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Global Subjects: A Political Critique of Globalization

By Jean-François Bayart



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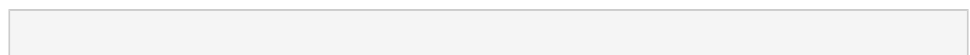
Global Subjects: A Political Critique of Globalization By Jean-François Bayart

Taking the plane or sending an e-mail: globalization has become part of the fabric of our daily lives. And yet it is often seen as an impersonal force that is threatening to destroy identities and undermine nation-states. In this major new book, Jean-François Bayart offers a radically new account of globalization which challenges the way it is interpreted both by neo-liberals and by the anti-globalization movement.

Bayart argues that globalization is something that we ourselves have created, and the nation-state is actually a product, and not of a victim, of this process. Far from being synonymous with alienation and social disintegration, globalization establishes transnational solidarities and networks which overlap with nation-states without necessarily undermining them. Globalization has also refashioned sexual identities, transforming, through the representation of female and male bodies in the media, in advertising and in the Internet, the way individuals in different parts of the world have learnt to recognize themselves as sexual subjects. It has created new cultures of consumption which stimulate new desires, new techniques and technologies of the body and new forms of tension and conflict.

Drawing on Foucault's notions of governmentality and subjectivation, Bayart develops a rich and illuminating account of how the social relations constitutive of globalization produce new forms of subjectivity, new lifestyles and new moral subjects, from the colonisers and colonised subjects of nineteenth-century India and Africa to the spread of new kinds of transnational and ethnicized subjectivities and lifestyles today.

Spanning two centuries and drawing on his deep knowledge of Africa and the Middle East, Bayart shows that, if globalization is our handiwork, its development and thus our history will be decided on the contested terrains where new ways of life, new modes of consumption and new types of struggle are being invented.



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Editorial Review

Review

“This brilliant book by one of France’s most eminent social theorists is the first major work on globalization and the state to bring history, culture and the analysis of power into a single and vivid method. Filled with delicious insights into subjectivity, the senses, crime, fashion and marketing, Bayart offers a trenchant and original argument about the dynamics of a world which combines emergence and emergency. This is historical sociology at its literate best, a must-read for scholars in any field who seek to understand globalization without any preconceptions.”

-- Arjun Appadurai, *The New School, New York City*

“Bayart’s special way of mixing vivid examples from all over the globe with daring theoretical interpretations breathes new life into the concepts of globalization, governmentality and subjectivation. Irony and perspicacity combine beautifully in this book. With great panache he shows that our everyday practices are part and parcel of an emerging global governmentality. We may feel that globalization is something that happens to us but in many respects we are deeply involved in its making. The message is clear: globalization is us.”

-- Peter Geschiere, *University of Amsterdam*

From the Back Cover

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About the Author

Jean-Francois Bayart, Institut d'Etudes Politiques, Paris

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This Global Subjects: A Political Critique of Globalization book is simply not ordinary book, you have after that it the world is in your hands. The benefit you get by reading this book is actually information inside this guide incredible fresh, you will get facts which is getting deeper you read a lot of information you will get. This kind of Global Subjects: A Political Critique of Globalization without we understand teach the one who reading through it become critical in considering and analyzing. Don't possibly be worry Global Subjects: A Political Critique of Globalization can bring whenever you are and not make your case space or bookshelves' grow to be full because you can have it inside your lovely laptop even phone. This Global Subjects: A Political Critique of Globalization having good arrangement in word along with layout, so you will not feel uninterested in reading.

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