

Model subiect licență

“Much of the concern about the fate of the local in the era of globalization is animated by mythical ideas about the local. Among those myths are the ideas that the local is an area untouched by civilization's modern conveniences; that the cultural practices of the local are unique, static, exotic, and primitive; that they are small in scale; and that they are locales where ‘everyone knows your name.’ Much of the concern about the local and its demise is animated by these ideas, and if the local is idealized, romanticized, and mythical, then there is far less reason to be concerned about threats to something that never really existed.

Perhaps [the] most potent argument is that the local is not what most globalization theorists think it to be. That is, they see it as a thing, but [those who reject ‘mythical ideas about the local’] see it as a process of social change. The local is constantly being created and re-created by a wide range of larger and smaller social processes and social changes. Furthermore, it is an ongoing accomplishment of those who comprise the local, and that accomplishment is fragile and therefore subject to constant change and disruption. Relatedly, it is the ‘location-work’ of locals that creates the local, and that location-work is ongoing and continual. In sum, the local is a dynamic, interactive, and continually renegotiated process.” (George Ritzer, *The Globalization of Nothing*)

Questions and tasks:

1. What is the conception of culture that underpins “mythical ideas about the local”? What are the limits and shortcomings of that conception? – **2 pts**

2. Based on Peter Berger’s text on the cultural dynamics of globalization, explain the “social processes and social changes” that shape the local in the contemporary world. – **3 pts**

3. Using the analysis and concepts advanced by Peter Berger, describe and illustrate three phenomena that can be associated with the “location-work” and that make the local “a dynamic, interactive, and continually renegotiated process”. – **3 pts**

Coherence, expressiveness, logical argumentation, and presentation – **1 pt.**

To be considered for grading, each answer must contain a minimum of 150 words.