

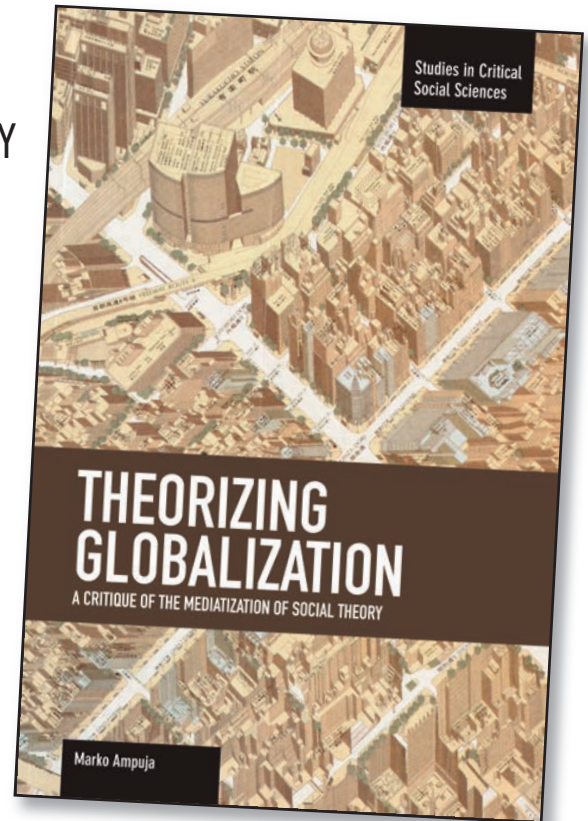
THEORIZING GLOBALIZATION

A CRITIQUE OF THE MEDIATIZATION OF SOCIAL THEORY

MARKO AMPUJA

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Theorizing Globalization offers a reassessment of mainstream perspectives on globalization, a topic that has become enormously popular in social sciences and cultural studies. Instead of recycling common arguments, Ampuja critically examines the works of key globalization theorists to demonstrate their excessive fascination with recent changes in media and communications technology. The author argues that these media-centric and unhistorical treatments of globalization stand in the way of a critical understanding of how the global media and modern capitalist societies have evolved. Ampuja concludes with a provocative account of how the hegemony of neoliberalism has affected the positions of globalization theorists and, by extension, the development of social theory in general.

Marko Ampuja Ph.D. (2010), University of Helsinki, is a lecturer in the Department of Social Research at that university



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