

The Globalization of Nothing

George Ritzer

Globalization is not a singular process with uniform results, but a term that encompasses a number of transnational processes. This essay distinguishes between two broad sub-processes under the larger heading of globalization—glocalization (the integration of the global and the local) and grobalization (the imposition of the global on the local). It also explores the distinction between nothing (forms that are centrally conceived and controlled and largely lacking in distinctive content) and something (forms that are indigenously conceived and controlled and comparatively rich in distinctive content). The article focuses on two pairings that result from relating these sets of concepts—the grobalization of nothing and the glocalization of something. In the realm of culture in general and consumption in particular, the conflict between these two processes is a central issue in the world today. The triumph of the grobalization of nothing promises cultural homogeneity, while the glocalization of something offers at least some hope for cultural heterogeneity in a world in which the truly local has almost entirely disappeared.

While social theorists have long been interested in globalization, there has been an explosion of work on the topic in recent years.¹ The flowering of such theories is a reflection of the fact that globalization is of great concern to, and enormous significance for, much of the world's population. Globalization is transforming virtually every nation and the lives of billions of people.² The degree and significance of its impact is visible everywhere one looks, in the shopping malls that increasingly dot many areas of the developed world, the vast array of franchises found in them,

George Ritzer is Distinguished University Professor at the University of Maryland where he has also been a Distinguished Scholar-Teacher and won a Teaching Excellence Award. He was awarded the 2000 Distinguished Contributions to Teaching Award by the American Sociological Association. In addition to *The McDonaldization of Society* (1993, 1996, 2000; translated into a dozen languages), he is the author of more than twenty books, including *Expressing America: A Critique of the Global Credit Card Society* (1995), *Enchanting a Disenchanted World: Revolutionizing the Means of Consumption* (1999), and *The Globalization of Nothing* (forthcoming). He is also a founding editor (with Don Slater) of the *Journal of Consumer Culture*. Among his forthcoming works are the *Handbook of International Social Problems* and the two-volume *Encyclopedia of Social Theory*.

Globalization Of Nothing

G Thomas



Globalization Of Nothing:

Whispering the Techniques of Language: An Emotional Quest through **Globalization Of Nothing**

In a digitally-driven earth where displays reign supreme and quick communication drowns out the subtleties of language, the profound techniques and psychological nuances hidden within words usually move unheard. However, located within the pages of **Globalization Of Nothing** a fascinating fictional treasure blinking with raw emotions, lies an extraordinary journey waiting to be undertaken. Published by a skilled wordsmith, this marvelous opus encourages viewers on an introspective journey, softly unraveling the veiled truths and profound affect resonating within the very fabric of every word. Within the psychological depths of the emotional review, we can embark upon a sincere exploration of the book's primary subjects, dissect their interesting publishing type, and succumb to the strong resonance it evokes deep within the recesses of readers' hearts.

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