

SUMMARIES

International politics in the globalisation era

by Filippo Andreatta

This article criticises overly ambitious definitions of globalisation both on theoretical and empirical grounds. Globalisation seems to be a less universal and unprecedented process than often described. It also seems that its most important effects are limited to the economic sphere while in the political one it has not destroyed the traditional organisation of states or the heterogeneous nature of the international system. Its main political effects are twofold. On the one hand, in the more globalised areas, open economies demonstrate and reinforce more peaceful international relations. On the other hand, in the less globalised areas, conflicts may arise between those who want to integrate in the world economy and those who are opposed. The most important political issue arising from globalisation may therefore be the future relationship between the more and the less globalised areas.

Democracy and trade among the Great powers, 1980-1998

by Eugenia Baroncelli

Starting from the origins of the Liberal tradition of political thought, this article tracks back the roots of the link between trade and democracy. They are to be found in the idea of «economic commerce» from the writings of Montesquieu and Olson's political economy work on the nexus between regime representativeness and fiscal policy choices to the most recent empirical literature on the «democratic difference». The assumption that, for causes of both fiscal optimization and policy constraints exerted by a protectionist legislative on the executive, democracies are more prone towards free trade than non democracies. This study proves that domestic political regimes

have an impact on the level of bilateral trade among great powers, while also endowing with robust empirical evidence the proposition according to which pairs of democratic states tend to trade more with each other than mixed pairs (e.g. pairs composed by a democracy and an autocracy) do. Furthermore, this research stands as the first empirical test of the relevance of the difference for trade made by democracy after the end of the Cold War and the democratization of Russia.

Many cleavages, one vote motive. The case of the «coloured» vote in post-apartheid South Africa

by Rocco W. Ronza

The article analyses the debate on «racial» or «ethnic voting» in post-apartheid South Africa, looking at its implications for democratic theory. A critical review is offered of «sociological» (culture- and class-based) as well as «psychological» and political communication explanations for the unexpected tendency of the 'coloured' voters in the Cape area to «betray» the African National Congress and line up with the white electorate after 1993. An alternative explanation is also offered, one which seeks to combine elements from theory of cleavages, class voting theory and Downsian theory of elections. It is based on the application of some recent developments of European and American *rational choice sociology* to the genesis of voting preferences as well as on the concept of language repertoire and central place theory. Finally, some possible adjustments to the liberal democratic model in contexts marked by economic, language, culture and geographic differentials are recommended from within the theoretical framework of the neo-contractarian views of democracy.

Social capital, collective action, and institutional performance. The microfinance as a case study

by Luigi Curini

The importance for political studies of the problems related to collective action and more generally to cooperation cannot be neglected. Some of these problems find a solution; others don't. This article is related to the growing literature about social capital. It shows that social capital (i.e. institutionalized expectations of cooperation) can help to explain the institutional performance of a microfinance programme settled in Ethiopia. In this regard, it is assumed that the rate

of repayment for different credit groups is influenced by their ability to lower the transactions costs of supplying a collective good (an efficient regime). The channels through which the social capital is hypothesised working are addressed from both a theoretical and an empirical point of view. The consequences of these findings in terms both of politics and policies for development, especially in the rural areas of Ldc's, are finally assessed.

The compelling appearance: perspectives from political marketing.

by Angelo Mellone

Starting with the review of the three books examined, this article aims to delineate a general overview about political marketing, a subject which is located somewhere among political science, communication, psychology, and marketing, and which is still not well known in the Italian academic and professional panorama. On the contrary, this approach is quite developed in the Anglo-Saxon countries, especially after Downs' book on the «economic democracy». This contribution distinguishes between two different approaches to the political marketing: the first one, «reductionist», confines political marketing to the use of sophisticated technologies of communication and polling for the electoral campaign; the second one, «holistic», considers instead the political marketing as a completely new paradigm, through which one can «read» and understand the entire complex of political phenomena. The article ends with the analysis of chances and risks regarding the application of marketing principles in the political arena.