, and capital controls.
- Reduction of transport cost and development of infrastructure
- Creation of global corporations which create more employment
- Spread of technical know-how (technological transfer), as all the innovations that happen in the western world also come into developing countries due to globalization. The spread of know-how can also be expanded to include economic and political knowledge, which too has spread far and wide. This effect has benefits in many areas of societies in less developed and developing countries such as more wellbeing and quality or standard of living.

Globalization also has its effect on socio- cultural terms.

The “*spread of culture*”- The world that we live in today is a result of several cultures coming together. People of one culture tend to see the flaws in their culture and pick up values that are more correct or in tune with the times. Societies have become larger as they have welcomed people of other civilizations and backgrounds and created a whole new culture of their own. Examples of cultural spread include cooking styles, languages and customs, movies, musical styles and other art forms. These have moved from one country to another, which leaves an impression on a culture which has adopted them.

The “*spread of education*”- One of the most powerful effects of globalization is the spread of education. Today, you can move in the search of the best educational facilities in the world, without any hindrance. A person living in U.S. can go to another continent for a new experience which he may not find in his home country. If one is interested, one can even get a specialization in subjects that are different from what are in his country and then spread that knowledge to the home country. Education can also promote social mobility of a person as well.

It can be concluded that the globalization has brought the world a lot closer in terms of economic cooperation and trade, socio-culture and technology.

It seems that the globalization benefits less developed or developing countries to be more prosperous. However, the globalization has also become a tool for developed countries to gain an upper hand over developing countries. In other words, developed countries seem to control over less developed or developing countries within the process of globalization. But actually both sides have been affected from the globalization. People in developed countries also have lost their livelihood because of outsourcing (outsourcing in less developed/ developing countries where labor cost is lower), and people in developing countries are also facing poor working conditions and terrible compensation. This is a reality of globalization that is happening today.

### **The challenges of globalization**

While allowing many advantages to the developing societies, the globalization has also thrown open varied challenges which require the world to give its future concerns.

- Inequality across and within different nations
- Instability or unpredictability in financial market
- Worsening environmental situation
- Social insecurity
- Displacement and alienation

### **Questioning Issue**

The question is how to manage the world with diversity. As the world is very much globalized, how to sustain each national and indigenous culture, reduce social tensions and conflicts and still promote technological knowledge and innovation transfers for better living around the world.

**Learning Activities and Medias**

1. Lecturer explains the course.
2. Students do pretest and KWL.
3. Students discuss on the definition of globalization and effects.
4. Summarizing the lecture.
5. Students watch a VDO “Home”, a stunning visual portrayal of earth (or relevant). Then, they are assigned to summarize in paper what they understand about the story and submit in the class.