

## What is Globalization?

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## What is Globalization?

- The creation of a global economy
- The creation of a global culture
- The concentration of power in a smaller number of hands and/or nations?
- The erasure of the borders that divide us?



## Globalization: McDonald's as a Case Study



- As a major multinational corporation, McDonald's operates 30,000 restaurants in 119 countries around the world.
- McDonald's opens a new restaurant every three hours -- 2/3 are located outside the U.S.
- There is a McDonald's restaurant on every continent except Antarctica.



## In any one day, McDonald's...

- ... serves 35 million customers (<1% of the world's population).
- ... prepares more than 6.8 million pounds of french fries.
- ... opens eight new restaurants around the world.
- ... employs nearly three million people worldwide.
- ... opens around six new restaurants outside the U.S.



## McDonald's Goes Global

- What does globalization look like?
- In McDonald's case, it is corporate policy to adapt to the cultural expectations of local consumers (although not cultural expectations of local workers).
- Each country has its own menu in addition to (or as an alteration of) the standard classic McDonald's menu offered in the U.S.

McDonald's, Golden Arches Logo, I'm lovin' it, and HOTTO TUDO ISSO, POR FAVOR, NÃO CRIAR, É SÓ O QUE É, LOVE DO TUDO, DO TUDO, DO TUDO ARE TRADEMARKS OWNED BY McDONALD'S CORPORATION AND ITS AFFILIATES.



## McDonald's Goes Global

- Local signage
- Use familiar logos ("Golden arches," "Mc", and "Ronald McDonald")
- Use local language





McThailand



McJapan



McChina I



McChina II



McBeijing



McBali



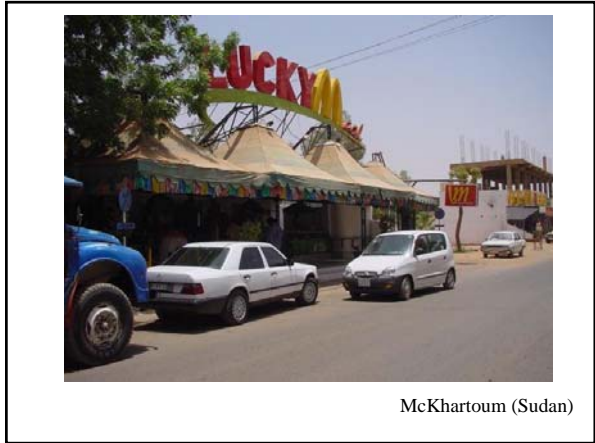
McMoscow, Russia



McSaudi Arabia



McBahrain



McKhartoum (Sudan)




McVancouver



### Ronald McDonald's Local Identity:

- Japan: Donald McDonald
- Singapore: Uncle McDonald
- Replaced with Asterix in France in 2002
- May be phased out over time.



## McDonald's Goes Global: Local specialties added to menus

- Uruguay - "McHuevo": hamburger topped with a poached egg.
- Norway - "McLaks": grilled salmon sandwich with dill sauce
- Germany - beer.
- Israel - No cheeseburgers, so kitchen stays kosher.
- India - "Maharaja Mac": Big Mac with all lamb patties.
- Hong Kong - Red Bean ice cream sundae.
- Japan - Green Tea Shake.
- Thailand - Sweet Corn Pie.
- New Zealand - "Kiwiburger" - hamburger with a fried egg and slice of beet.



## McDonald's as a Globalization Icon

- Used both by advocates and opponents of globalization.
- Thomas Friedman's "Golden Arches Theory of Conflict Prevention"
  - "No two countries that both have a McDonald's have ever fought a war against each other." (NYT, December 8, 1996). ([link](#))([link](#))
- The visual record....



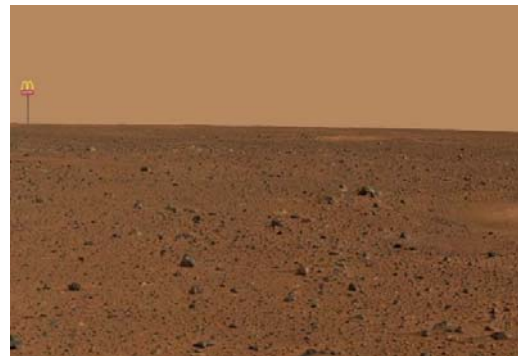
"Opening the new Iraqi McDonald's" (based on Joe Rosenthal's photo of the flag-raising at Iwo Jima, 1945) -- a pro-Iraq War webpage



"Coming Soon to a Crater Near You..." -- an anti-Iraq War webpage



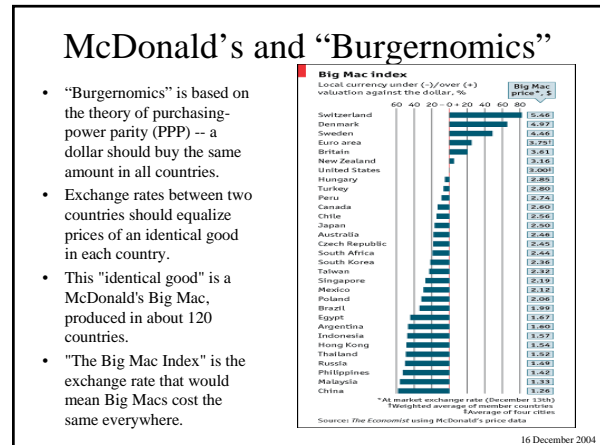
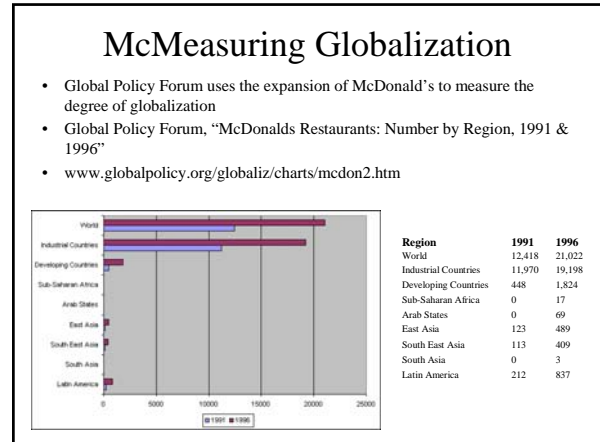
"McOmar's! Casablanca's savvy response to global fast drive-throughs of McDonald's" -- Professor Hsain Ilahiane, Iowa State University anthropologist ([site](#))



"McDonald's Will Eat Us All...." -- The Mars Voyager



Social satire highlighting one of the downsides of having a humanoid as part of your brand identity.... -- found on the web as part of an anti-McDonald's/anti-globalization site  
<http://www.mcdonalds.com/uk/0199>



### So just what is globalization?

- Multiple definitions
- Shaped by the disciplinary and political perspectives of the definers
- Also shaped by the definers' roles in the process and their relationship to it.

### Definitions of Globalization

- "Globalization [is] a process (or set of processes) which embodies a transformation in the spatial organization of social relations and transactions, expressed in transcontinental or interregional flows and networks of activity, interaction and power."
- David Held and Anthony McGrew, *Global Transformations* (1999)
- "Globalization [is] the concentration of capitol and the exclusive concentration of communication systems [which] affects not only the lives of indigenous peoples, but also affects the lives of poor people of the world. When we speak of free trade, we are not talking about the small and middle commercial sectors of the world, but rather we are speaking of the great monopolies."
- Rigoberta Menchu, Nobel Peace Prize laureate and indigenous rights activist

## Definitions of Globalization

- "[T]he inexorable integration of markets, nation-states, and technologies to a degree never witnessed before -- in a way that is enabling individuals, corporations and nation-states to reach around the world farther, faster, deeper and cheaper than ever before . . . the spread of free-market capitalism to virtually every country in the world."
- Thomas L. Friedman, *The Lexus and the Olive Tree* (1999), pp. 7-8.
- "The compression of the world and the intensification of consciousness of the world as a whole . . . concrete global interdependence and consciousness of the global whole in the twentieth century."
- R. Robertson, *Globalization* (1992), p. 8.

## Definitions of Globalization

- "A social process in which the constraints of geography on social and cultural arrangements recede and in which people become increasingly aware that they are receding."
- M. Waters, *Globalization*, (1995), p. 3.
- "The historical transformation constituted by the sum of particular forms and instances of . . . [m]aking or being made global (i) by the active dissemination of practices, values, technology and other human products throughout the globe (ii) when global practices and so on exercise an increasing influence over people's lives (iii) when the globe serves as a focus for, or a premise in shaping, human activities."
- M. Albrow, *The Global Age* (1996), p. 88.

## Definitions of Globalization

- "Integration on the basis of a project pursuing 'market rule on a global scale.'"
- P. McMichael, *Development and Social Change* (2000), p. 149.
- "As experienced from below, the dominant form of globalization means a historical transformation: in the economy, of livelihoods and modes of existence; in politics, a loss in the degree of control exercised locally . . . and in culture, a devaluation of a collectivity's achievements . . . Globalization is emerging as a political response to the expansion of market power . . . [It] is a domain of knowledge."
- J.H. Mittelman, *The Globalization Syndrome* (2000), p. 6.