

**Manfred Steger, *Globalization: A Very Short Introduction*
(Summary and Response on Chapter 1: What is globalization?)**

In the 1st Chapter of his book, *Globalization: A Very Short Introduction*, Manfred Steger explains the complex concept of globalization using a real story which lists the different forms and qualities of globalization, and he also presents us with a clear definition of globalization. Steger states that the concept of globalization captured the world's attention in the 1990s despite the term's first appearance in the 1930s. Globalization has helped link the social life of people across the world. It has also brought the global integration of markets into a spotlight. Despite its popularity, national populist forces across the world are showing disapprovals of this buzzword. In both the popular press and academic literature, the term globalization has been utilized to illustrate "a process, a condition, a system, a force, and an age (Steger, 2020, p.1). But its random utilization is causing uncertainty. Therefore, to enhance the knowledge of the subject, it is important to differentiate these three key terms which are different but related- globality (a social condition identified by dense global economic, political, cultural, and environmental interrelationships), global imaginary (people's awareness of the world as a one), and globalization (a matrix of social process that modifies the existing social condition of traditional nationality into one of globality) (Steger, 2020, p. 2). Steger highlight the two globalizing processes or systemic shifts specified by globalization- one that is limited to the scale of the global and the other that occurs right inside the regional, national, and local areas, referred to as *glocalization*.

Steger also put emphasis on the importance of digital technology, especially the role of the internet in the expansion of global-local connection. Steger stresses this glocal link and the effects of digital technology on contemporary societies, by giving the perfect example- a real story of an American journalist, who becomes a famous Chinese internet celebrity after losing his phone which gets discovered in China. This story revealed two things- one, local and global are interrelated and it shouldn't be seen as contrary to each other and two, globalization should be observed as various social forms which are interconnected and it should not be viewed as a uniform social process. Steger identifies the four principal forms of globalization- embodied globalization, disembodied globalization, object-extended globalization, and organization-extended globalization. Moreover, these forms retain definite qualities such as globalization entails the creation of new social networks, expansion of social relations, acceleration of social exchanges, and some individual level of human consciousness. Steger expresses that all these forms and qualities of globalization permeate all together "the major social dimensions of everyday life: economics, politics, culture, ideology, environment, and religion" (Steger, 2020, p. 14). However, there exists a disparity among globalization researchers- they argue over which dimension carries the core of globalization. Even though various viewpoints exist on the concept of globalization, the author gratifies the experts by presenting his own universal short definition of globalization: "Globalization is about intensifying planetary interconnectivity" (Steger, 2020, p. 16).

The author mentions that digital technology is only a part of the larger phenomenon called globalization, where technological innovation plays a significant role in squeezing the world-time and world-space in the present world (Steger, 2020, p. 3). I don't think that digital

technology should only be considered a part of globalization. Rather, digital technology should go hand in hand with globalization. Especially in the current situation, with the pandemic, globalization wouldn't have prospered without the help of digital technologies and the internet (ICT). Let us look at some of the forms of globalization, such as the disembodied globalization where social relations are extended through words, images, texts and cryptocurrencies and object-extended globalization where there is a global movement of objects (Steger, 2020, p. 11). These forms of globalization were all possible through the existence of digital technologies. Despite the lock down, families, friends and people across the planet were able to connect using their smartphones and computers. Although the stores were closed across the planet during the pandemic, online shopping made global movement of objects attainable. This shows that without digital technologies, some forms of globalization are meaningless. In other words, globalization cannot exist without these technological innovations.

Globalization has resulted in linkage of social life across the world. Digital technology and the internet has played a significant part for the development of local-global nexus. In spite of the complexity in the movement of globalization, authors like Steger have been able to come up with a short definition of globalization that is to strengthen the planetary interrelationship. Globalization consists of four different types or forms such as the embodied globalization, disembodied globalization, object-extended globalization, and organization-extended globalization. Also, the creation of new social networks, expansion of social relations, acceleration of social exchanges, and some individual level of human consciousness, are some of the characteristics of globalization. The major social dimensions of life are correspondingly infused in these four forms and characteristics of globalization. Even though globalization has been successful in connecting people globally. However, some of the forms of globalization such as the disembodied globalization and object-extended globalization have no chance to survive in the current world, facing the pandemic. But with the presence of digital technologies and ICT there is hope for these types of globalization to persist. It can be said that globalization cannot function properly without these technological innovations. Globalization works in tandem with digital technologies and ICT.