formed by a South American band at aian, and the more mundane experiences as Irish bagels, Chinese tacos, Kosher of such hybrids is long and growing. The contrast, of course, would be such burgers in the United States, quiche in

be made in this context of Arjun Cultural Dimensions of Globalization the disjunctures among them. These realities around the world; they tend adurais discusses five global flows or flows of people), mediascapes (media flows), finanescapes (flows of money escapes (flows of ideas). The use of to communicate the idea that these variable shapes and are therefore con-

The main interest of the entities involved in globalization is in seeing their
power, influence, and in many cases profits grow (hence the term globalization) throughout the world. Globalization involves a variety of subprocesses—Americanization and McDonaldization, as well as capitalism. They, and others, are central driving forces in globalization, and they are of particular interest to me.

Theoretical Orientation

Globalization and glocalization are rooted in competing visions of the contemporary world. Globalization is a modern view emphasizing the growing worldwide ability of, especially, largely capitalistic organizations and modern states to increase their power and reach throughout the world. Two of the preeminent modern theories—those of Karl Marx and Max Weber (and of their followers)—undergird this perspective. While Marx focused on the capitalistic economic system, Weber was concerned with the rationalization of not only the economy but many other sectors of society in the modern world. Both capitalism and rationalization were products of the Western world, and both were aggressively exported to the rest of the world, largely in the 19th and 20th centuries and to this day. That is, it could be argued that both have been, and are, examples of globalization.

Marxian (and neo-Marxian) theory leads to the view that one of the major driving forces behind globalization is the corporate need in capitalism to show increasing profitability through more, and more far-reaching, economic imperialism. At first, the expansionism is internal to a given nation, but as profit limits are reached, or profits even begin to erode, there is great pressure to expand to other nations. Many of the firms that succeeded in becoming international presences in the 20th century have become global businesses in the early 21st century. Another driving force is the need for corporations and the states and other institutions (media, education) that buttress them to support efforts at enhancing profitability by increasing their cultural hegemony nationally and ultimately throughout the world. Thus, from this perspective, the need for (especially) American corporations to show ever-increasing profits, and the related and supporting need of the United States and American institutions to exert ever-increasing cultural hegemony, goes to the core of globalization. American corporations aggressively export commodities for their own profit, and the nation as a whole is similarly aggressive in the exportation of its ideas (e.g., free market, democracy) in order to gain hegemony over other nations, not only for its own sake but for the increased ability to market goods and services that such hegemony yields. Of special interest today are the various consumer systems, the “cathedrals of consumption” or “new means of...
Profits grow (hence the term globalization) on involves a variety of subprocesses—tion,79 as well as capitalism. They, and globalization, and they are of particular

are rooted in competing visions of the m is a modern view emphasizing the socially, largely capitalist organizations of power and reach throughout the world. Theories—those of Karl Marx and Max Weber undergird this perspective. While Marx viewed the capitalist system, Weber was concerned with the origins of rationalization and rationalization processes of production were products of the idea of power and reach throughout the world, especially, given our interests, in the sphere of consumption. One of the defining characteristics of rationalization is efficiency: Weber saw the 19th- and early 20th-century bureaucracy as a highly efficient organizational structure, and in the realm of production it was soon joined by the assembly line, which greatly increased the efficiency of the production process. Both forms have, of course, been globalized. More recent is the creation and dramatic expansion of highly efficient cathedrals of consumption—McDonald's and Wal-Mart are good examples—and they too have been globalized. The Weberian approach attunes us to the "global" spread of these rationalized structures. That is, rationalized structures have a tendency to replicate themselves throughout the world (through, for example, global organizations emulating successful others wherever they may be found), and those nations that do not have them are generally eager to acquire them. That is, they globalize both because of a desire to export them to other parts of the world in order to enhance profits and influence and because other nations are anxious to acquire them and the greater efficiencies that they bring with them. While American corporations, indeed the United States as a whole, can be seen as highly rationalized in both production and consumption, there are, as we will see, many other rationalized structures not only in the United States but increasingly throughout much of the world.

While modern theories like those associated with the Marxian and Weberian traditions are closely linked to the idea of globalization, globalization is...