For nearly two centuries people have proclaimed that the world is no longer the same; that everything is more connected, change is faster, time and space are annihilated, and traditional structures are under threat. They insist that the change is happening now, and the only sure fate of such proclamations is that after three or four decades they will be seen as coming from a time when the world was static, disconnected, and under the sway of tradition. The discourse of newness are as important a part of globalization as the material processes they try to describe.