## **GLOCAL:** some input, answers, and concerns:

## Heiner Benking:

4 month ago I received an email from Routledge that for a high res picture of the Rubik's Cube of Ecology I would receive a copy of the new book on Glocalization. I could not provide the needed resolution/sharpness/quality for a cover picture — so a designer recreated a picture of a Rubik's Cube BUT NOT about the Rubik's Cube of Ecology which lead to creation and use of the term: "Glocal" see WIKIPEDIA and a selection of 3 contributions by Victor Roudometof:

## The Glocal and Global Studies: 2015

This article offers an overview of engagements with the glocal and traces the consequences of this research agenda for Global Studies. First, it compares the emergence of the global and the glocal in the literature. It tracks the uneven impact of the business use of the glocal and argues that this genealogy has obscured alternative accounts. Second, it offers a thematic overview of the uses of glocalization in the literature. It highlights publication clusters in specific areas of interdisciplinary interest. It further addresses key criticisms against glocalization. Finally, it explores the vicissitudes of research on glocalization on the scope and definition of Global Studies. Trends in Global Studies appear to move in an opposite direction from the one suggested by glocalization. This could lead to the emergence of a separate field of Glocal Studies, causing further fragmentation in the field.

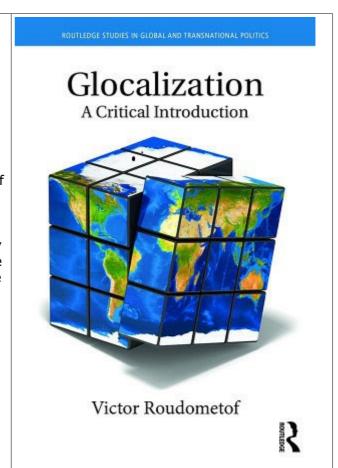
**Mapping the Glocal Turn:** 2016

and Glocalization: A Critical Introduction - as below:

# Glocalization: A Critical Introduction

Victor Roudometof 10 June 2016 Routledge

This book seeks to provide a critical introduction to the under-theorized concept of Glocalization. While the term has been slowly diffused into social-scientific vocabulary, to date, there is no book in circulation that specifically discusses this concept. Historically theorists have intertwined the concepts of the 'global' and the 'glocal' or have subsumed the 'glocal' under other concepts - such as cosmopolitanization. Moreover, theorists have failed to give 'local' due attention in their theorizing. The book argues that the terms 'global', the 'local' and the 'glocal' are in need of unambiguous and theoretically and methodologically sound definitions. This is a prerequisite for their effective operationalization and application into social research.



Part I introduces the term, seeking to provide a history and critical assessment of theorists' past use of glocalization and offering an alternative perspective and a clear, effective and applicable definition of the term, explaining the limitations of the term globalization and the value of defining glocalization.

Part II then moves on to illustrate how the concept of glocalization can be used to broaden our understanding and analysis of a wide range of issues in world politics including the 21st century culture of consumption, transnationalism & cosmopolitanism, nationalism, and religious traditions.

Utilizing a wide range of historical, ethnographic and real-life examples from various domains this work will be essential reading for students and scholars of Globalization and will be of great interest to those in the field of Global, Transnational and Cosmopolitan Studies.

#### **About the author**

VICTOR ROUDOMETOF is Visiting Assistant Professor in the Department of Sociology, Gerontology and Anthropology at Miami University, Oxford, Ohio. Among his earlier publications is Nationalism, Globalization and Orthodoxy (Greenwood, 2001).

After review of Victors two books I feel that beside his academic work also the pragmatic and practical use and original story, intensions and use since 25+ years should be told! I will try to pasgte below the relevant sections of Roudometof's book below!!

Me? - I only met briefly with Victor in Nicosia years and ago and he was also briefly in contact in CYPRUS with Dr. Manfred Lange, who will be asked to also tell his story of the early days of "GLOCAL".

The Rubiks Cube of Ecology is briefly covered in the International Encyclopedia of Systems and Cybernetics – see the – work in progess – 3<sup>rd</sup> edition: eco-cube/knowmap: <a href="http://systemspedia.org/entry.aspx?entry=0999">http://systemspedia.org/entry.aspx?entry=0999</a> and Cognitive Spaces: <a href="http://systemspedia.org/entry.aspx?entry=0484">http://systemspedia.org/entry.aspx?entry=0999</a> and Cognitive

and with the title "pointers to possibilities:

https://www.laetusinpraesens.org/docs10s/lifedisx.php#poin Anthony JN Judge provides here the context and historic earlier similarities or roots of such endeavours...

BUT the Cube is more and finds its place in a COGNITIVE PANORAMA also in the Encyclopedia of Systems and Cybernetics, published in 1996 <a href="http://benking.de/systems/encyclopedia/newterms/">http://benking.de/systems/encyclopedia/newterms/</a>

We have made use of this Conceptual Superstructure in worshops and use it for mapping policy and implementation alternatives and applications. So stay tuned !!

Such a Conceptual Superstructure makes more sense when it provides place and frames for Supersigns. This is a topic in the field of Semiotics, <a href="Knowledge Organisation">Knowledge Organisation</a> (Ontologies) and

### maybe check:

VIEWs OF LIFE too FLAT !! <a href="http://benking.de/ceptualinstitute/education.htm">http://benking.de/tapestry/global-glocal-1990.html</a> and New Renaissance III <a href="http://benking.de/culture/SMN-NewRenaissance3-Nov-2009.pdf">http://benking.de/culture/SMN-NewRenaissance3-Nov-2009.pdf</a> and Cybersystemic Governance etc. Herrenhausen ! <a href="http://www.slideshare.net/benking/benking-inquiryherrenhausen">http://www.slideshare.net/benking/benking-inquiryherrenhausen</a>