

GLOBALIZATION AND THE SPREAD OF ENGLISH

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Annotation: Globalization, or globalisation (Commonwealth English; see spelling differences), is the process of interaction and integration among people, companies, and governments worldwide. The term globalization first appeared in the early 20th century (supplanting an earlier French term mondialisation), developed its current meaning sometime in the second half of the 20th century, and came into popular use in the 1990s to describe the unprecedented international connectivity of the post-Cold War world.[1] Its origins can be traced back to 18th and 19th centuries due to advances in transportation and communications technology. This increase in global interactions has caused a growth in international trade and the exchange of ideas, beliefs, and culture. Globalization is primarily an economic process of interaction and integration that is associated with social and cultural aspects. However, disputes and international diplomacy are also large parts of the history of globalization, and of modern globalization.

Key words: globalization, develop, cultural, journalist, gender

Economically, globalization involves goods, services, data, technology, and the economic resources of capital.[2] The expansion of global markets liberalizes the economic activities of the exchange of goods and funds. Removal of cross-border trade barriers has made the formation of global markets more feasible.[3] Advances in transportation, like the steam locomotive, steamship, jet engine, and container ships, and developments in telecommunication infrastructure such as the telegraph, the Internet, mobile phones, and smartphones, have been major factors in globalization and have generated further interdependence of economic and cultural activities around the globe.[4][5][6]

Though many scholars place the origins of globalization in modern times, others trace its history to long before the European Age of Discovery and voyages to the New World, and some even to the third millennium BCE.[7] Large-scale globalization began in the 1820s, and in the late 19th century and early 20th century drove a rapid expansion in the connectivity of the world economies and cultures.[8] The term global

city was subsequently popularized by sociologist Saskia Sassen in her work *The Global City: New York, London, Tokyo* (1991).[9]

In 2000, the International Monetary Fund (IMF) identified four basic aspects of globalization: trade and transactions, capital and investment movements, migration and movement of people, and the dissemination of knowledge.[10] Globalizing processes affect and are affected by business and work organization, economics, sociocultural resources, and the natural environment. Academic literature commonly divides globalization into three major areas: economic globalization, cultural globalization, and political globalization.[11]

dimensions.[21][23] According to James, the oldest dominant form of globalization is embodied globalization, the movement of people. A second form is agency-extended globalization, the circulation of agents of different institutions, organizations, and polities, including imperial agents. Object-extended globalization, a third form, is the movement of commodities and other objects of exchange. He calls the transmission of ideas, images, knowledge, and information across world-space disembodied globalization, maintaining that it is currently the dominant form of globalization. James holds that this series of distinctions allows for an understanding of how, today, the most embodied forms of globalization such as the movement of refugees and migrants are increasingly restricted, while the most disembodied forms such as the circulation of financial instruments and codes are the most deregulated.[24]

The journalist Thomas L. Friedman popularized the term "flat world", arguing that globalized trade, outsourcing, supply-chaining, and political forces had permanently changed the world, for better and worse. He asserted that the pace of globalization was quickening and that its impact on business organization and practice would continue to grow.[25] Economist Takis Fotopoulos defined "economic globalization" as the opening and deregulation of commodity, capital, and labor markets that led toward present neoliberal globalization. He used "political globalization" to refer to the emergence of a transnational élite and a phasing out of the nation-state. Meanwhile, he used "cultural globalization" to reference the worldwide homogenization of culture. Other of his usages included "ideological globalization", "technological globalization", and "social globalization".[26] Lechner and Boli (2012) define globalization as more people across large distances becoming connected in more and different ways.[27]"Globophobia" is used to refer to the fear of globalization, though it can also mean the fear of balloons.[28][29][30]

of competitions.[82] The FIFA World Cup is the most widely viewed and followed sporting event in the world, exceeding even the Olympic Games; a ninth of the entire population of the planet watched the 2006 FIFA World Cup Final.[83][84][85]

The term globalization implies transformation. Cultural practices including traditional music can be lost or turned into a fusion of traditions. Globalization can trigger a state of emergency for the preservation of musical heritage. Archivists may attempt to collect, record, or transcribe repertoires before melodies are assimilated or modified, while local musicians may struggle for authenticity and to preserve local musical traditions. Globalization can lead performers to discard traditional instruments. Fusion genres can become interesting fields of analysis.[86]

.Music has an important role in economic and cultural development during globalization. Music genres such as jazz and reggae began locally and later became international phenomena. Globalization gave support to the world music phenomenon by allowing music from developing countries to reach broader audiences.[87] Though the term "World Music" was originally intended for ethnic-specific music, globalization is now expanding its scope such that the term often includes hybrid subgenres such as "world fusion", "global fusion", "ethnic fusion",[88] and worldbeat.[89][90] Use of chili pepper has spread from the Americas to cuisines around the world, including Thailand, Korea, China, and Italy.[91]

Bourdieu claimed that the perception of consumption can be seen as self-identification and the formation of identity. Musically, this translates into each individual having their own musical identity based on likes and tastes. These likes and tastes are greatly influenced by culture, as this is the most basic cause for a person's wants and behavior. The concept of one's own culture is now in a period of change due to globalization. Also, globalization has increased the interdependency of political, personal, cultural, and economic factors.[92] A 2005 UNESCO report[93] showed that cultural exchange is becoming more frequent from Eastern Asia, but that Western countries are still the main exporters of cultural goods. In 2002, China was the third largest exporter of cultural goods, after the UK and US. Between 1994 and 2002, both North America's and the European Union's shares of cultural exports declined while Asia's cultural exports grew to surpass North America. Related factors are the fact that Asia's population and area are several times that of North America. Americanization is related to a period of high political American clout and of significant growth of America's shops, markets and objects being brought into other countries. Some critics of globalization argue that it harms the diversity of cultures. As a dominating country's culture is introduced into a receiving country through globalization, it can become a threat to the diversity of local culture. Some argue that globalization may ultimately lead to Westernization or Americanization of culture, where the dominating cultural concepts of economically and politically powerful Western countries spread and cause harm to local cultures.[94] Globalization is a diverse phenomenon that relates to a multilateral political world and to the increase of cultural objects and markets between countries. The Indian experience particularly reveals the plurality of the impact of

cultural globalization.[95] Transculturalism is defined as "seeing oneself in the other".[96] Transcultural[97] is in turn described as "extending through all human cultures"[97] or "involving, encompassing, or combining elements of more than one culture".[98] developing countries at US\$59 billion in 2010.[103] As a response to globalization, some countries have embraced isolationist policies. For example, the North Korean government makes it very difficult for foreigners to enter the country and strictly monitors their activities when they do. Aid workers are subject to considerable scrutiny and excluded from places and regions the government does not wish them to enter. Citizens cannot freely leave the country.[104][105]

Globalization and gender

From the documentary *Ukraine Is Not a Brothel*. Radical group Femen protest against the increase in sex tourism into Ukraine.

Globalization has been a gendered process where giant multinational corporations have outsourced jobs to low-wage, low skilled, quota free economies like the ready made garment industry in Bangladesh where poor women make up the majority of labor force.[106] Despite a large proportion of women workers in the garment industry, women are still heavily underemployed compared to men.[106] Most women that are employed in the garment industry come from the countryside of Bangladesh triggering migration of women in search of garment work.[106] It is still unclear as to whether or not access to paid work for women where it did not exist before has empowered them.[106] The answers varied depending on whether it is the employers perspective or the workers and how they view their choices.[106] Women workers did not see the garment industry as economically sustainable for them in the long run due to long hours standing and poor working conditions.[106] Although women workers did show significant autonomy over their personal lives including their ability to negotiate with family, more choice in marriage, and being valued as a wage earner in the family. This did not translate into workers being able to collectively organize themselves in order to negotiate a better deal for themselves at work.[106] Another example of outsourcing in manufacturing includes the maquiladora industry in Ciudad Juarez, Mexico where poor women make up the majority of the labor force.[107] Women in the maquiladora industry have produced high levels of turnover not staying long enough to be trained compared to men.[107] A gendered two tiered system within the maquiladora industry has been created that focuses on training and worker loyalty.[107] Women are seen as being untrainable, placed in un-skilled, low wage jobs, while men are seen as more trainable with less turnover rates, and placed in more high skilled technical jobs.[107] The idea of training has become a tool used against women to blame them for their high turnover rates which also benefit the industry keeping women as temporary workers.[107]

Conclusion

This paper has attempted to demonstrate that the global importance of a lingua franca depends on social factors rather than purely linguistic ones and has listed socio-political reasons that make a language become global. The specific reasons for the spread of English since the sixteenth century have been presented to support that claim, starting with British colonialism and its cultural consequences. This study has also shown the impact of the English language in former colonial areas and other countries that have introduced English in their culture. Diverse literature on the topic has been presented to analyze the implications of English as a lingua franca from different perspectives. The global instrumental value of the English language has been emphasised throughout this paper, and a critical view of how it impacts minority languages and cultures has also been presented. I have additionally attempted to highlight the importance of language planning and especially education for the preservation of Linguistic Human Rights, and as a means for minority languages and English to live side by side effectively

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