Modernity at Large: Cultural Dimensions of Globalization - Arjun Appadurai

From the Introduction

The period since 1989 has been marked by the global endorsement of open markets, the free flow of finance capital and liberal ideas of constitutional rule, and the active expansion of communication networks. These trends have fostered an internationalization of production, finance and social relations that are not territorially localized but have become global in their reach and impact. But if globalization is reshaping the world, it is also viewed with increasing suspicion – and it is still not clear how to understand and conceptualize the huge shifts that are taking place. Appadurai's work is now considered one of the most original and influential in the field of cultural studies.

A common tactic among gifted creative thinkers is to shift a problem or argument into a novel interpretative framework, and this is exactly what Appadurai did. Modernity at Large interrogates modernity through Appadurai's notion of 'scapes,' or a set of separate, interacting flows that, he suggests, cross the globalized world: ethnoscapes (the flow of people), mediascapes (flow of media), technoscapes (technological interactions), financescapes (capital flow), and ideoscapes (the flow of ideas). This concept is a way of understanding the global as inherently segmented and the local as mobile. It suggests that the modern is produced in the flux of diverse flows, and that the processes of globalization are not neutral or value-laden. Instead, they are produced and shaped by the movements of people and things, and the competing visions and interests of various groups and nations.

Conclusion

In this conclusion, I want to return to the book's first question. A Reading of Globalization refers to the authors' complex and fascinating book, which tells us about the modern and its globalizing dimensions. From the perspective of changes Eastern Europe and China, which are major cultural and economic actors in the contemporary global economy, the book offers a fascinating analysis of the modern and its globalizing dimensions. From the perspective of changes Eastern Europe and China, which are major cultural and economic actors in the contemporary global economy, the book offers a fascinating analysis of the modern and its globalizing dimensions. From the perspective of changes Eastern Europe and China, which are major cultural and economic actors in the contemporary global economy, the book offers a fascinating analysis of the modern and its globalizing dimensions. From the perspective of changes Eastern Europe and China, which are major cultural and economic actors in the contemporary global economy, the book offers a fascinating analysis of the modern and its globalizing dimensions. From the perspective of changes Eastern Europe and China, which are major cultural and economic actors in the contemporary global economy, the book offers a fascinating analysis of the modern and its globalizing dimensions.
The Black Atlantic
Paul Gilroy 1993
An account of the location of black intellectuals in the modern world following the end of racial slavery. The lives and writings of key African Americans such as Martin Delany, W.E.B. DuBois, Frederick Douglass and Richard Wright are examined in the light of their experiences in Europe and Africa.

City of the Future
Mateusz Laszczkowski 2016-08-01
Astana, the capital city of the post-socialist Kazakhstan, has often been admired for the design and planning of its futuristic cityscape. This anthropological study of the development of the city focuses on everyday practices, official ideologies and representations alongside the memories and dreams of the city’s longstanding residents and recent migrants. Critically examining a range of approaches in place and space in anthropology, geography and other disciplines, the book argues for an understanding of space as inextricably material and imaginary – allowing for a plurality of incompatible pasts and futures materialized in spatial form.

Risk, Environment and Modernity
Scott Lash 1996-01-31
This wide-ranging and accessible contribution to the study of risk, ecology and environment helps us to understand the politics of ecology and the place of social theory in making sense of environmental issues. The book provides insights into the complex dynamics of change in risky societies.

Television
Raymond Williams 2004-06-01
Television: Technology and Cultural Form was first published in 1974, long before the dawn of multi-channel TV, or the reality and celebrity shows that now pack the schedules. Yet Williams’ analysis of television history, its institutions, programmes and practices, and its future prospects remains remarkably prescient. Williams stresses the importance of technology in shaping the cultural forms of television, while always reminder the observer of Williams’ dictum that ‘the medium is the message’. In the medium, he is the message. Williams ends, in the concluding, somewhat counterintuitive, note that television is part of the fabric of our daily lives, but because it is a new technology it contains the potential for new forms of self and political expression.

Hybridity, OR the Cultural Logic of Globalization
Kraidy 2007-09

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