**Chapter Twenty-Eight:**   
A New Global Age 1989 to the Present

**Chapter Twenty-Eight Focus Questions:**

1. Why did the Cold War order come to an end?
2. How has globalization affected the distribution of power and wealth throughout the world in the early twenty-first century?
3. How has globalization reshaped the global workforce and traditional political institutions?
4. What major benefits and dangers has globalization brought to the world’s peoples?
5. How have peoples worked to maintain distinctive local identities in today’s global age?

**Chapter Twenty-Eight Summary:**

As the economic balance of power shifted, the U.S. and USSR found it difficult to shape and control events around the world. The collapse of the Cold War and the birth of globalization happened almost simultaneously, and as new ways of thinking, governing, and creating crossed the globe, not all results were positive. While globalization did lead to stronger economies, more focus on human rights and dignity, and supranational organizations to help the developing world, it also led to a backlash from those determined to preserve their traditional values. As ideas and cultures became more global, some eventually turned back to try to defend their local identity, as the Counterpoint in the chapter examines. In the end, the promises and perils of globalization were, and continue to be, as far-reaching and varied as the cultures and peoples of the world.

**Chapter Twenty-Eight Annotated Outline:**

1. Backstory
   * 1. The burst of technological innovations from the 1960s on changed the way that many people lived and worked. However, in much of the West, the service sector surpassed industry and manufacturing as the most important part of the economy.
     2. As the economic balance of power started to shift, the U.S. and USSR found it more difficult to shape and control events around the world.
     3. In 1989 the collapse of the Soviet Union led to the end of the Cold War, and almost simultaneously globalization was on the rise.
     4. While the process of globalization helped advance many national economies, in other places it led to resistance, including terrorist attacks and surges in populist movements. The Cold War threat of nuclear devastation gave way to a world seemingly in disarray.
2. Ending the Cold War Order
   * 1. During the 1970s the superpowers faced internal corruption and competition from other areas of the world that increased the cost of attempting to control the world beyond their borders.
3. A Change of Course in the West
4. One major event that led to a change of course was when U.S. president Nixon took advantage of tensions between China and the USSR to open relations with China through a formal visit in 1972.
5. This also led to an advance in U.S.-Soviet relations, when together they signed the first Strategic Arms Limitation Treaty (SALT I). Then in 1975, with the Helsinki Accords, the West officially acknowledged Soviet territorial gains in WWII in exchange for the Soviets’ guarantee of basic human rights.
6. Tensions between Israel and the Arab world rose in 1967 as Israeli forces waged the Six-Day-War. Retaliating in 1973, Egypt and Syria began the Yom Kippur War, but Israel, with assistance from the U.S. was able to stop the assault.
7. Reprisal for U.S. support of Israel followed when Arab members of OPEC (Organization of Petroleum Exporting Countries) quadrupled the price of oil and imposed an embargo on the United States.
8. For the first time since imperialism, the producers of raw materials controlled the flow of commodities and set prices. Increases in prices and unemployment and a slowdown in economic growth, known as stagflation, impacted Europe and the United States.
9. Stagflation forced drastic measures in noncommunist governments, which often turned to monetarist, or supply-side, economics, which promotes the growth of businesses while allowing prosperity to “trickle down.”
10. In Britain this was fairly successful, but economic growth came at the price of cuts to education and health programs, and an increased burden on working people. The package of economic policies came to be known as neoliberalism.
11. President Reagan followed the British lead introducing “Reaganomics,” and increased military expenditures to fight the USSR.
12. The Collapse of Communism in the Soviet Bloc
13. Soviet leaders had taken small, half-hearted steps toward reforms until new Soviet leader Mikhail Gorbachev introduced much more thorough reforms in 1985.
14. Gorbachev introduced economic reform, *perestroika* (“restructuring”), to reinvigorate the Soviet economy with up-to-date technology, and introduced the policy of *glasnost* (“openness”) allowing for information and freer speech for citizens.
15. Gorbachev also cut missile production, defusing the Cold War, and withdrew Soviet forces from the disastrous war in Afghanistan.
16. During Gorbachev’s visit to Beijing in 1989, hundreds of thousands of students massed in Tiananmen Square to demand democracy. The televised protest in Tiananmen Square offered inspiration to opponents of communism in Europe.
17. Poland and Hungary saw protests and election victories for opponents of communism, and Gorbachev reversed Soviet policy by refusing to interfere in the politics of satellite nations.
18. In November of 1989, Est Berliners crossed the Berlin Wall unopposed, and citizens soon after assaulted the wall and celebrated the reunification of Germany in 1990.
19. Also in November, communism fell in Czechoslovakia and Romania, and Yugoslavia’s ethnically diverse population broke up into multiple states.
20. The Soviet Union itself collapsed amidst unemployment and scarcity, and in 1991 a group of top officials, including the head of the KGB, attempted a coup. But when the coup failed, the Soviet Union disintegrated and officially dissolved by January 1, 1992.
21. Regions and Nations in a Globalizing World
    * 1. The end of the Cold War brought many advantages and some nations began to flourish as never before, yet the aftermath was not all positive.
      2. Vast differences appeared between regions emerging from colonialism and those that already enjoyed freedom.
22. North Versus South
23. During the 1980s and 1990s, world leaders tried to address the growing economic schism between the northern and southern regions, as southern peoples generally had lower standards of living.
24. International organizations such as the World Bank and the International Monetary Fund provided loans for economic development, but tied neoliberal conditions to such funding.
25. The Southern Hemisphere had highly productive agriculture and abundant natural resources, but the U.S. and EU imposed tariffs and subsidized their own farmers so that they could better compete.
26. Southern regions also experienced internal barriers to peaceful development. In some nations, a toxic mixture of military rule, ideological factionalism, and ethnic antagonism resulted in conflict and even genocide.
27. Advancing Nations in the Global Age
28. Despite challenges, the developing world was also the site of dramatic successes. The diverse peoples of India, Brazil, and South Africa rebuilt prosperity by taking advantage of global technology and they helped democracy materialize in Brazil and South Africa, and mature in India.
29. As the economy in India soared, they continued to face problems that were part of the legacy of colonialism: lack of education, poverty, and persistent ethnic and religious terrorism.
30. In Brazil, voters tired of government brutality and human rights abuses ousted the military dictatorship and installed an elected government that brought with it an emphasis on human rights and economic expansion, despite the persistence of crime and poverty.
31. Nelson Mandela faced similar issues to those in other rising nations, including ethnic tensions and unifying the nation around consensus rather than violence. Mandela’s presidency reopened world markets to South African products, increased technology, and created policies based on fairness to all social groups.
32. The Pacific Century?
33. In the Pacific people produced explosive economic growth. Japan became the world’s second largest economy in 1978 (after the U.S.), and South Korea, Taiwan, Singapore, and Hong Kong came to be known as the “Pacific tigers” for the ferocity of their growth.
34. In 2010 China took Japan’s place as the world’s second largest economy, as Deng Xiaoping led China to become an economic titan after Mao’s death in 1976.
35. Throughout, however, the Communist Party kept its grip on government, clamping down on free speech and even the Internet, but China found business partners around the world.
36. To some, the flow of wealth and productive energy appeared to have shifted away from the Atlantic and toward the Pacific, and the U.S. appeared to decline in global leadership.
37. Global Livelihoods and Institutions
    * 1. The same forces that created a global market for products and services created a global market for labor. Workers faced greater competition for employment as many well-paid jobs increasingly disappeared.
      2. Migration, innovations in communication technology, and the globalization of business combined to create global cities, and global institutions such as the World Trade Organization, the United Nations, and Doctors Without Borders operated beyond any single nation-state, making a global order based on states’ relationships seem obsolete.
38. Global Networks and Changing Jobs
    * 1. The Internet in particular advanced globalization, especially with call-desk services. Those who worked in outsourced jobs were more likely to participate in the global consumer economy.
      2. Consumerism developed unevenly, however, as many in southern nations lacked the means for even basic purchases, and competition for good jobs across the globe led to low wages everywhere.
      3. Neoliberalism added to worker impoverishment, as an important tenet was downsizing—reducing the number of jobs while enhancing the productivity of remaining workers.
      4. Although Europeans still believed government should provide social services and education, the tightening of budgetary rules in the EU meant those services had to be a smaller part of the budget.
39. Beyond the Nation-State
    * 1. Supranational organizations also fostered globalization by creating worldwide networks to provide information and aid.
      2. The IMF and the World Bank grew in power by raising money from individual governments and using it to assist developing countries.
      3. Other nongovernmental organizations (NGOs) were charitable or policy-oriented foundations, and those with great wealth often shaped national policies.
      4. Globalization also entailed the rise of global activism, even against globalization itself, and women activists held global meetings, such as the UN Fourth World Conference on Women, to negotiate a common platform for political action.
      5. In 1992, the twelve countries of the European Economic Community ended national distinctions in the spheres of business activity, border controls, and transportation, and in 1994 the Maastricht Treaty officially formed the European Union.
      6. The success of the EU prompted the creation of other cooperative zones, such as the Association of Southeast Asian Nations (ASEAN), the North American Free Trade Agreement (NAFTA), and Mercosur.
      7. A cluster of cities were also global powerhouses, competitive with some nations, such as Hong Kong, Paris, Tokyo, London, and New York, who all used innovations in transportation and communication to become magnets for economic activity and migrants.
      8. As a result, suburbanization and ghettoization flourished simultaneously, testifying to globalization’s uneven economic and social effects.
40. Global Culture
    * 1. A crucial ingredient of globalization was the deepening relationship among cultures through shared books, films and music.
      2. Authors charted the horrors of twentieth- and twenty-first century history, including Stalinism, colonialism, and U.S. domination.
      3. Popular music also thrived in the global marketplace, mixing styles from all over the world.
      4. Religion also operated globally, but few practices of any single religion were uniform from culture to culture.
41. The Promises and Perils of Globalization
    * 1. Despite the growing prosperity, the global age has been called “a world in disarray,” as the health of the world’s people and their environments came under attack.
42. Environmental Challenges
43. People continued to worry about the impact of technological development on the environment, especially from industrial incidents and deforestation.
44. By the late 1980s, scientists determined that the use of chlorofluorocarbons (CFCs) had blown a hole in the ozone layer, and the buildup of CFCs, carbon dioxide from burning fossil fuels, and other pollutants produced a “greenhouse effect” that resulted in global warming.
45. Activism over decades against unbridled industrial growth led to the development of the Green Party worldwide, but nation-building led politicians to push big and questionable projects.
46. People attacked environmental problems at both the local and global levels, as some planted trees to create green belts, while some cities developed car-free zones and bicycle lanes. In 2016 the Paris Climate Agreement went into effect, and in the first year gained 195 signatories.
47. Population Pressures and Public Health
48. Nations with less-developed economies struggled with rapidly rising populations as life expectancies rose globally. Non-Western governments were alarmed and tried to take action to limit the growth.
49. Vaccines and drugs for diseases helped improve health in developing nations, but half of all Africans lacked access to basic public health facilities and things such as safe drinking water.
50. In the 1980s acquired immunodeficiency syndrome (AIDS), caused by human immune deficiency virus (HIV) became a global epidemic. By 2010 no cure had yet been discovered, but scientists have developed strong drugs that alleviated the symptoms.
51. Other deadly viruses and illnesses harbored the potential for global pandemics, and interconnectedness via diseases and scientific advances gained from fighting them showed both the perils and promises of globalization.
52. Worldwide Migration
53. The twenty-first century also witnessed accelerating migrations worldwide, often adding to the diversity of many regions of the world.
54. The conditions of migration varied depending on one’s class, gender, and regional origin. Men and women alike traveled into the EU and the U.S. packed into airless storage containers on trucks or boats to find opportunity or to escape political turmoil.
55. Migrations stories produced literature that related would-be migrants’ dreams of magnetic other worlds, conjured up amid oppressive conditions.
56. Terrorism Confronts the World
57. The world’s people also experienced interconnectedness as terrifying, as terrorist bands in places across the globe. Kidnappings, robberies, bombings, and assassinations were used by religious and political terrorists.
58. On September 11, 2001, Middle Eastern militants hijacked four planes in the United States. The hijackers were inspired by Osama bin Laden, the founder of the al-Qaeda transnational terrorist organization, and the attacks led the U.S. to declare a “war on terrorism.”
59. Global cooperation followed the September 11 attacks, but Western cooperation fragmented when the United States invaded Iraq in 2003, claiming that Saddam Hussein has weapons of mass destruction.
60. Americans scored a symbolic victory with the capture and execution of Osama bin Laden, but the invasion of Iraq fragmented civic unity and the Islamic State (ISIS or ISIL) became operational and thrived in the country.
61. Alongside the many promises of globalization was the incredible toll of lives taken by terrorism and the worldwide xenophobia that followed.
62. Even as terrorism continued, a new manifestation of antigovernment sentiment appeared as the “Arab Spring” began in the Middle East in 2010. In a series of popular uprisings, some dictators were formed to step down or to reform governments.
63. In the place of these dictators, tribal organizations sometimes came to control decision making, as in Syria, where rebel forces confronted the dictator Bashar al’ Assad in what became a deadly civil war.
64. But the sophisticated means by which protesters had mobilized, including email and social networking, seemed hopeful. Yet these same techniques benefited the highly violent Islamic State, which only added to death and destruction in the Middle East.
65. Global Economic Crisis and the Rise of Authoritarian Politicians
66. As the twenty-first century opened, the global economy suffered a series of shocks, followed by the bursting in 2008 of a real estate bubble in the United States.
67. Women across the glove had been organizing mass meeting and protests for more than a century. On January 21, 2017, demonstrations occurred worldwide to mark women’s disagreement with what the believed were President Donald Trump’s beliefs, agenda, and behavior, in particular towards women.
68. As in the past, hard times encouraged the rise of authoritarian figures with quick and easy solutions. In Europe, politicians employed the techniques of divisiveness and social pessimism that was used by earlier dictators, but where the enemies had been Jews, gays, and Roma, people were now set against migrants.
69. Ironically, globalization helped these antiglobalization politicians, and as jobs disappeared due to technological innovations, people in Europe and the United States turned against multilateral, global alliances such as the EU and NAFTA, and sometimes even against their fellow citizens.
70. Counterpoint: Defending Local Identity in a Globalizing World
    * 1. Amid globalization, individuals sought to reclaim local, personal, and even national identities, as a sense of loss and a feeling that something more was needed.
71. Ethnic Strife and Political Splintering
72. One counter to globalization aimed at creating and empowering smaller political units. Since 1990 some twenty-nine new nations have been born, and they often involved bitter civil wars among ethnic groups.
73. Many politicians found the cause of secession a route to public office.
74. Movements to Protect Tradition
75. The desire to maintain a local identity also encompassed movements to preserve local customs and practices, including languages.
76. In addition, rural people, left behind by globalization’s steamroller, joined anti-urban populist political movements that promised to restore the well-paying local jobs lost to the global market.
77. Conclusion
    * 1. Innovations in communications, transportation, and the development of strong transnational organizations have accelerated the pace of globalization in the past four decades. Globalization is everywhere.
      2. As the world’s peoples come to work on common projects and share elements of one another’s culture, their mental outlook has become more global, and more cosmopolitan.
      3. Many rightly protest that much of value can be lost at the hands of global forces, while others foresee some great irreconcilable clash among civilizations.
78. Chapter Twenty-Eight Special Features
    1. Reading the Past: Testimony to South Africa’s Truth and Reconciliation Commission
       1. An account of the violence used in South Africa during apartheid reported to the Truth and Reconciliation Commission in 1995.
    2. Seeing the Past: The Globalization of Urban Space
       1. One everyday sign of globalization is the homogenization of urban architecture, with ancient buildings next to recent ones.
    3. Lives and Livelihoods: Readers of the Qur’an
       1. Specially trained and tested Qur’an reciters make their recording in dozens of cities in the Islamic world, but regional variations prove that in the face of standardization local identities remain important.

**Chapter Twenty-Eight Overview (Discussion) Questions:**

**Major Global Development:** The causes and consequences of intensified globalization.

1. What were the elements of globalization at the beginning of the twenty-first century?
2. How did globalization affect lives and livelihoods throughout the world?
3. How did globalization affect local cultures?
4. What people do you know whose roots and livelihoods are global?

**Chapter Twenty-Eight Making Connections Questions:**

1. What have been the most important features of globalization—good and bad—in the past thirty years, and why are they so significant?
2. Consider Chapter 23. How have livelihoods changed since the era of industrialization, and what factors have caused these changes?
3. Do you consider local or global issues more important to people’s lives? Explain your choice.
4. How do you describe your identity—as global, national, local, familial, religious—and why?

**Counterpoint: Defending Local Identity in a Globalizing World**   
 **Counterpoint Focus Question:** How have peoples worked to maintain distinctive local identities in today’s global age?

**Chapter Twenty-Eight Special Features:**

**Reading the Past: Testimony to South Africa’s Truth and Reconciliation Commission**

1. What values appear to have motivated this member of the security forces as he pursued his livelihood?
2. Do you detect a change over time in his conduct, and if so, how do you explain it?
3. Why do you think the Truth and Reconciliation Commission came to be viewed as a powerful model in nation-building?

**Seeing the Past: The Globalization of Urban Space**

1. Why might so ancient a structure as a pyramid have been chosen to be placed in front of the Louvre?
2. Why might glass have been used instead of the stone from which the Egyptian pyramids were constructed?
3. What message does this update of the entrance to the Louvre convey?

**Lives and Livelihoods: Readers of the Qur’an**

1. In the case of the Qur’an in people’s lives, what has been the effect of modern communications technology?
2. How would you describe the role of the reciter of the Qur’an in modern society? Is he or she a religious leader, service worker, or media personality?
3. Over time, what has been the effect of books, television, CDs, and other media on religion generally?

**Key Terms**

apartheid

Association of Southeast Asian Nations

European Union

global warming

globalization

Mercosur

neoliberalism

nongovernmental organization

North American Free Trade Agreement

OPEC

stagflation