

Cultural globalization and the Development of Sociological perspectives on the BRICS countries.

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### Ementa

(NOTE: This course is a part of a process to implement an area of 'BRICS Sociology' within the BRICS Network University project. This being said, student enrolments will be from UNICAMP and eventually other BRICS NU partner universities. For these reasons the course will be taught in English).

Cultural globalization and economic globalization are not the same thing- this course will build a sociological contribution to understanding globalization processes that involve five very large developing countries the BRICS (Brazil, Russia, India, China and South Africa) while globalization processes can be seen from many viewpoints, in this course we plan to evaluate their importance for Sociology.

Three distinct theoretical objects are identified: i) Communication and dialogue. Brazilian researchers' views come predominantly from the Western tradition, as do our conceptions of social structure and groupings, this helps explain why we often see things so very differently to our Chinese, Russian and Indian colleagues. To be able to see the other we must reshape our sociological eye, to not do so is to confine oneself to the region of non-sociology. This course will then move on to treat: ii) the Sociology of the making of the BRICS. As the development process speeds up and as the economic and cultural globalization spread, there are increasing social interactions between BRICS citizens and institutions, social problems and conflicts result. These, and an emerging literature on values, provide important cues through which to begin to better understand oneself in relation to the other. iii) Sociology in the BRICS. This area of activity is designed to produce an understanding of what happens when similar (and dissimilar) processes associated with development occur in each country – frequently defined as comparative sociology. Recent sociological literature from the BRICS will be mobilized.

Finally, although difficult we are hoping to promote theoretical advances: “analyzing social structural changes, especially changes in the social stratification structures of the BRIC countries, is a special sociological perspective in the study and analysis of social issues. [That can]... help us achieve a better understanding of the economic growth and social development of the emerging economic powers. This very special perspective... unveil[s] the mystery... [of] how these emerging powers with such dramatic differences in history, geography, culture, language, religion etc., could have shared a common will and taken joint actions in certain circumstances.” LI Peilin

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