



Globalization

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Overview of Globalization

Economic Globalization

Political Globalization

Cultural Globalization

Anti-globalization Movement

A decorative graphic in the top-left corner featuring several interlocking gears in blue and white. Overlaid on the gears are several 3D arrows in various colors (yellow, red, orange, green, blue, purple) pointing towards the right. The background of the slide has a blue and white grid pattern in the top-left and dark blue wavy lines on the right and bottom.

Overview of Globalization

- Globalization is like a snow avalanche ['ævələ:nʃ] 雪崩. You cannot stop it -you can only swim in the snow and hope to stay on top. The term globalization comes from the word globalize," meaning the emergence of an international network of economic systems. From its earliest usages in the 1930s to its popularity in the 1980s, globalization has aroused heated discussion over its definition.

Globalization



1. Microlecture

2. Word List



Definition of Globalization

Globalization is the process of international integration arising from the interchange of world views, products, ideas, and other aspects of culture. Humans have interacted over long distances for thousands of years. Philosophy, religion, language, the arts, and other aspects of culture spread and mix as nations exchange products and ideas.

Definition of Globalization

- In both the 15th and 16th centuries, Europeans made important discoveries in their exploration of the oceans, including the start of transatlantic travel to the "New World" of the Americas.
- Global movement of people, goods, and ideas expanded significantly in the following centuries.
- Early on in the 19th century, the development of new forms of transportation (such as the steamship and railroads) and telecommunications that "compressed" time and space, allowed for increasingly rapid rates of global interchange.
- In the 20th century, road vehicles, inter-modal transport and airlines made transportation even faster.

Definition of Globalization

- The coming of electronic communications, most notably mobile phones and the Internet, connected billions of people in new ways by the year 2010.
- 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 传播 of knowledge.
- Further, environmental challenges such as global warming, cross-boundary water and air pollution, and over-fishing of the ocean are linked with globalization.
- Globalizing processes affect and are affected by business and work organization, economics, socio-cultural resources, and the natural environment.
- Understanding globalization and the phenomena of globalization in our daily life enables to be rational consumers, responsible citizens, and critical individuals.

Three-tiered conception of globalization

- Economic Globalization
- Political Globalization
- Cultural Globalization





Cultural
Globalization

Political
Globalization

Economic
Globalization

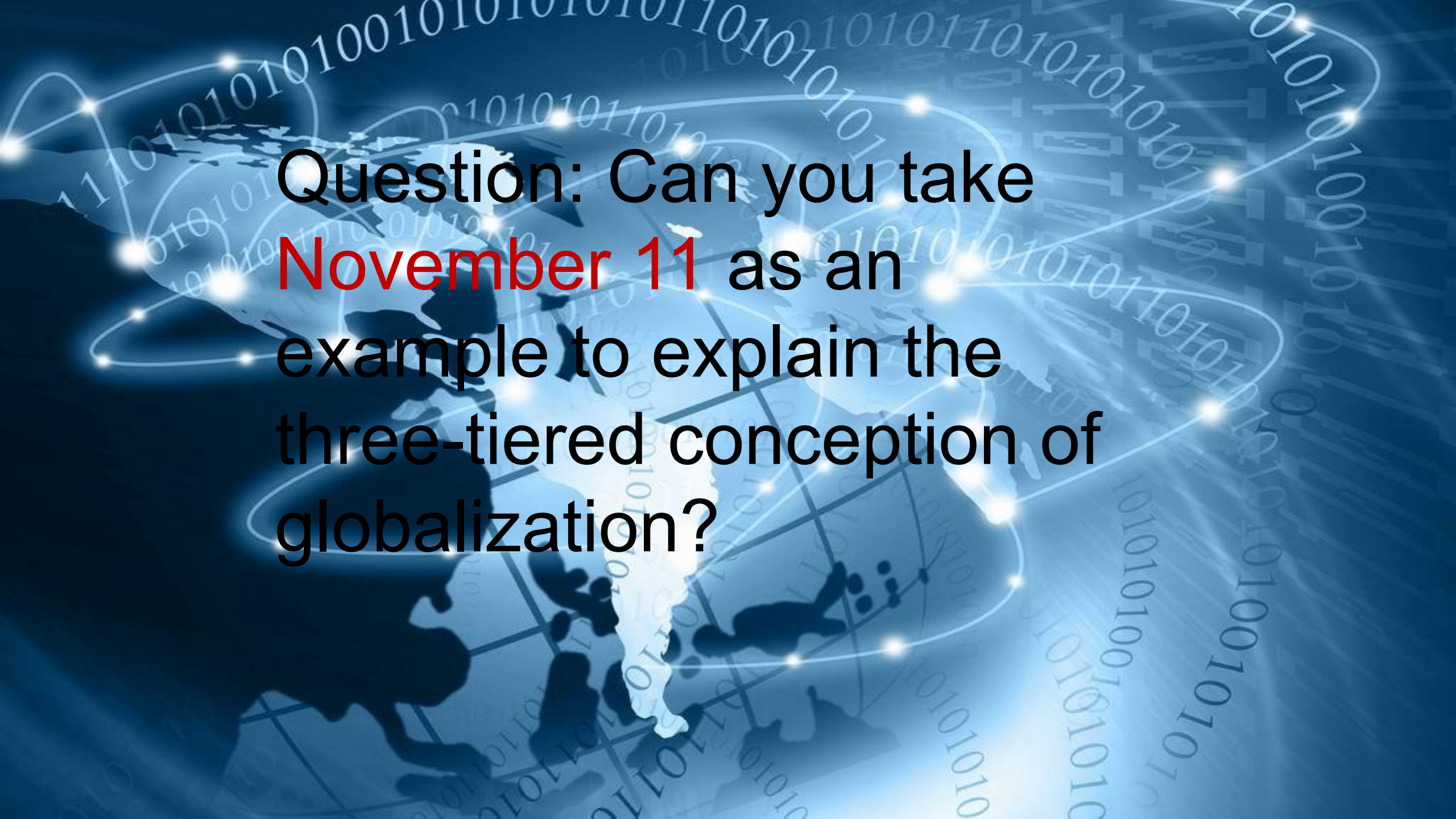
Three-tiered conception of globalization by Little(1996)

Three-tiered conception of globalization by Little(1996)

- Economic globalization is the **base and core**, political globalization is the **reaction** of economic globalization at the political or governmental level, while cultural globalization is **the by product** of economic globalization.

Economic globalization

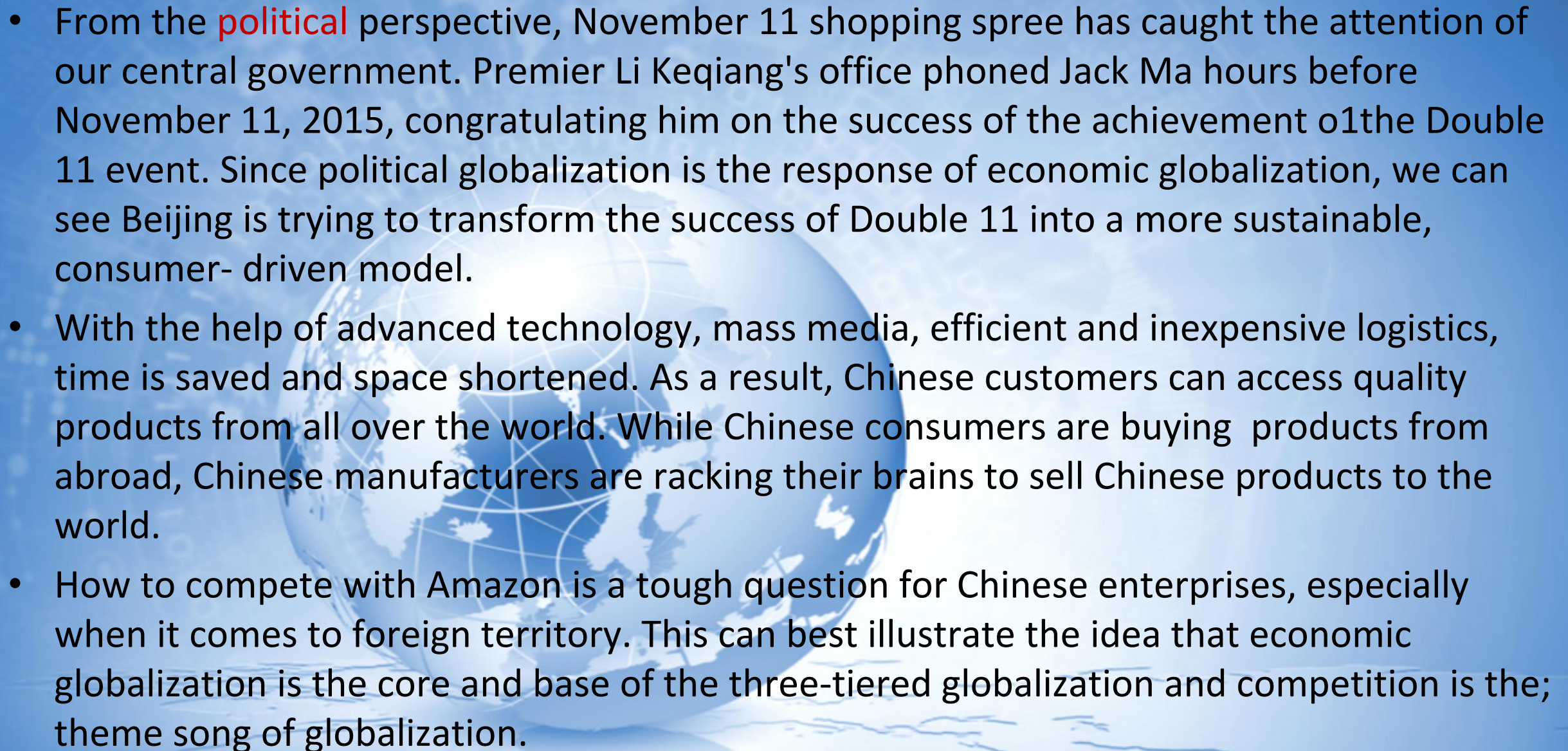
Economic globalization is **the most important one**. To maximize profits in the globalized free market, an enterprise or state spares no effort to make full use of its economic advantages to defeat its rivals, with the help of mass media, advanced science and technology, efficient and inexpensive transportation, etc. As a result, time is saved, space narrowed, brains and technology exchanged, and the borders of nation and race crossed. Consequently, competition is the theme song of globalization.

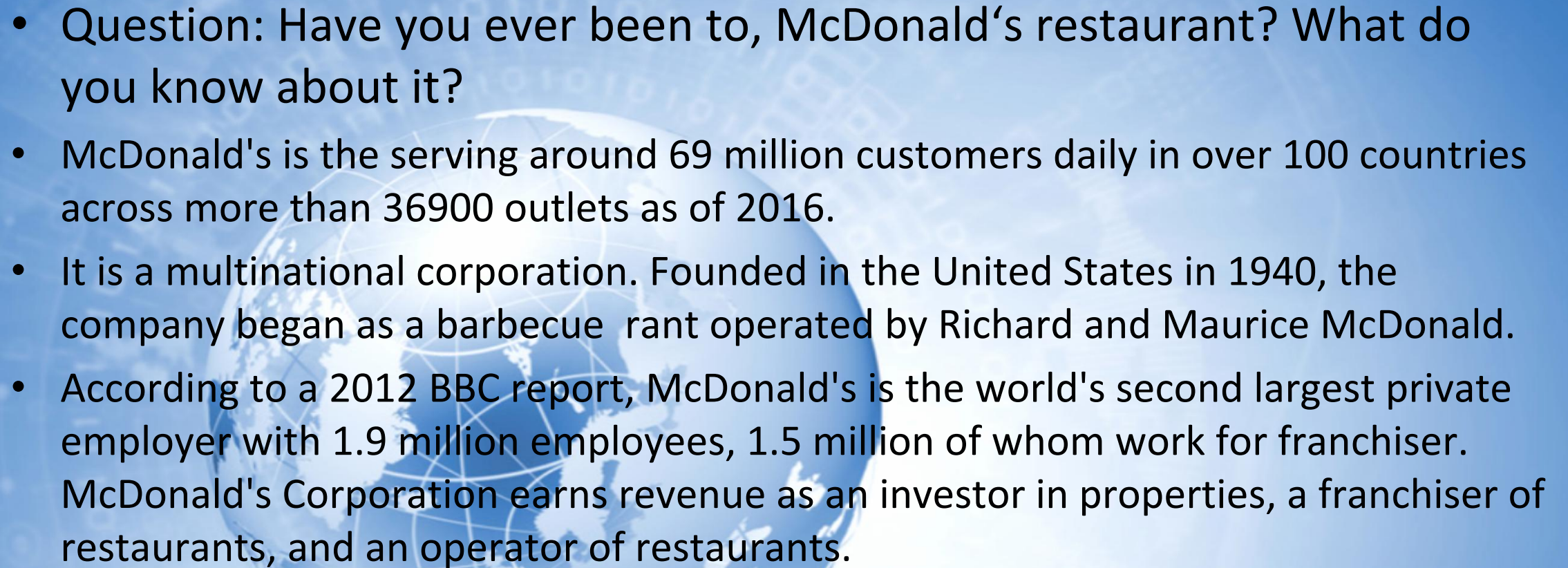


Question: Can you take
November 11 as an
example to explain the
three-tiered conception of
globalization?

Double 11

- November 11, or “Double 11,” is a shopping spree in China which is regarded as the Chinese version of Cyber Monday. Alibaba Group has launched its globalization campaign on this day in recent years. Its slogan “全球买，全球卖” in Chinese, means one can both buy and sell stuff worldwide.
- The origin of November 11 is in agreement with culture aspect. November 11, originally known as Single's Day, is made up by a group of young Chinese in the 1990s to celebrate single-hood and counter Valentine's Day. On that day, single people can buy gifts for themselves. Now, this anti-Valentine's Day movement is commercialized and called Double 11.

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- From the **political** perspective, November 11 shopping spree has caught the attention of our central government. Premier Li Keqiang's office phoned Jack Ma hours before November 11, 2015, congratulating him on the success of the achievement of the Double 11 event. Since political globalization is the response of economic globalization, we can see Beijing is trying to transform the success of Double 11 into a more sustainable, consumer-driven model.
 - With the help of advanced technology, mass media, efficient and inexpensive logistics, time is saved and space shortened. As a result, Chinese customers can access quality products from all over the world. While Chinese consumers are buying products from abroad, Chinese manufacturers are racking their brains to sell Chinese products to the world.
 - How to compete with Amazon is a tough question for Chinese enterprises, especially when it comes to foreign territory. This can best illustrate the idea that economic globalization is the core and base of the three-tiered globalization and competition is the theme song of globalization.

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- Question: Have you ever been to, McDonald's restaurant? What do you know about it?
 - McDonald's is serving around 69 million customers daily in over 100 countries across more than 36900 outlets as of 2016.
 - It is a multinational corporation. Founded in the United States in 1940, the company began as a barbecue restaurant operated by Richard and Maurice McDonald.
 - According to a 2012 BBC report, McDonald's is the world's second largest private employer with 1.9 million employees, 1.5 million of whom work for franchiser. McDonald's Corporation earns revenue as an investor in properties, a franchiser of restaurants, and an operator of restaurants.

McDonald in China

- China is **McDonald's third-largest market** in the world. It is also one of the world's fastest growing markets.
- Since the first restaurant opened in Shenzhen on October 8, 1990, McDonald's has more than 2,200 restaurants with over 100,000 employees in China. In 2014, McDonald's serves over 1 billion customers in China, providing high equality food and good service. McDonald's success; is in a tend of economic globalization. It grasped the opportunity to realize its worldwide growth.

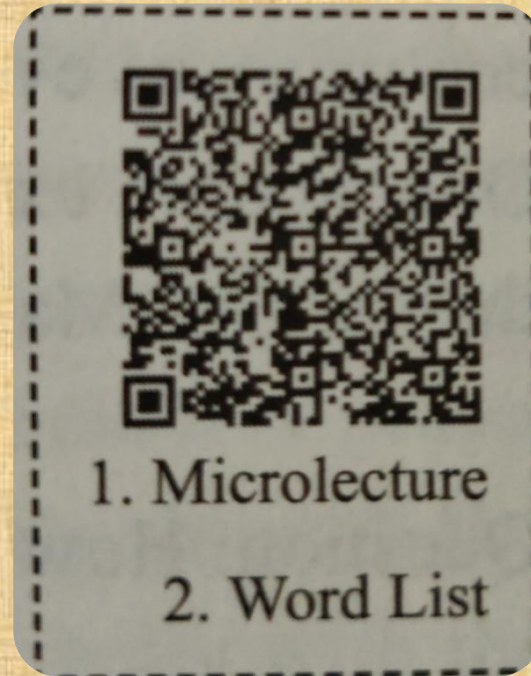
Definition of Economic Globalization

Economic globalization is the increasing economic integration and interdependence of national, regional, and local economies across the world through an intensification of cross-border movement of goods, services, technologies, and capital.? International commodity markets, labor markets, and capital markets make up economic globalization. The spread of multinational corporations such as McDonald's has accompanied the rise of economic globalization.

Definition of Economic Globalization

- Economic globalization is a worldwide phenomenon. A country's economic situation can depend significantly on other countries.
- Many allied countries would supply resources to each other that the other countries do not have. These resources can cover imported products, technology, and even human labor.
- Many people have observed that this phenomenon may lead to a “one-world government,” which consists of a centralized government for all nations.
- One popular activity under globalization is international trade, in which products and services are exchanged between or among nations.

Definition of Economic Globalization



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- Many countries that have abundant natural resources rely on this trading system to market their unique local products and, in turn, improve their economic state.
 - International trade has been practiced for centuries, as evidenced by the **Silk Road** that connects Asia and Europe for trading purposes.
 - One modern example of this type of trade is the toy industry. Many American-sold toys have the phrase **"Made in China"** printed on their surface.

Effects of Economic Globalization

- Economic globalization has both **advantages** and **disadvantages**. Advocates assert that the phenomenon increases a country's productivity with increased job opportunities and possible higher salaries.
- This can lead to economic growth and a higher standard of living. The reliance of countries on each other has also led to better chances of international peace. It has also paved the way for cultural awareness and understanding, largely through the help of technology. Economic growth accelerated and poverty declined globally with the process of globalization.

Advantages

- China, India, and Bangladesh, once among the poorest countries in the world, has greatly narrowed inequality due to their economic expansion ration of globalization.
- Globalization increases **market, trade, and investment potential** as well as resource accessibility of firms. It has become easier for firms to outsource their production to different locations to gain benefits from location advantage.
- Firms are able to reach out and serve many new untapped markets around the globe. **Liberal movements** of financial and human capital also facilitate their business transactions.

Disadvantages

- One negative result is that **natural resources** are depleted at a faster rate, since the demand of raw materials has increased among many countries.
- Another drawback is the **violation of human rights**, as many countries can exploit human labor outsourced from developing countries.
- Others say that it is a method for more powerful countries to **colonize** less developed ones by taking control of the latter's economy.
- Although globalization enhances a firm's market opportunities, it also increases the amount and level of competition faced by such firms. Firms operating at different levels domestic, regional, international, and global are now competing against one another.

Conclusion of effects

- All in all, the trend of economic globalization is **a double-edged sword**.
- It brought not only opportunities but also challenges to China. Whether economic globalization has positive or adverse effects, no one can doubt the phenomenon's influence and impact on today's global development.
- We should keep pace with this tendency and maximize our development as possible as we can.



Political Globalization

Definition of Political Globalization



Definition of Political Globalization

- Political globalization refers to **the intensification and expansion of political interrelations** across the globe.' It is the reaction of economic globalization on the political or governmental level.
- It is when **governmental action** takes place on the global level, where responsibilities, such as the welfare of citizens and economic growth, are acted upon by an international political body.
- In the past, governments typically served the citizens of their own nations, but now, the world is much more globally connected, which means politics often take place in a globally connected setting.

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- The background of the slide features a stylized blue and white globe. Overlaid on the globe is a circular arrow, suggesting a cycle or process. Faint binary code (0s and 1s) is visible in the background, adding a technological or digital theme to the presentation.
- Political globalization is mainly manifested in two aspects:
 - 1) Politics from one country goes to the world;
2) World politics shows multi-polarization.
 - **The former** refers to that politics from one country goes to the world and has close link to international politics. Domestic politics have to obey the international politics. The UN is one of the key organizations in the process of the political globalization.

- **The latter** means that since the end of World War II, the world's political structure have changed, it is developing forward multi-polarization continuously and a number of political entities appeared, such as the EU (European Union), ASEAN东南亚国家联盟（东盟） (the association of southeast Asian nations), the African Union, the United States, China, Russia, etc.

Examples of political globalization

- There are many **examples** of political globalization, like the EU, where political integration joins multiple nations together to make decisions and establish policies.
- Because the nations of the world have become much more connected, there is a growing prevalence of intergovernmental agencies, like the IMF (International Monetary Fund), WTO (World Trade Organization), and the UN (United Nations).

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- Political activity has transcended the old barriers of national divisions, where global agencies, international organizations, and worldwide political movements have become much more common.
 - The new challenges of global warming, **social inequality**, and **terrorism** are further indicators of how globalized politics may be integral to the shaping of future international policies.

Impact of Political Globalization

- The **advantages** of political globalization can be concluded as follows.
- Firstly, political globalization **deepens international dependencies** between countries, making the political interference, especially armed intervention increasingly unpopular internationally, and it is favorable to achieve peace.
- Secondly, political globalization has deepened **the ties** between countries, the heads of states often have some political friendly visits, which led to the rapid development of economic and cultural industries, and this is an important opportunity for developing countries.
- Thirdly, some common political values and political systems are valued by people, and common political rules have increasingly become international. Therefore the various political systems tend towards democratization, legalization, and modernization.

Disadvantages of political globalization

- Although the political exchanges between the countries continue to strengthen and the political system continues to innovate, there are still **some Western developed capitalist** countries trying to put the majority of developing countries into the political system in order to maintain a dominant position in the world.

- Hegemonism (霸权主义) and power politics interfere other countries internal affairs, stirring up (激起) political trouble. As for China, it should mainly develop great power relations and put the relationship between China and the major powers on the important position, and coordinate the relationship between China and the neighboring countries and other developing countries. We should bear the responsibility and obligation which adapt to our great power status in promoting world multi-polarization and solving global problems.

Political globalization in China

- However, in the context of globalization and market economy under pressure, people of socialist political democratization, legalization, and modernization of the increasingly high demand, is keen on the existing political system reform.
- It even produces some radical behavior, shaking the stability and unity of the political order. China's cultural centripetal force weakened, easily leading to people's indifference to politics and weakening their patriotism 爱国主义. This also has great negative effects on the road to build socialism with Chinese characteristics.

Group Work



- Work in groups. After watching the video clip about the history of the EU, discuss and analyze the Brexit in the EU referendum using the knowledge of Video political globalization. Find out the reasons of and effects on the issue and report your findings to others.



Cultural Globalization

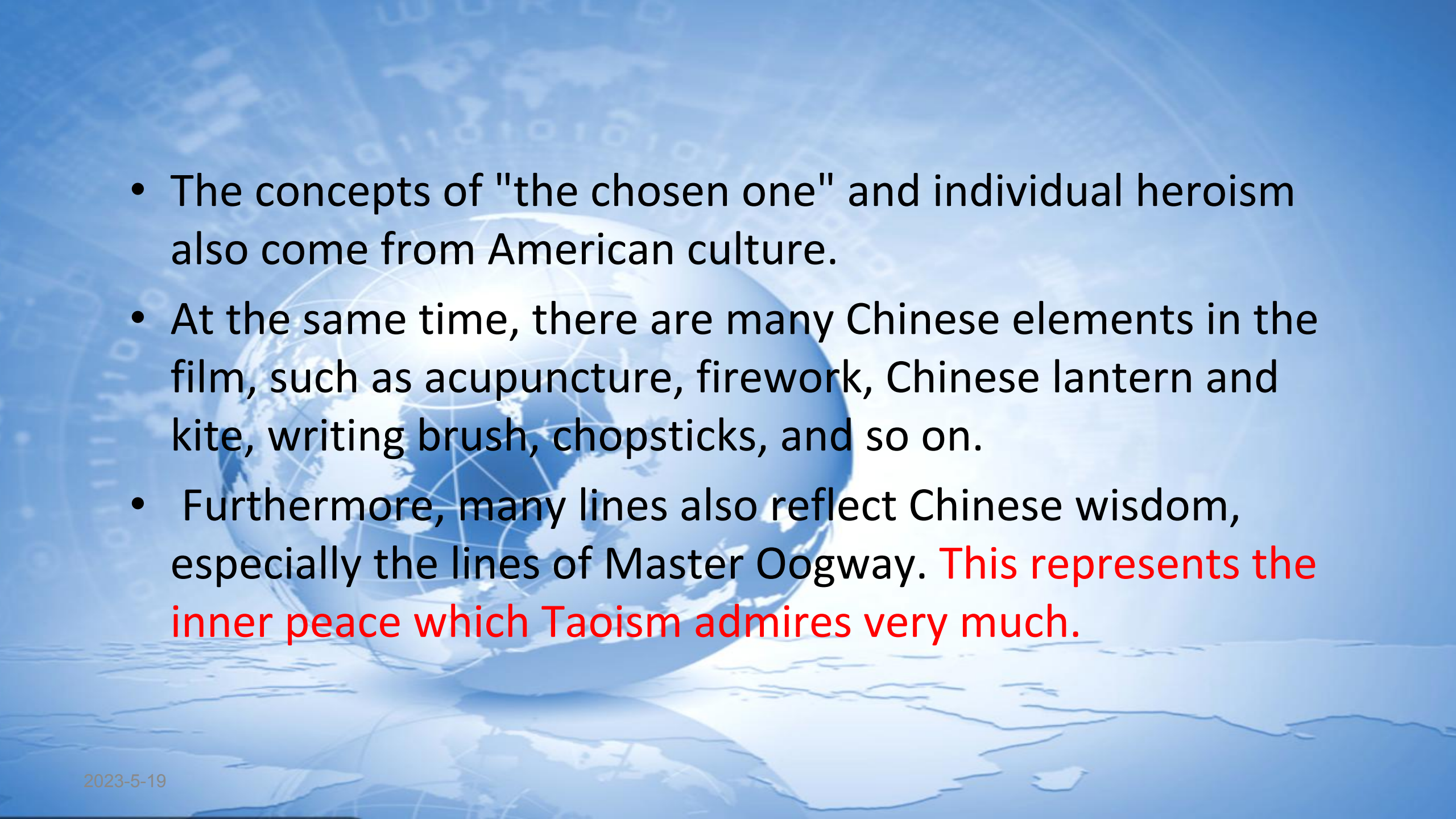
Definition of Cultural Globalization

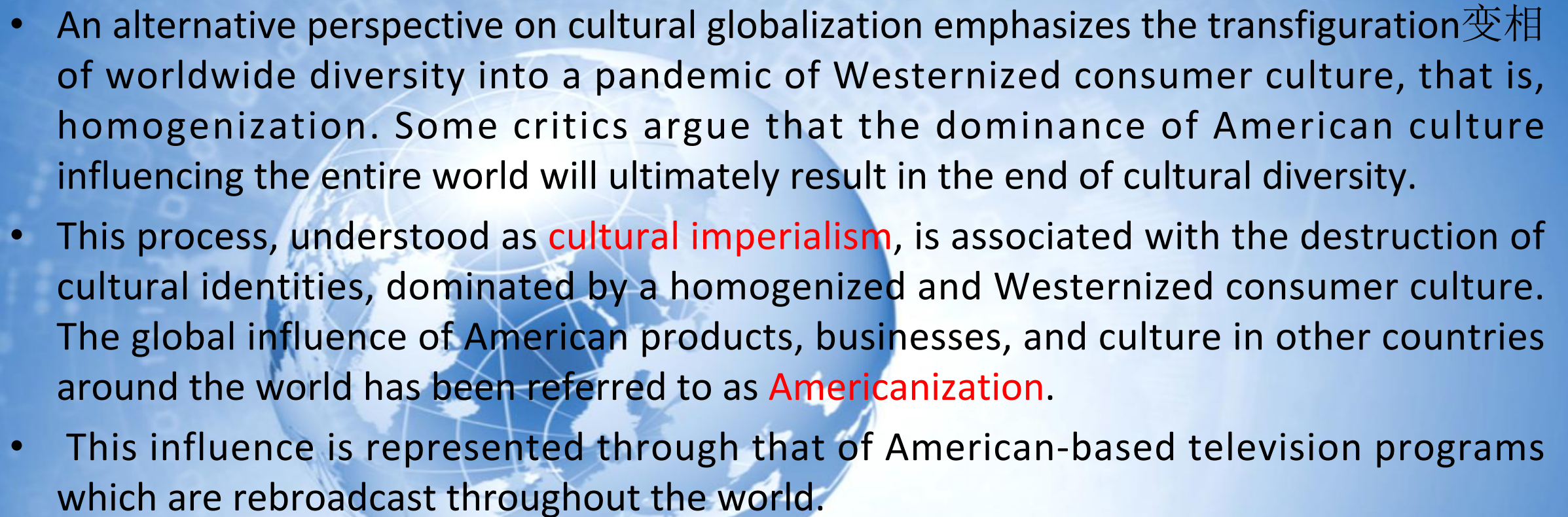
- Cultural globalization is a byproduct of economic globalization. It refers to the transmission of ideas, meanings, and values around the world in such a way as to extend and intensify social relations.
- Cultural globalization began in the Era of Discovery (地理大发现时代) during the 16th century. The processes of commodity exchange and **colonization** carry cultural meanings around the globe.
- For example, the expeditions of early European explorers introduced potato into Europe from South America, which had profound effects on the European diet.
- This process is marked by the **common consumption** of cultures that have been diffused by the Internet, popular culture media, and international travel. **Kung Fu Panda** is a typical example of cultural globalization by mass media.

Two Perspectives of Cultural Globalization

- There are **two** perspectives of cultural globalization:
- One is hybridization 杂交, and the other homogenization 均质化. From the first view, cultural globalization is a long-term historical process of bringing different cultures into interrelation.

- For example, in Kung Fu Panda, American culture and Chinese culture are perfectly integrated in the film. Po, a giant panda, is a kungfu fanatic who idolizes the Furious Five, living in a daydream all day. But when he was accidentally chosen by master Oogway to become the dragon warrior and has the opportunity to realize his dream, he has to face the true himself. Master Shifu did everything he could to force the panda quit, but Po did not give up. At last he made great progress and defeated Tailung to become a real dragon warrior. The touching inspirational story actually is a typical one about **American Dream**. That is, every man has his own potential. As long as you work hard, you can achieve prosperity.

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- The concepts of "the chosen one" and individual heroism also come from American culture.
 - At the same time, there are many Chinese elements in the film, such as acupuncture, firework, Chinese lantern and kite, writing brush, chopsticks, and so on.
 - Furthermore, many lines also reflect Chinese wisdom, especially the lines of Master Oogway. **This represents the inner peace which Taoism admires very much.**

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- An alternative perspective on cultural globalization emphasizes the transfiguration 变相 of worldwide diversity into a pandemic of Westernized consumer culture, that is, homogenization. Some critics argue that the dominance of American culture influencing the entire world will ultimately result in the end of cultural diversity.
 - This process, understood as **cultural imperialism**, is associated with the destruction of cultural identities, dominated by a homogenized and Westernized consumer culture. The global influence of American products, businesses, and culture in other countries around the world has been referred to as **Americanization**.
 - This influence is represented through that of American-based television programs which are rebroadcast throughout the world.

Impact of Cultural Globalization

- The ultimate consequence of cultural globalization is a world that seems smaller, and in which interactions take place more rapidly. The new widespread cultural awareness could help reduce bigotry 偏执 and discrimination, and might even smooth international relations as a whole.
- At the same time, it may also bring **destructive effects**. The critics of cultural globalization often argue against its destructive effects on national identities. They warn that unique cultural entities may vanish, and that languages spoken by small populations could be at an increased risk of extinction.
- The specific values, traditions, and history- the identity-of a culture could disappear. They fear the threat of dominant, industrialized cultures overtaking and supplanting indigenous ones, silencing new and different ideas. We should look at it objectively with an open and analytic mind.

The positive aspects

- As the largest developing country in the world, China will be influenced profoundly by this trend. There are both opportunities and challenges for China. **The positive aspects** mean that cultural globalization provides the opportunity for China to introduce the foreign advanced culture, at the same time, Chinese culture will walk into the world and another chance is to change the Chinese outmoded culture.

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- The government has already taken steps in promoting the Chinese traditional culture, one of which is that more than 100 Confucius Institutes (孔子学院) have been set up abroad to showcase Chinese cultural heritage.
 - However, the cultural development in different regions are not balanced in China. So one of the negative aspects lie in the fact that cultural globalization deepens the culture gap between the prosperous areas and the backward regions.
 - And another is that this trend threatens the Chinese traditional culture. In the 20th century, we used to call the Western- style building Xiao Yang Fang." But now, we turn to call our traditional houses "Retro Buildings." Maybe this is just the victory of cultural invasion from Western countries.

Cultural Globalization



1. Microlecture

2. Word List

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感谢聆听！