

# **GLOBALISATION, AMERICAN HEGEMONIC PROJECT AND THE BACKLASH**

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## **Abstract**

This paper assesses the backlash facing the globalization process. It argues that globalization as the catchword describing the “new world order” coincides with the period of the rising prominence of America in global affairs. Globalization becomes at once part of America’s strategy of sustaining her dominance albeit economically through the spread of her values, culture and ideas. However, the process is besieged with resistance that has grave consequences for both the United States and the world order. The paper therefore suggests a re-examination of the globalization process to make it susceptible to even development, acknowledge the specificities of countries and give it a human face.

**Keywords:** American Hegemony Globalisation, Backlash, Terrorism.

**JEL classification codes:** D74, F02, H56, F5.