THE "GLOW" IN GLOBALISATION

Bianca-Oana Han

Assist. Prof., PhD, "Petru Maior" University of Tîrgu Mureș

Abstract: Globalisation as phenomenon has been in the spotlight for a few decades, ever since people started to believe that belonging to a large global family, the so-called 'global village', is helpful and supportive. The panel of advantages of such affiliation is open-ended, yet we ought to browse through the possible side-effects or drawbacks that tag along. Nevertheless, the strongest idea of this article aims that globalisation is that 'necessary evil', that enhances human evolution.

Keywords: advantages, drawbacks, global community, evolution and society

The overly-debated issue regarding globalisation has long earned its right to belong to the list of controversial topics. The specialised literature of many areas of study, be it social or technology-oriented sciences, abound with debates that go pro and/or against globalisation. Therefore, we are not as much focusing in whether Globalisation as a phenomenon has advantageous or disadvantageous effects upon humanity, but moreover in the intrinsic impact it carries upon humanity and fields of human activity.

In order to view this approach from a rather balanced position, we ought to browse through the main accounts and drawbacks related to the main theme of our debate. Therefore, it goes without saying that the phenomenon of globalisation stands as a beneficial wave upon humanity, since it ensures communication at all levels. Belonging to a large community comes along with its payoffs, since economy and trade develop easier and quicker, thus making prices cheaper and products easily accessible. Moreover, inter-human communication and relation becomes more consistent and people have easier access to worldwide sources of knowledge.

Thus, education reaches a whole new standard and the number of educated people increases. According to the Global Information Infrastructure Commission (GIIC), an international, independent, non-governmental private sector organisation argues that: "The

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globalisation of the economy and its concomitant demands on the workforce requires a different education that enhances the ability of learners to access, assess, adopt, and apply knowledge, to think independently to exercise appropriate judgment and to collaborate with others to make sense of new situations. The objective of education is no longer simply to convey a body of knowledge, but to teach how to learn, problem-solve and synthesise the old with the new".[1]

Viewed through these, more sophisticated and complex lens, things are perceived under a whole new perspective. Having won access to knowledge, both theoretical and practical knowledge, people have become more conscious about themselves as individuals, on the one hand, and as part of a (or more) community(ies), on the other hand. They feel that they are entitled to be heard and listened to, to have a saying in the way their life is unfolding, in the way they are allowed access to information, to security, to health insurance, a.s.o.

On the other hand, having acknowledged the privileges of the phenomenon of globalisation should not hinder our overall understanding of its effects upon humanity. We have become wise enough to realise that progress and evolution bring along its drawbacks and negative aspects. Therefore, one of the most important and real advantage of globalisation, that of free communication and actual movement all over the globe has generated a worth-noticing effect, that of free circulation of diseases. Health has always been a delicate issue among the worlds' preoccupations since it comes in direct relation to the mere existence of the world.

In the same light, overdevelopment of economy and industry has generated pollution above the level allowed by health standards, leading to environmental degradation. The rhythm of technologic evolution has been in a continuous upheaval, thus, it seems rather sur that "(…) we will have to witness dramatic environmental changes. (...) we will have to adopt certain eco-friendly techniques to bring down the side effects of globalisation."[2]

The disadvantageous aura of globalisation touches other important areas, like traditions and national issues. According to Ibrahim[3], "Globalization both homogenises and fragments. On one hand, it allows nations and citizens of the world to share common events, values and knowledge, often instantaneously thanks to advances in telecommunications and information technology. Its proponents tout globalization as a vehicle for promoting certain

[1] Acc. To Mr Derrick L. Cogburn, Ph.D. Globalization, Knowledge, Education And Training In The Information Age, http://www.unesco.org/webworld/infoethics_2/eng/papers/paper_23.htm
[2] Acc. to Shilna Krishnan, in Globalization and the Pollution, http://www.civilserviceindia.com/subject/Essay/globalization-and-the-pollution.html
[3] Acc. to Zawawi Ibrahim, in Globalisation and National Identity, apcss.org/Publications/...files/Pub.../Pub_GrowthGovernancech9.pdf

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universal goals of governance, economic cooperation and civil society. Ideally, globalization should be an arena for all kinds of flows and exchanges[4] in which the local is synergized with the global and vice versa. In reality, of course, globalization has also fragmented identities and rekindled ethnic divisions once dormant under the control of nation-states. Ernest Gellner, an influential theorist on the cultural dimension of nationhood, once argued that for a given society to persist, it must be one in which its people "can breathe and speak and produce…the same culture."[5] But now "in the age of fragmentation of the world system,"[6] notions of culture that were once constructed on the basis of the "national" must be reviewed. This new "crisis of identity"[7] affecting both the centre and periphery of the world system, reflects the tenuous conception of a bounded notion of culture and the idea of a homogenizing national identity—the "imagined" oneness of the nation-state "community"[8] and its rather static, elitist and conflated conception of identity.[9]

We admitted from the very beginning that this debate on effects of globalisation upon humanity is by far extinct or that the list of both privileges and drawbacks is complete and terminated. But the most appealing issue stands in the intrinsic effect of the phenomenon. It is that 'glow' brought along by the mere idea that belonging to a large group entitles us to become part of an entity. Besides the fact that the term 'glow' itself is already quite rich from a semantic perspective, it is rather expressive from the phonemic point of view, also, with regards to the term 'globalisation' (we found this phonemic coincidence rather appealing). This led us to dwell a little bit more upon the glowing effect of globalisation on people.

According to a certain dictionary[10], the noun 'glow' refers to a light emitted by or as if by a substance heated to luminosity; incandescence, brightness of colour, sensation or state of body heat, warmth of emotion, passion, ardour". The main idea is that is it all about a force that erupts from within, the intrinsic brightness that animates the individual when he acknowledges his belonging to himself and to the community, in the same time, no matter how paradoxical this might sound to some people. The individual dreams to have access to a

[4] Acc. to Ulf. Hannerz, Transnational Connections: Culture, People and Places. London: Routledge, 1996, quoted in Ibrahim, op. cit.
[5] Acc. to Ernest Gellner, Nations and Nationalism. Oxford: Blackwell, 1983, p. 38, quoted in Ibrahim, op. cit.
[6] Acc. to Jonathan Friedman, Cultural Identity and Global Process. London: Sage, 1994, quoted in Ibrahim, op. cit.
[7] Acc. to Friedman, p. 86. quoted in Ibrahim, op. cit.
[8] Acc. to Ben Anderson, Imagined Communities: reflections on the Origins and Spread of Nationalism. London: Verso, 1983, quoted in Ibrahim, op. cit.
[9] Acc. to Michael Herzfeld, Cultural Intimacy: Social poetics in the nation-State. New York: Routledge, 1997, p. 11 quoted in Ibrahim, op. cit.
[10] http://dictionary.reference.com/browse/glow?s=t

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bright living, to a large family, to a safe and healthy living environment, to enjoy the benefits of being informed and to count as an individual as part of a national tradition-defending society. The individual was created to contain that something-else-ness that makes the glow glow in a globalising entity. The individual should not fear but embrace the glow that glows upon him as a protective, more often than not, wrap that globalisation tends to be.

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