

# **Lecture 1: Introduction to the subject**

## **International migration as a manifestation of the process of globalization**

**(Халықаралық миграция жаһандану үрдісінің  
көрінісі ретінде;**

**Международная миграция - проявление  
глобализационных процессов).**

# OUTLINE

- 1. Definitions of globalization.**
- 2. Glossary of globalization.**
- 3. Historical background and evolution of globalization.**
- 4. Types of globalization.**
- 5. Advantages and disadvantages of globalization.**
- 6. Pros and cons of globalization.**

# Course readings

- 1) Al-Rodhan, R.F. Nayef and Gérard Stoudmann. (2006). Definitions of the Globalization: A Comprehensive Overview and a Proposed Definition**
- 2) Wolf, Martin (2014). "Shaping Globalization" (PDF). Finance & Development 51 (3): 22-25.**
- 3) Globalization and Global History (p.127). Retrieved 3 July 2012.**
- 4) Paul James. Faces of Globalization and the Borders of States: From Asylum Seekers to Citizens**
- 5) Stiglitz, Joseph E. (2002). Globalization and Its Discontents. New York: W.W. Norton.**
- 6) Stiglitz, Joseph E. (2006). Making Globalization Work. New York: W.W. Norton.**

- 7) John Baylis and Steve Smith\_ The\_ Globalization\_ of\_ World Politics**
- 8) Wolf, Martin \_ Shaping Globalization**
- 9) Ulrich Beck \_ What is Globalization**
- 10) Ray Kiely. The Clash of Globalisations**
- 11) Thomas L. Friedman. The World Is Flat: A Brief History of the Twenty-first Century. 2005.**
- 12) Joseph Stiglitz on Globalization // <https://www.youtube.com/watch?v=EVoBU25p9x8>**
- 13) Thomas Friedman. Globalization of Higher Education // <https://www.youtube.com/watch?v=Xww6-KEBPTE>**

**14) Dr. Fareed Zakaria. Globalization of Higher Education //**

**[https://www.youtube.com/watch?v=1H\\_M3bVsiX0](https://www.youtube.com/watch?v=1H_M3bVsiX0)**

**15) Peter Alfandary. The Myth of Globalisation //**

**<https://www.youtube.com/watch?v=xUYNB4a8d2U>**

**16) Noam Chomsky. Globalization and Neoliberalism //**

**<https://www.youtube.com/watch?v=ILcKbKTlzc>**

# **DEFINITIONS OF GLOBALIZATION**

- The term globalization is derived from the word globalize, which refers to the emergence of an international network of economic systems.**
- the act or process of globalizing : the state of being globalized; especially : the development of an increasingly integrated global economy marked especially by free trade, free flow of capital, and the tapping of cheaper foreign labor markets;**
- the act of globalizing, or extending to other or all parts of the world; worldwide integration and development;**

- the process enabling financial and investment markets to operate internationally, largely as a result of deregulation and improved communications;**
- the emergence since the 1980s of a single world market dominated by multinational companies, leading to a diminishing capacity for national governments to control their economies;**
- the process by which a company, etc, expands to operate internationally;**

# **Definition from Financial Times Lexicon**

**This is the integration of economies, industries, markets, cultures and policy-making around the world. Globalisation describes a process by which national and regional economies, societies, and cultures have become integrated through the global network of trade, communication, immigration and transportation.**

**In the more recent past, globalisation was often primarily focused on the economic side of the world, such as trade, foreign direct investment and international capital flows, more recently the term has been expanded to include a broader range of areas and activities such as culture, media, technology, socio-cultural, political, and even biological factors, e.g. climate change.**

**After the fall of the Berlin Wall, some talked about the rise of a “one world way” of doing business and living, but more recent events have suggested that those thoughts were misplaced as we see the success of a number of varying economic and national systems.**



**- Sociologists Martin Albrow and Elizabeth King define globalization as:  
“All those processes by which the peoples of the world are incorporated  
into a single world society.”**

**- In The Consequences of Modernity, Anthony Giddens uses the following  
definition: “Globalization can thus be defined as the intensification of  
worldwide social relations which link distant localities in such a way that  
local happenings are shaped by events occurring many miles away and vice  
versa.”**

**- Swedish journalist Thomas Larsson, in his book *The Race to the Top: The Real Story of Globalization*, states that globalization: “Is the process of world shrinkage, of distances getting shorter, things moving closer. It pertains to the increasing ease with which somebody on one side of the world can interact, to mutual benefit, with somebody on the other side of the world.”**

**- 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.**

# Historical background

Globalization is a process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology.



## *Globalization Definition*



- - *“Processes by which goods, services, capital, people, information, and ideas flow across national borders.” (Grewal/Levy)*
- - *“Trend toward greater economic, cultural, political, and technological interdependence among national institutions and economies.” (Wild/Wild/Han)*

*Grewal, D., & Levy, M. (2009). Marketing. New York: McGraw-Hill Companies, Inc.*

*Wild, J., Wild, K., & Han, J. (2008). International Business: The Challenges of Globalization. Upper Saddle River, NJ: Pearson Prentice Hall.*

The International Monetary Fund (IMF) identified four basic aspects of globalization:

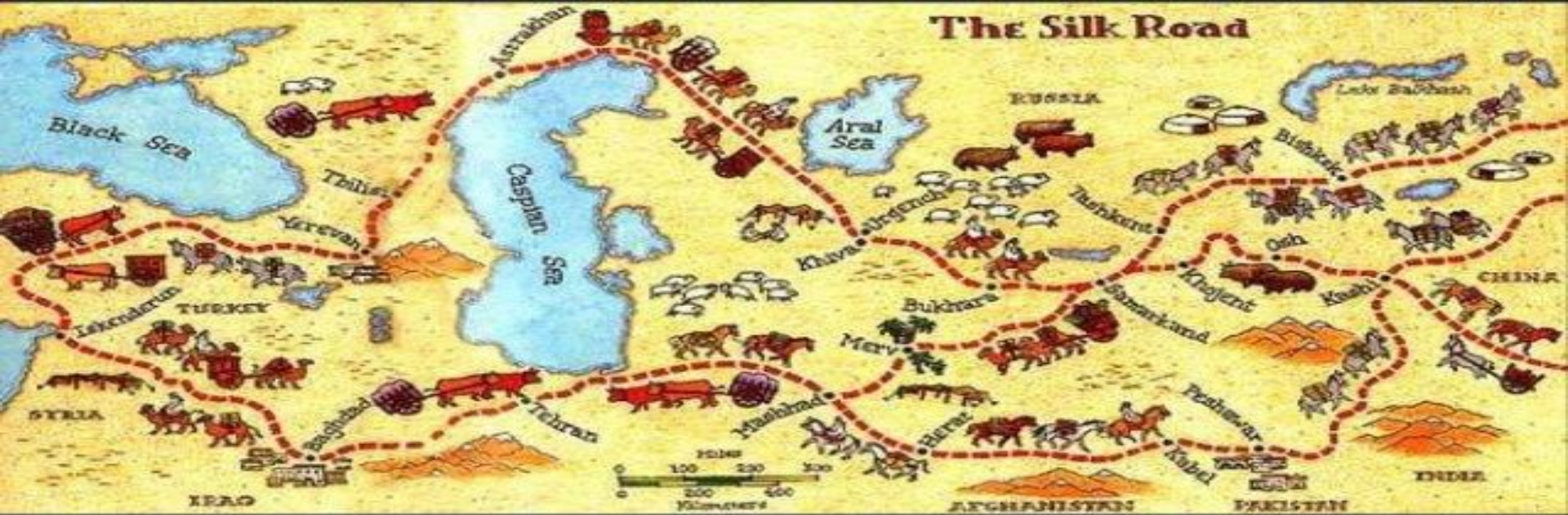


trade and transactions

capital and investment movements

migration and movement of people

dissemination of knowledge



Globalization is not new, though. For thousands of years, people—and, later, corporations—have been buying from and selling to each other in lands at great distances, such as through the famed Silk Road across Central Asia that connected China and Europe during the Middle Ages. Likewise, for centuries, people and corporations have invested in enterprises in other countries. In fact, many of the features of the current wave of globalization are similar to those prevailing before the outbreak of the First World War in 1914.

Thomas L. Friedman divides the history of globalization into three periods:

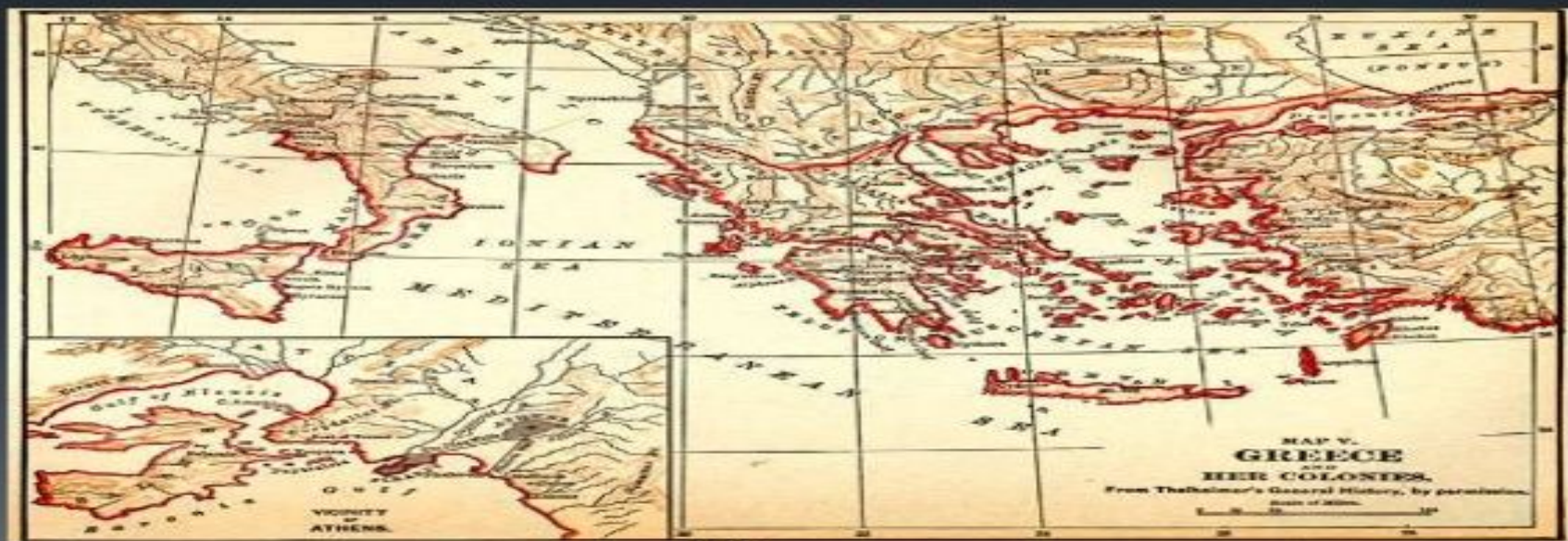
Globalization 1 (1492 -1800) –  
Globalization of countries

Globalization 2 (1800 -2000) –  
Globalization of companies

Globalization 3 (2000 – present) –  
Globalization of individuals



An early form of globalized economics and culture, known as archaic globalization, existed during the Hellenistic Age, when commercialized urban centers were focused around the axis of Greek culture over a wide range that stretched from India to Spain, with such cities as Alexandria, Athens, and Antioch at its center. Trade was widespread during that period, and it is the first time the idea of a cosmopolitan culture



The Islamic Golden Age was also an important early stage of globalization, when Jewish and Muslim traders and explorers established a sustained economy across the Old World resulting in a globalization of crops, trade, knowledge and technology. Globally significant crops such as sugar and cotton became widely cultivated across the Muslim world in this period, while the necessity of learning Arabic and completing the Hajj created a cosmopolitan culture.



In the years since the Second World War many governments have adopted free-market economic systems, vastly increasing their own productive potential and creating new opportunities for international trade and investment. Governments also have negotiated dramatic reductions in barriers to commerce and have established international agreements to promote trade in goods, services, and investment.



Taking advantage of new opportunities in foreign markets, corporations have built foreign factories and established production and marketing arrangements with foreign partners. A defining feature of globalization, therefore, is an international industrial and financial business structure.



# Types of Globalization



- **Technological:** IT, Biomedical, Green, Robotics
- **Population:** Growth, Aging, Youth Bulge, Women, Labor, Migration
- **Economic:** Commercial, Industrial, Communications, Services
- **Financial:** Investments, Banking, Exchange Rates, Black Markets, Money Laundering
- **Cultural:** Ideational, Ideological, Educational, Civilization, Pop Culture
- **Political,** Democratic, Multinational Organizations, International Law and Regimes, Rule of Law, Civil Society
- **Military/Security:** Nuclear Proliferation, Alliances, Rising Powers
- **Environmental:** Global Warming, Bio-Diversity, Deforestation
- **Health:** Pandemics, Potable Water, AIDS/HIV, Malaria
- **Resources:** Water, Food and Agriculture, Energy and Fuels, Minerals
- **Terrorism:** Islamist-Extremist, other Religious, Ethnic, National,
- **Crime:** Organized Crime, Drug Trafficking, Piracy, Trafficking in Persons, Conflict Diamonds

# Types of Globalization

**Economic, Cultural, Political, etc.**

## **Economic globalization:**

**Economic globalization echoes the views of neoliberal and neoclassicist thinkers in which states lose prominence and the world becomes a single global market of individual consumers. These consumers are characterized by their material and economic self-interest – rather than cultural, civic or other forms of identity. The expansion and dominance of global companies and brands is another key feature. These corporations contribute to deepen global interconnectedness not only by uniformly shaping consumption patterns across societies, but by binding economies together through complex supply chains, trade networks, flows of capital and manpower (migration).**

# **Cultural globalization:**

**It refers to the process of transmission of values, ideas, cultural and artistic expressions. In the era of the Internet and fast communications people can interact more easily with each other. Multiculturalism and cosmopolitanism are to some extent manifestations of cultural globalization. Communities are less insulated than ever in history, even those who cannot travel can have today a good understanding of other cultures and meet virtually people from other parts of the world. People change their views and lifestyle influence by global cultural and consumption trends.**

## **Political globalization**

**The political dimension is a newer feature of the globalization debate, as over the last 30 years there has been a rise in the influence and power of international and regional institutions such as the European Union (EU), Organization for Economic Cooperation and Development (OECD), the United Nations (UN), the World Trade Organization (WTO), MERCOSUR in South America, and the Association for Southeast Asian Nations (ASEAN). The international and supranational actors increasingly shape domestic politics.**



# The Advantages of Globalization

**1. Education:** Due to globalization, the rate of education is getting even higher. Almost 99 percent of people today have finished their studies and achieved decent jobs. They also learn lots of things which guide them to live in a wealthy or simple lifestyle.

**2. Employment:** Globalization generates employment opportunities for those people who still don't have a job. Most companies today move to a well civilized country in order to give a chance to unemployed workers to gain a job that suits their abilities and expertise.

**3. Cheaper Price:** Most products in the market are offered in a cheaper price due to competition.

**4. Quality of Product:** Through the machines that were produced because of globalization, the products offered to the people come with great quality.

**5. Communication:** The technology today allows the people to achieve clear and continuous communication with their family or the VIP's in different countries.

# The Disadvantages Of Globalization

- 1. Loss of Culture:** Because entire things today are well built and well advanced, the former culture and tradition of the people disappeared. Most of the people choose the well advanced world rather than to live just like the way before.
- 2. Health Problems:** There are many health illnesses that were developed when globalization existed. Most health issues that occur are serious.

**3. Environmental Degradation:** The business mutiny really altered the outlook and level of economy. Because most companies today are utilizing the natural resources, deforestation arises. They often destroy the land which often contains lots of minerals and resources.

**4. Disparity:** Even though globalization is widely open in the latest avenues such as employment and market, there is still a disparity that comes along with the improvement of the economy. Structural unemployment is obligated to the presence of disparity.

# **PROS and CONS**

**Globalization is such a complex phenomenon that here we are going to dissect its pros and cons across three different dimensions or angles: economic, cultural and political:**

## **Pros of economic globalization:**

**Cheaper prices for products and services (more optimized supply chains); Better availability of products and services; Easier access to capitals and commodities; Increased competition; Producers and retailers can diversify their markets and contribute to economic growth;**

## **Cons of economic globalization:**

**Some countries struggle to compete; Extractive behavior of some foreign companies and investors; Strong bargaining power of multinational companies vis-à-vis local governments; “Contagion effect” is most likely in times of crises; Problems of “social dumping”.**

## **Pros of cultural globalization:**

**Access to new cultural products (art, entertainment, education) ; Better understanding of foreign values and attitudes; Less stereotypes and misconceptions about other people and cultures; Capacity to communicate and defend one's values and ideals globally; Instant access to information from anywhere in the world; Customisation or adaptation of global cultural trends to local environment (“mestisage”)**

## **Cons of cultural globalization:**

**Dangers of cultural homogenization; Westernization, cultural imperialism or cultural colonialism; Some small cultures may lose their distinct features; Dangerous or violent ideals can also spread faster; Spread of commodity-based consumer culture.**

## **Pros of political globalization:**

**Access to international aid and support; It contributes to world peace; It reduces risk of invasions, more checks to big powers and limitation to nationalism; Smaller countries can work together and gain more influence internationally; International organizations are often committed to spread values like freedom and to fight abuses within countries; Governments can learn from each other.**

## **Cons of political globalization:**

**State sovereignty is reduced; The functioning of international and supranational organizations is often not “democratic” in terms of representation and accountability; Big countries can shape decisions in supranational organizations; Sometimes countries can veto decisions and slow down decision making processes; Coordination is difficult and expensive.**



