Anti-globalisation movement really anti-capitalist
   o Not so much about the inter-connectivity of the world – maybe it’s about capitalism and the economic systems we find ourselves in

Reinforcement of power and inequality

- Bauman: Globalisation divides as much as it unites
- Bauman: Migration – Tourists and Vagabonds... fixity
   o Conditions under which people migrate are different
   o Tourists: making a choice, want to live somewhere
   o Vagabonds: forced to migrate. Don’t have the resources they need maybe because of war so forced to move
   o Fixity: some people are so fixed they don’t have any resources to move even if they wanted to
- Inequality In access to technology of global cultures: e.g. TV, Phone, Internet – unevenness in consumption and reception
   o We tend to celebrate how technology has brought us together etc.
   o But you have to think about the inequalities in this
   o People have diff levels of access to this information
- Inequality in production

Percentage of Individuals Using the Internet

- France 83.75%, Germany 86.19%, UK 89.84%, US 84.20$
- Afghanistan 5.9% Bangladesh 6.63%, Zambia 15.4% Zimbabwe 18.50%
   o This is going to hugely impact their access to things like info

Households with a computer

- Developed World: 80.8%
- Developing World: 32.9%
   o Impact on learning, development, being able to form a understanding of the world and making contact

Households with internet access at home

- Developed world:
- Developing world:
- (figures – 2014 ITU)

Differential reception

- Global culture absorbed differently in localities
- For example McDonald’s: Kosher, halal, speed of eating, different classes
   o McDonald’s might be in many countries but it doesn’t mean they all operate in the same way/serve the same food etc.
   o about how it’s received
   o how it’s materialised and how it exists within specific locations
- Different readings of culture e.g. books, TV, music
- Readers as active – challenge old school ‘hypodermic syringe model’
- Context-different values culture