

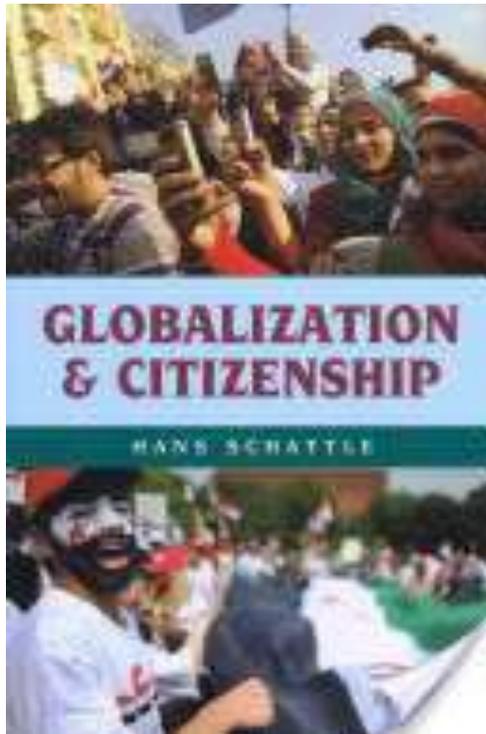
*Journal of Development and Communication Studies*  
 Vol. 2, Nos. 2/3, July-December 2013. ISSN (Online): 2305-7432. <http://www.devcomsjournalmw.org>.  
 © *Journal of Development and Communication Studies*, 2013.

**Book Review**

***Globalization and Citizenship* by Hans Schattle, Rowman & Littlefield, Maryland, USA, 2012. 217 pages.**

Emmanuel K. Ngwainmbi (PhD)

*Department of Mass Communication, Jackson State University, MS, USA. Email: [engwainmbi@gmail.com](mailto:engwainmbi@gmail.com)*



In recent years, the term globalization has echoed in the intellectual chambers of political economists, international communication researchers, and political scientists, to name a few. There are divergent, controversial views on globalization enough to fuel publishers' and readers' appetite. One view is that local space, indigenous values, and group dynamics are compromised and devalued by powerful external governments and rich international companies (Ngwainmbi, 2007, 2004). On the one hand, it has the potentiality of eroding national sovereignty of the weakest and poorest states whilst widening the technological divide amongst states; on the other, it tends to provide an enabling environment for greater respects for human rights and gender equality (Amuwo, 2002: 67). Seldom, however, has the term been juxtaposed with 'citizenship', within the context of local space and national identity or worldwide developments. But this is exactly what Hans Schattle has attempted to do in the 217-page book released in 2012, by an academic press (see <http://www.rowmanlittlefield.com/>) that is increasingly earning a reputation in academia and among the ranks of scholars and professors as a publisher of "innovative, high-quality college texts, provocative and timely titles for general readers, and professional and scholarly books throughout the humanities and social sciences".

So where exactly does *Globalization & Citizenship* stand within this intellectual universe? Answering the question with any degree of accuracy requires having a bird's eye view of the text itself.

The author surveys the role of media in recalling dramatic developments that have taken place in some parts of the world in the past few years. He elucidates the impact of social media in the uprisings in North Africa and the Middle East styled Arab Spring, and the highly controversial role of political activists tackling migrant lives in Europe and the United States.

He also offers his own views on citizenship, and the emergence of two prominent world citizens from different ethno-cultural backgrounds—human rights Chinese activist (Liu Xiaobo) and Australian born Wiki-Leaks founder (Julian Assange), pointing out how they have prompted the global debate on

citizenship. Schattle's definitional frames of citizenship culls from three pre-existing concepts: the rights and corresponding duties of the individual; democratic empowerment and participation; and sentiments of allegiance, belonging, loyalty, and identity. While evoking the Jeffersonian model of citizenship and its impact on the work of activists such as the Chinese activist (Xiaobo)<sup>8</sup>, Schattle points out that citizenship is a way of life dedicated to self government, and that the 21<sup>st</sup> Century citizen engages him/herself in transitional political and social causes around the world. Schattle truly asserts that more activists hold their own governments as well as international institutions accountable to the principles of justice, equality, and transparency while challenging perceived inequities in the global marketplace. While describing citizenship as the passive legal relationships between individuals and their respective states, he argues that globalization only has a binary relationship with the former as it evolves from one generation to the other. Schattle's book is one of a series of books on globalization lined up by Rowman & Littlefield publishers, with Manfred B. Steger and Terrell Carver retained as the Series Editors on this controversial but important subject. It should be noted that the editors themselves are the renowned volume editors of *Engels After Marx* (1999), published by the Penn State University Press. Other titles within the last few decades have handled globalization strictly from the Marxist-capitalistic perspective, leaving its socio-cultural aspects to the imagination until Schattle entered the scene. For instance, the Brookings Institution and Gary T. Burtless in *Globaphobia: Confronting Fears About Open Trade* published in 1998 discuss the economic advantages of globalization and the challenge of improving public policies aimed at reducing frustrations among Americans negatively affected by closer world economic integration. Thomas Lasson's *The Race to the Top: The Real Story of Globalization* (2001) addresses the effects of globalization on large and small companies in various communities in the world. The book describes firsthand experiences in Brazil, Hong Kong, and Thailand and focuses on individual liberties and positive results of a global economy. Brink Lindsey's book *Against the Dead Hand: The Uncertain Struggle for Global Capitalism* (2002) in which he considers the 18<sup>th</sup> century globalization process as a precursor to the free markets and economic integration of the mid-19<sup>th</sup> century.

Lindsey understands the present episode of globalization as the interregnum between dashed hopes in maintaining centralized power and the promise of economic freedom. He asserts that globalization has forced governments to adopt market-friendly against their will. But, so far, the most significant work in the 21<sup>st</sup> Century on the global ping-pong could be Dani Rodrik's highly controversial *Global Paradox* (2012) that deals with democracy and the future of the world economy. Using the futuristic stance, the well-cited author has forcefully argued that outsourcing could breed inequality, in his own words "accentuate labor markets risks and erode social compact within nations" (p. x). Rodrik's stance that national priorities should take precedence when pitting social constructs of democracies with the international demands of globalization has attracted the attention of political scientists, foreign relations senior officials and lawmakers in rich nations and emerging global economies alike.

What separates Schattle's book from Rodrik's is that the latter targets those striving to prevent unfair trade practices and financial crises against the backlash of open markets while the former aims to reach undergraduate and graduate students of global political economy, international law, communication, and public policy.

Written in simple and ornate language, the engaging narrative, organized in six chapters, with 173 pages of narrative followed by 25 pages containing only notes, an acknowledgements section, and 14 pages covering the index, *Globalization and Citizenship* aptly begins with the framework from which the title comes—the dual dynamic between globalization and citizenship. It then introduces global media, the vehicle through which citizens in Arab nations have been mobilized to cause social change. The text presents cases in Europe and those involving citizens from different sociocultural backgrounds to explain

---

<sup>8</sup> In signing the Declaration of Independence, Third US President, Thomas Jefferson, had set the tone for latter democracies to position themselves to justify the need for sovereignty and equality among all people.

the paradoxical context of citizenry within the global realm, before focusing on immigration and the ‘contested American Dream’—anti-immigration sentiments. Here, the author rightly points out that, in contrast with parts of Europe, immigrants in the USA contribute to the US economy by doing low paying, high risk jobs shunned by native-born Americans. This practice, he argues, has kept the US population growing at a time when birthrates would have fallen. He further states:

“The recent crest of American-style economic globalization has been accompanied by a growing backlash (of) immigrants. Regardless of which political party has control of the White House or Congress....populist political movements have increasingly been setting the agenda and driving the debate on immigration” (p. 136).

Elsewhere, the book aptly points out that news about oppressive governments infringing on the inherent dignity of many people around the world is easily disseminated, and more civil society organizations fighting for social change are forming and flourishing, thereby curbing the rate of human rights abuse. Again, this sociological approach to globalization is a key factor that differentiates Schattle’s book from other recent publications. Although the book does not allude to several significant, globally mediated events partly because it was published before the events occurred, the Syrian crisis and the 2013 Boston Marathon bombing can be seen within the context of globalization and citizenship, if one reads Schattle’s book.

If Schattle’s definition of citizenship is accurate, the book’s content is incomplete because it does not include democratic changes with global implications in sub-Saharan Africa, Latin America and other regions. For example, pressure from groups and government leaders around the world, except the UK and USA, helped end apartheid in South Africa. Even in the past few years, public demonstrations in Senegal, Niger, and Mali with the help of news coverage from private media in those countries led to the election of new presidents and other government officials. Democratization processes in Colombia, Argentina, and Mexico depicted by citizens’ action and the presence of Mexican-born migrant workers in American neighborhoods are among issues and situations that illustrate the confluence of political activity and public space and the now-elusive relationship between citizenship and globalization.

As mentioned, this book is appropriate for social science students. However, it does not justify or introduce the juxtaposed terms—globalization and citizenship—to give undergraduate students a clear, basic context or central idea, as they are normally taught to expect.

Notes are provided for each chapter at the book’s end, allowing the reader to locate more information he/she may need. However, for some, placing notes at the end of a book, rather than after the chapter could be a distraction.

Overall, the author should be commended for having attempted to explain the relationship between globalization and citizenship. Noteworthy are the concrete examples to be recalled by those who watch television news or have hand-held media products. The events in the Middle East and North Africa show how citizens connect with each other through global media platforms such as Face Book twitter, and other social online networking communities, to redefine their space and citizenry.

Schattle has done remarkable research on the subject; his arguments are succinct and discursive and he exudes comfort, placing citizenship within the context of a series of habits and practices, debates and other public initiatives that people in a community engage in.

## References

- Amuwo, K. (2002).  
Globalisation, Nepad and the Governance Question in Africa, *African Studies Quarterly*, Vol. 6 (3) 66-82.

- Globalization , Free Trade , Foreign Aid (1999)  
retrieved from <http://www.newsbatch.com/globalization.htm> (May 11, 2013)
- Lasson, T. (2001).  
*The Race to the Top: The Real Story of Globalization* . Washington, D.C :The CATO Institute.
- Lindsey, B. (2002).  
*Against the Dead Hand: The Uncertain Struggle for Global Capitalism*. New York, NY. John Wiley & Sons.
- Marfleet, P. (Winter, 1998).  
Globalisation and the Third World. *International Socialism: A Quarterly Journal of Socialist Theory* , 81. . 1-25.
- Ngwainmbi, E. K. (2004, May)  
Glocalization & Partnership for Change in Africa Bridging the Digital Divide with Good Governance.,*Columbia University International Affairs Online Journal*. Retrieved from [www.ciaonet.org/nps/nge01](http://www.ciaonet.org/nps/nge01), (May 12, 2013).
- Ngwainmbi, E. K. (2007).  
NEPAD and the politics of globalization: redefining local space, group dynamics, and economic development. (pp. 221-247). In Ama Mazama (ed.) *Africa in the 21<sup>st</sup> Century: Toward a New Future*, New York, NY: Routledge publishers .(pp. 221-256).
- Rodrik, D. (2012).  
*The Globalization Paradox: Democracy and the Future of the World Economy*. New York, N.Y: W. W. Norton & Company.