PHENOMENON OF GLOBALIZATION

Abstract

The following article deals with two sides of globalization. The author explores its major economic, political, cultural, ethic and environmental advantages and disadvantages and draws a conclusion summarising the abovementioned positions and expressing her personal view.

Key words

Globalisation, developing countries, free markets, movement of goods and services, fair trade, consumer choice, sweatshops, child labour, cultural identity, multinational corporations, cooperation, collaboration, poverty reduction, anti-globalism

Introduction
The idea that globalization is another form of evolution has become increasingly popular in recent decades. It is commonly defined as the process of international integration arising from the interchange of world views, products, ideas, and other aspects of culture [1]. It is seen as a phenomenon beneficial to both developing and developed countries in terms of moving headway towards a single economy and culture, reducing poverty and increasing wealth, providing free movement of goods, services and people, promoting better consumer choice and establishing democracy. As a result, globalization appears to many as a way of development practically devoid of drawbacks and disadvantages, desirable and necessary for the well-being of the human society. This is a misconception. In fact, many researchers point out social disintegration, a breakdown of democracy, more rapid and extensive deterioration of the environment, the spread of new diseases, increasing poverty and alienation as implicit consequences of globalisation.

This article presents a case study in which different approaches to assessing globalisation are analysed. After the literature review, there will be the discussion of findings concerning strong and troublesome points connected with globalisation and its effects on the society. The conclusion will summarise the findings, and the author's viewpoint will be presented.

**Literature Review**

Issues connected with globalization have been widely discussed in scientific books and journals. Starting from the 1970s (Sen, Amartya K. *Collective choice and social welfare*. San Francisco, CA: Holden-Day, 1970.) up to present times (P Hirst, G Thompson, S Bromley. *Globalization in Question*. Polity Press, 2015; U Beck. *What is globalization?* Polity Press, 2015) there have appeared a great deal of works covering different aspects of this phenomenon. The most recent ones are the following:

C. Hay, D. Marsh. *Demystifying Globalization*. Springer, 2016. The book covers various aspects of globalization, including the following ones: approaches to defining globalization, its relationship with modernization and Americanization, globalization within the frames of soft capitalism and state sovereignty, its connection with
regionalization and national diversity. The authors research the impact of globalization in particular on oriental countries, Central Europe and Japan.

Crane A., Matten D. *Business ethics: Managing corporate citizenship and sustainability in the age of globalization*. Oxford University Press, 2016. The authors explore in the context of business ethics the three major challenges that businesses face when making ethical decisions: corporate responsibility, stakeholders, and citizenship. Globalization is presented as a key context for business ethics and business ethics is evaluated within this framework.

Reus-Smit C. et al. (ed.). *The Globalization of International Society*. Oxford University Press, 2017. The books examines the development of today's society of sovereign states in the context of globalization. It covers the so-called global context, including the making of international society and economic interaction across Euroasia. The dynamics of globalization are also discussed, among which is imperial rivalry, worlding China and the role of civilization. The authors speak profoundly about the impact of globalization on international law, economic structures and human rights issues and make conclusions concerning the effects and challenges connected with globalization of international society.

**Findings**

**Benefits**

Benefits of globalization are generally considered within economic, political, cultural/scientific and ethical aspects [2].

**Economy**

As globalization started primarily in the economic sphere, its main advantages also lie within it. To them commonly refer: economic growth and poverty reduction, the creation of global supply chain, free movement of information, goods and services, better economic specialization and access to products for areas with limited resources. The creation of free markets, wider consumer choice, encouragement of higher standards of living are seen as the most important achievements that people enjoy owing to globalization.

**Politics**
The need to collaborate in order to solve current political problems throughout the world has triggered the establishment of international organizations aimed at promoting international cooperation. This is seen as political globalization. A classic example is the United Nations.

Culture and science

Travelling across the globe as a result of globalization has allowed individuals to explore new cultures and increase countercultural awareness, thus encouraging tolerance and respect for international cultures. Local exposure to international art, music, religion, theatre, TV, movies, and countless other cultural outlets and perspectives has also risen dramatically. Globalization has brought increasing interconnectedness among different populations and cultures.

In science globalization processes have allowed researchers to address international challenges on the basis of synergy and combining cutting edge expertise from diverse scientific fields. For instance, scientists at CERN jointly seek answers to issues connected with our universe [3]. Professor Bob Langer has brought together truly interdisciplinary teams to make breakthroughs in the field of biomedical engineering and cancer treatment [4]. There are numerous other examples.

Ethics

Globalization has resulted in the opportunity for nations and organizations to address human rights injustices committed across the globe. This allows for a rising sense of global civics, the notion that we have certain rights and responsibilities towards each other by the mere fact of being human on Earth [2]. Globalization has also considerably enhanced international business ethics [5, Pages 18-23].

Criticism

Critics of globalization commonly speak about its negative economic, political, cultural and environmental impacts [6].

Negative economic effects mainly include accusations of limitation of growth, Americanisation and global economic crises. Sweatshops, exploitation of workers in developing countries, child labour, widening the gap between rich and poor are often
seen as consequences of globalization. Corporate capitalism has become the main
target of today’s anti-globalists.

From the *political* point of view, globalization causes the greater empowerment
of international organizations and the diminishing influence of local state institutions.
Thus it challenges sovereignty and state independence.

*Culturally,* globalization is often blamed for the destruction of local cultures and
traditions and so-called Westernization of traditional cultures.

*Environmental* impacts include accusations of triggering global warming,
iclimate change and deforestation. Developing countries with cheap resources and
labour usually have less strict environmental regulations, whereas nations with
stricter environmental regulations become more expensive for companies as a result
of the costs associated with meeting these standards. Thus, companies tend to choose
countries with the lowest environmental standards or weakest enforcement.

**Opinion poll**

As part of the case study, the author conducted a poll on globalization among
students of the International Journalism Department of the University of International
Relations (MGIMO University, Moscow, Russia). The majority of respondents
evaluate globalization as a positive phenomenon, pointing out that it implies greater
social and economic progress, promotes global understanding and tolerance,
generates international competition and connects people by means of communication.
On the other hand, several students criticised such consequences of globalization as
using sweatshops and child labour, social inequality, destruction of natural resources.
However, the general opinion was that globalization is about progress and unity and
makes people invincible. You can see some of the respondents’ reports on the topic
here: http://mgimo119.blogspot.ru

**Conclusion**

Obviously, globalization is a phenomenon which cannot be judged or evaluated
only within a positive or negative context. Research indicates that globalization tends
to be seen as beneficial in developed countries, where people can to full extent enjoy
its achievements primarily in the economic sphere. In contrast, in developing
countries anti-globalist attitudes tend to be rather strong due to economic, cultural and social issues.

Despite globalization’s numerous positive impacts (among which the author personally values the opportunities for more profound scientific collaboration most of all), if globalization can ever “be turned into a blessing for every human being and the globe as a whole” [7, Page 4], there is still a long way ahead to it. However, at the end of the day the advantages seem to outweigh the disadvantages if proper attention is paid to dealing with troublesome issues.

Works Cited

[3] https://home.cern/

Further Reading


