

Glocalization and the Future of Africa

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Like globalization, the conceptual utility of glocalization is in contest. But in general terms, it is a “portmanteau word of globalization and localization”. Specifically, glocalization refers to any individual, group, division, unit, organization or community which is able to think globally while acting locally. It is “an historical process whereby localities develop direct economic and cultural relationships to the global system through information technologies, bypassing and subverting traditional power hierarchies like national governments and markets”. Through the process of globalization, Africa has encountered non-indigenous processes and practices that had certain influences on African peoples and culture. Basically, globalization which is conceived as “the universalization of capitalism” has imposed on Africa alien processes and practices that have either enriched or corrupted its socio-political and cultural system. But glocalization affords Africa an alternative to the negative influences of globalization. The process of glocalization, can create new opportunities for Africa to assert local autonomy and control its own socio-political and economic destiny. This can be done by adopting those positive influences of globalization like IT development to enrich the socio-political and economic system of Africa while those things that are truly alien to it can be resisted