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## **GLOCALIZATION: THE NEW ESTABLISHED TREND AFTER GLOBALIZATION?**

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### **Abstract:**

Glocalization is a term introduced into the sociological literature by Roland Robertson and Zygmunt Bauman to indicate “the simultaneity - the co-presence - of both universalizing and particularizing tendencies”. If Coca Cola or McDonald invading Tiennamen square and colliding with Mao have been described as crucial example of the globalization process, now we look at intriguing contamination of these global symbols, a declination of them enveloped by the local atmosphere and culture. So thanks also to Slow Food Movement (inspired by Carlo Petrini) global fast food is served using local ingredients (like McFalafel), in such a way that even if global at the beginning the meal has now become local and to a certain extent unique. In a different field, all global languages (like English, Latin or Esperanto more recently) that have been created or were born in order to dominate all over the world have failed, and new local languages created by single authors are being developed, also to convey micro-meanings or micro-sentences. But glocal currencies and even glocal languages are different faces of the same medal : they represent the intrinsic need of man to rediscover the own Self and to make heard his voice, among many other voices.

*Key words: globalization; glocalization; cosmopolitanism; economics; politics; sociology.*

### **1. Introduction**

Glocalization appeared for the very first time in the nineties in a sociological review carried out by Japanese scholars, who used the Japanese word *dochakuka*, which originally meant adapting farming technique to one’s own local condition. Later it was brought to the attention of the sociological communities by Roland Robertson and Zygmunt Bauman, who defined it as “the simultaneity - the co-presence - of both universalizing and particularizing tendencies” and “the tampering effects of local conditions on global pressures”. [1-2]

Glocalization is an hybrid, blended and creolized approach that considers globalization [3-5] as an irreversible process [6], due to a combination of historical and cultural processes that have gradually “compressed” and “squeezed” the world but at the same time claims that a mere exclusive application of the globalization governance can be dangerous.

Globalization has increased the socio-economic inequalities (favoring the macroeconomic volatility, the spread of capital flows), destroyed some vital forms of differences. Summarizing globalization is having negative effects especially for developing countries. [7-8]

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In this manuscript we want to show with real and concrete examples how glocalization is shaping the new world.

## **2. Glocalized food**

Meal is an important identity and cultural factor. If Coca Cola or McDonald invading Tiennamen square and colliding with Mao's ideology have been described as crucial example of the globalization process (the so-called macdonaldization) [9-12], now we look at intriguing contamination of these global symbols, a declination of them enveloped by the local atmosphere and culture. So thanks also to Slow Food Movement (inspired by Carlo Petrini) global fast food is served using local ingredients (like McRye in Finland introduced for the first time in 1998 [13], McArabia in Morocco and other Arabic countries, McTurco in Turkey, McFalafels in Egypt, Maharaja Mac in India, Greek Mac in Greece, McSpaghetti in the Philippines, Croque Monsieur in France, KiwiBurger in New Zealand and so on), in such a way that even if global at the beginning the meal has now become local and to a certain extent unique.

## **3. Glocalized marketing, business and brand communication**

While globalized marketing is chiefly based upon delocalization and the existence of few big multinational companies, glocalized marketing refers to the phenomenon in which international brands establish and locally adapt their message/products according to the context, leading to a vial contamination process. Big companies can cooperate locally with already existing medium and small firms and attribute cross-cultural meanings to their products, especially items sold to Chinese or Muslim communities. [14-18]

## **4. Glocalized pharma and medicine**

Glocalized e-health is emerging as a promising approach to health care: characterized by the blurring of the conventional national boundaries, it seems to overcome inequity in access, especially in developing countries [19].

Global infectious diseases such as epidemics and pandemics have entered the glocalized sphere and are managed and treated according to local contexts and realities. [20-21]

Another important trend in glocalized medicine is the "glocal drug" [22]: for example, the Berber Viagra and the Lebanese one which apparently and somehow paradoxically are able to blend the well-known chemical molecule prescribed for erectile dysfunctions and the rigorous Muslim view on sexuality. Glocalized vaccine are another successful example of glocalized therapeutics (such as anti-meningococcal vaccines, like MenAfriVac in Africa or others in Chile, Cuba and Norway) that the suggestive cooperation between a pharmaceutical multinational and local drug companies made possible to design and distribute.

## **5. Glocalized linguistics**

While English is the symbol of the global languages, created and developed in order to dominate all over the world, new local languages created by single authors or teams of authors are being developed, also to convey micro-meanings or micro-sentences.

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Contaminating already existing languages with local speeches or designing new languages ad hoc also by borrowing words and dictionaries is made possible by the new medias (like the social networks).

Glocal languages represent the intrinsic need of man to rediscover the own Self and to make heard his voice, among many other voices. [23-30]

## **6. Glocalized music, sport and culture**

Music [31-35] and sport [36] are two important cultural factors that contribute to the shaping of our identity. Ghanaian hiplife which is a mix of American rap and highlife is only one of the possible examples, together with classical rock re-interpreted by the Turkish communities or the local varieties of a well-known global sport like football.

## **7. Glocalized military defense**

New kinds of wars and conflicts, the so-called “globalized local conflicts”, such as those in Palestine-Israel, the Persian Gulf, Somalia, Rwanda-Burundi, Kosovo, Bosnia, Afghanistan, Iraq and Chechen Republic have created increasing forced migrations accompanied by “cultural insecurity” for the immigrants and have challenged the traditional concepts of national security and military defense.

New “glocalized military strategies” have emerged and a new doctrine of the new generation of warfare has been proposed: the so-called 4GW military doctrine (fourth generation warfare). If the 1GW begun after the Peace of Westphalia in 1648 ending the Thirty Years’ War and establishing the State’s need to organize war and it was based on tightly ordered top-down discipline, strong and deeply rooted hierarchy, the 2GW relied on indirect fire while the 3GW strove to bypass and collapse the enemy’s combat forces.

The 4GW is revolutionary because the differences between civilians and soldiers are very subtle, the adopted techniques are complex, the approach is down-top, there is a lack of hierarchical structures and deeply relies on “glocalizing insurgencies” (ie a global-thought mission, with a local coordination). Moreover it exploits intelligent missiles, bombs, drones as well as psychological operations and the new medias like Internet. Al-Qaeda and the Jihad are prominent examples of the new concepts of glocalized challenges that military defense has to face. [37-40]

## **8. Conclusion.**

Globalization is being continuously shaped and re-shaped by the current glocalizing tendencies. Instead of being a homogenous, timeless, constant reality, it is becoming extremely complex and above all citizen-driven and down-top, at the contrary of globalism tendencies. It has positive effects and potential benefits like those to re-discover places that had become meaningful and empty during the globalization process (the so-called non-places [41]) and to give them new values and meaning, but has also dangers, challenges especially as far as the theme of security and military defense is concerned.

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