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The world-system theory (WST) provides an excellent platform to discuss the dissemination of wealth between nations and the hierarchical value of being a leading nation in the progression of globalization. The primary focus of this paper is to unpack the tenets of globalization and to investigate how each area proposed serves as a system of interrelated parts that function as a whole. When we think about the collapse of the American economy back in 2008, we must also consider the domino effect that crippled core nations such as the EU countries and Japan. We are speaking about a world economy not just a single framework. Therefore, it is important that we view globalization as a system of interlocking components, recognizing that a change in one part results in changes elsewhere in the system. The outcome is that globalization has opened America's borders to skilled foreign workers. Graduates must prepare themselves well to compete in this new global marketplace. More research is needed using the WST. A better understand on how nations are dealing with eroding super powers and embracing a new paradigm of hegemony with repeating patterns of interdependence between nations.

**Keywords:** World-system theory, Core nation, semiperiphery, periphery, globalization, pro-capitalist, international relations, and offshoring

A SYSTEMS APPROACH FOR UNPACKING THE MECHANISMS OF A  
GLOBAL SOCIETY

by

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## CHAPTER I

### INTRODUCTION

The over-arching theme of globalization is unmistakably interdependence. This theme links several dimensions into an interdisciplinary system perspective. It strives to connect the world economy, global trends, capitalism, educators and more into an interdependent scheme. A system approach can take a provocative stance of inquiry into the multifaceted and far-reaching changes transforming our world today. No longer can we conceptualize nation states as a single community operating within the confines of spatial boundaries. The world has formed into a mosaic of interdependence that is best examined with philosophical assumptions, which sheds light on the reshaping of societies. The world-system theory (WST) offers a logical approach to understanding the complexities of globalization. Immanuel Wallerstein, a scholar versed in the field of sociology published his seminal work in 1974 called *The Modern World System: Capitalist Agriculture and the Origins on the European World-Economy in the Sixteenth Century*. Wallerstein was not the first scholar to argue that an uneven distribution of wealth would develop a hierarchy of social and political control. Karl Marx struggled with the notion that societies would never be composed of a harmonious working system designed to meet a set of universal needs. Perhaps Marx would think

differently today as societies are moving closer to a unified system where globalization has provided a platform for the integration of language, education, economics, and international diplomacy. Grounded in the Marxist theory, Wallerstein moved past old ideologies and presented the WST, which provides a holistic perspective for understanding human interaction within a global political-economic framework.

The purpose of this paper is to unpack the tenets of globalization and to investigate how each area proposed serves as a system of interrelated parts that function as a whole. When we think about the collapse of the American economy back in 2008, we must also consider the domino effect that crippled core nations such as the EU countries and Japan. We are speaking about a world economy not just a single framework. Therefore, it is important that we view globalization as a system of interlocking components, recognizing that a change in one part results in changes elsewhere in the system. Scholars such as Thomas Clayton, Nick Kardulias, and Thomas Hall just to name a few have used the WST to analyse comparative education and archaeology to assess how they relate to the WST. The WST has become an important theory for understanding the processes of globalization and the complexities of the world-economy. The WST also carries an empirical value for scholars interested in gaining a holistic perspective on capitalism. The goal of this paper is to focus on key areas such as ethics, the world economy, media, and education. Each of these areas plays a pivotal part in shaping developments within the US and influencing global issues.

Moreover, the English language is the glue that holds globalization together. A key objective is to demonstrate that the areas mentioned are systematically assembled through interconnectivity and governing institutions (e.g., Organization for Economic Cooperation and Development, International Monetary Fund, the Association for Computing Machinery) just to name a few. These institutions are creating policies that regulate globalization. Though, it is beyond the scope of this paper to dive deep into the breakdown of societies. No question societies are suffering from global expansion and intensification (i.e., the gap between rich and poor is widening). While this is a common theme shared by both Wallerstein and Marx, this undertaking offers insight into how countries are leapfrogging past core nations such as the US. In other words, the WST provides a road map that explains the shaping of a new paradigm.

### **The World-System Theory**

The world-system theory (WST) provides an excellent platform to discuss the dissemination of wealth between nations and the hierarchical value of being a leading nation. Immanuel Wallerstein divided this theory into three distinct zones (core, semi-periphery, and periphery nations). The theory categorizes nations according to their distribution of capital, media, technical abilities, labour, and cultural artefacts, etc. Mann (2010) claims that scholars have studied dimensions of globalization by specific contributions from different nations around the world. The term 'MacDonaldization' or 'Americanization' represents a hierarchical distribution of wealth and power. America is considered a core nation responsible

for exerting control over the semiperiphery and periphery nations. In contrast, semiperiphery nations like India exhibit core like attributes, but they are still labour-intensive, and provide low-wages to their employees. The same holds true for periphery nations. While the periphery nations do not exhibit core like qualities like India, these nations tend to be on the lower end of the industrial spectrum (McPhail, 2006). Mann (2010) describes peripheral countries as being constrained into a form of development, which only reproduces their subordinate status. In other words, a peripheral nation's position on the world stage is determined by class struggles that are internal to them and part of the system as a whole. A noteworthy characteristic concerning the relationship between nations as depicted in *table 1* is that they are not locked into a prospective zone; China, Brazil, and India are rapidly becoming core nations. The WST allows scholars to assign a hierarchical value to each nation and gauge the contribution they make to the progression of globalization and the accumulation of wealth.

Table 1. Relationship in the Capitalist World Economy		
<i>Core</i>	<i>Semiperiphery</i>	<i>Periphery</i>
United States	China	Most of Africa
Canada	Brazil	Latin America
Japan	India	Large part of Asia
Norway	Chile	Former Soviet
Israel	Turkey	

New Zealand	Mexico	
Australia	Venezuela	
South Korea	Russia (SU)	
South Africa	Saudi Arabia	
European Union (EU)	Pakistan	
<i>Source:</i> Developed from McPhail, 2006 for illustration purposes only		

Interconnectivity is one of the primary philosophical assumptions in the functionality of the world system theory. The concept of interaction is simplistic in nature and characterizes a system where all parts rely on one another to function smoothly. For example, the world-systems theory delineates its unit of inquiry as an entire historical system, maintaining that chronicled social systems are particular in nature. In like manner, modern world-systems also represent a singular whole where states are not autonomous. That is to say, that states only exist relative to one another with explicit systemic functions (Lee, 2010). A good example of how core nations are promoting global interconnectivity is the rhetoric coming from the Obama administration. Clinton (2012) reminds us about the interconnectivity of the world in 2012. She argues that a resilient America is working in concert with new powers and partners to update an international system designed to preclude global conflict and foster world prosperity. On the other hand, some scholars would argue the basic division between core, and periphery has purportedly lost its significance in a world of flows and complexity.

Yet, many support the world system theory as a useful framework to assign an order to modern world systems. Van Hamme and Pion (2012) suggest that in times of globalization (i.e., the growing integration of the world economy) the systems methodology has not lost its utility and can conceptualize new global perspectives. While the world moves in a direction of globalization, interconnectivity will be the glue that shapes modern universal trends and perspectives.

The fundamental division between the core and periphery has not changed; therefore, using the world system theory to gain perspective will yield the same results that it has since its inception. Today's structures of the capitalist world-economy appeared in Europe at the beginning of the sixteenth century. This was the era known as the transition from feudalism to capitalism. The hierarchical division of labour (i.e., production and distribution) industrialized between Western Europe with their high-wage skilled workers and Eastern Europe where high bulk, low value-added necessities were produced by a lower-cost work force (Lee, 2010). If you look back at *table 1*, you will see most of the former Soviet Union listed under the periphery heading. This is not to imply that Europe as a whole has not evolved, but the same classification still holds true in terms of hierarchy. Vanolo (2010) acknowledges metaphors as a viable reason for this label. As an illustration, Europe and America is the imperialistic core of the world. This makes it possible to distinguish between the core and the non-core world. It is important to note at this stage that the apparatus and artefacts

have changed, but the capitalistic framework has remained the same. According to Van Hamme and Pion, 2012, core-periphery division of the world has not lost its pertinence; it is as relevant today as it was decades ago. It would not be subjective to argue that the modern world of economics can be conceptualized using a framework that recognizes distinct differences between core and peripheries.

The WST does not use an axial division of labour to conceptualize the movement of commodities between trading nations. Instead, it provides a roadmap to explain how nations realign themselves relationally to sustain a geographic trade network. Lee (2010) suggests that nations straighten their focus on the production of supplies for consumption between zones. The partnership builds a relational system not based on the structural pressure for the ceaseless accumulation of capital. The relational model has been like a double-edged sword for core nations like the United States. Free flowing markets are protected by military influence. In return, semi-periphery nations can concentrate entirely on increasing their financial position on the world stage. For instance, the international system based on capitalistic values helped promote rising nations like China and India. While the United States provides security for the world, those nations are reaping the benefits from this arrangement. However, rising nations will face increasing expectations from the world to shoulder the challenges that face free trade (Clinton, 2012). Here is where the dependency theory overlaps with the basic beliefs of the WST. Vanolo (2010) defines the core

and periphery as an unequal distribution of power in economy and society, stressing the dependency relations between different regions around the world. Though this may be the case, but as Clinton reminds us, the periphery could gain a tactical advantage by the unevenness Vanolo speaks of in his argument.

Free trade is contingent on core nations playing by the rules that govern capitalism. Conversely, core nations are reluctant to take on this role because the gatekeeper duties leave them vulnerable to the periphery. Chase-Dunn and Lawrence, (2011) claim hi-tech innovation often emerges from the semiperiphery for which their intermediary station on the world stage changes. In other words, these nations enjoy a boost in their GDP. As previously mentioned by Clinton (2012), semiperiphery can focus their attention on developing artefacts that have a considerable market value while some core nations are tied down with leading investments in the current system. Semiperiphery nations generally have more freedom to implement new technologies and form organizations, leapfrogging over those stuck in the freedom-reducing friction of an older infrastructure (Chase-Dunn and Lawrence, 2011). One question that comes to mind is whether emerging nations adhere to global trade protocols and devote time, resources, and money to sustain the interconnectivity that is subject to globalization. Clinton (2012) maintains there are universal principles, which undergird international order and must be safeguarded. The WST does a good job in highlighting the actions of a nation in their prospective zones. Social constructs such as geography play a major role in explaining how a nation will respond to added

responsibly. According to Vanolo (2010), geographical descriptions of the world make use of various metaphors (e.g., expressions such as centre-periphery, north-south, or First-Second-Third World have the influence to describe hastily and automatically the spatial organization of the global capitalist system).

Vanolo's thesis holds merit for explaining how western cultures view geographical descriptions.

It is important to consider early in this paper that the WST offers conceptual guidance for the core, centre, and periphery regardless of geographical descriptions. The WST allows us to examine a nation's economy as part of the world economy not as a single functioning entity. As simplistic as it may sound, the current social system promotes the inequality we have witnessed throughout the world. Chase-Dunn and Lawrence (2011) point out that the sluggish economic growth we see in the world today is largely due to the declining US dollar. The volatile effects of neoliberalism that intensify competition over scarce resources are always in motion. With this fierce fight for world supremacy, it is likely that new nations take the lead, and old powers will lose hegemony. Clinton (2012) infers that it is not surprising that the emergence of countries such as China, India, and Brazil have raised questions about the future of the US. However, no one knows what will happen if a new power such as China takes the lead in the next few years. One thing is for certain, the distinction between the central and the peripheral nations will feel the backlash. The WST identifies specific patterns in the division of labour and traces the flow of capital.

Thus, the core-periphery reading of the world is relevant only if we can identify unbalanced flows to the benefit of the core. For a better understanding of the concept of core and periphery in the WST, one needs to understand the nature of the dominance of the core towards the periphery (Van Hamme and Pion, 2012). In the next few years, scholars will be looking to new theories to explain how a semi-periphery nation could surpass the US; perhaps they will consider the WST's conceptual guidance.

International diplomacy is an essential function for sustaining peace and prosperity between different cultures, regardless of their contributions to a globalized world. Beyond the concept of economic prosperity and pro-capitalistic values, culture plays a significant role in shaping our understanding of WST. Some scholars view cultural relations as a fundamental requirement for tapping new profitable developments in subordinate zones. Itu (2008) proposes that religion is an important consideration in the progression of intercultural communication, and we must strive to achieve harmony and mutual respect for one another's philosophical and religious beliefs. The author also suggests that intercultural communication is the basis for international relations. Kim (2008) suggests a similar viewpoint regarding mutual respect and cultural discrimination in the following way:

To many people around the world, the seemingly innocent banner of some kind of group identity is now a compelling sore spot galvanizing them into us-against-them posturing. Some of the most passionate domestic and international conflicts headlining the daily media involve differing identities, particularly along tribal, racial, and religious lines. From long-festered

prejudices, discriminations, and hatreds to the more recent acts of violent rage and terror, people in all corners of the world are witnessing so many angry words, hurt, and destruction (p. 360).

Yun and Toth (2009) noted one such change, where they discussed how the United States has changed its way of communicating across borders. According to the authors, the 'realist public diplomacy' approach is closely associated with war propaganda and is considered a form of psychological warfare tactics. Diplomacy is achieved by establishing a powerbase justified by politics and national-security issues. The United States uses more of a 'libertarian public diplomacy' approach. In other words, they see a greater necessity for complex communication with foreign citizens and other global entities such as the nongovernmental organization (NGO). It is easy to see how the WST could play an important role in isolating different segments of globalization and studying them as parts of a whole system. Core nations such as the United States are recognizing the need for improved international relations. Cultural tolerance should not only focus on increased profitability for core nations, but also consider other factors such as religion, racism, and violence as a detriment to international diplomacy.

### **Understanding Global Ethics in the 21<sup>st</sup> Century**

Corruption is an unfortunate part of globalization and considered a major barrier for maintaining long-term profitability for foreign investors, particularly in subordinate zones. To illustrate a holistic viewpoint of the WST's value, it is important that ethical issues are addressed early in this analysis to establish how

nations are combining their efforts to stop global corruption. For instance, in 1977, the US government took extreme action against bribery in foreign markets by forming the Foreign Corrupt Practices Act (FCPA). This act prohibits American executives and their corporations from engaging in criminal acts such as bribery and extortion (Chandler and Graham, 2009). In fact, many members of the Organization for Economic Cooperation and Development (OECD) and the United Nations are also cracking down corrupt practices. Still, scholars are uncertain that a written code of ethics will have an effect on foreign corruption practices. McKinney and Moore (2008) analyse the attitudes of US business professional towards ethical practices concerning international trade. The authors claim that bribery introduces inefficiencies in establishing ethical business transactions and puts a drag on economic developments. In other words, corruption is extremely harmful to low socioeconomic development channelling resources from vital operations such as health, education and other social services. McPhail (2006) argues that periphery nations generate much uncertainty in ethical practices. These nations are plagued with negative news stories, often depicting extreme violence and corruption. Granted that ethical codes have been established by core nations, corruption has a major effect on globalization. The WST carries a belief that the subordinate zones (periphery nations) will gain prosperity if they become more pro-capitalist and establish productive relations with core nations; however, this assumption remains to be seen. As long as it is an uneven distribution of power and wealth, corruption will

remain an unfortunate part of globalization causing unpredictability in foreign markets.

Corruption is not a new phenomenon for elected officials and foreign markets. Certainly, societies have dealt with unethical conduct in many ways. Under ancient Roman law, corrupt officials were confronted for their conduct because the wealthy considered it a freedom to confront corruption. Conversely, the accuser's actions were seen as an act of civil virtue because of the personal sacrifices assumed by the accuser (Calderon-Cuadrado, Ivarez-Arce, Rodríguez-Tejedo, and Salvatierra, 2009). The days are long gone when fellow associates openly challenged a corrupt official based alone on civil virtue. There are several factors to consider when we discuss moral conduct. Sopriani (2012) argues that there is plenty of diversity among nations, and the methods used to ensure ethical management. The disparity may be due to exogenous factors such as socio-cultural factors, and the guidelines set forth by the legal system. Nowadays, it could be argued that officials or politicians still influence the moral compass of society. Relative to trade, many scholars have traced the origins of fair trade to craft-boutiques, which appeared in the US, the UK, and the Netherlands in the middle of the 20th century. These initiatives not only came from political movements of solidarity known as the 'solidarity trade (Gendron, Bisailon, and Rance, 2008). Whether we are discussing government or corporate ethical management, corruption is constantly evolving, but so are the methods for reducing global corruption.

The challenge for global companies is preventing its members from becoming too passive and ignoring unethical practices in the workplace. As discussed, under Roman law, Romans felt compelled to report corruption because they considered it a freedom to do so. In fact, in a US Business Ethics Survey directed by the Ethics Resource Centre (2007) disclosed that conventional ethics and compliance programs are on the rise. However, ethical misconduct is back to pre-Enron levels (Calderon-Cuadrado et al., 2009). In business, there are several players involved (e.g., customers, shareholders, clients, etc.). The WST does not provide many assumptions, but ethical dilemmas arise in every zone identified in Immanuel Wallerstein's theory. For instance, in a 2005 survey of 1,189 US businesses realized by the Boston College Centre for Corporate Citizenship, and the U.S. Chamber of Commerce found that almost all 98 % large global companies make corporate citizenship a priority (Soproni, 2012). This comes as no surprise because one of the key components for any company is to maximize corporate growth, market share, revenues, and profits. As the WST explains these standards, separate the core from the periphery. On the other hand, it is possible that companies choose the level ethical behaviour, they promote. Thibodeau, (2006) claims that in a survey about reprimanding immoral behaviour in the IABC; only 51 % of the participants revealed that principal officers would reprimand unethical behaviour due to corporate gain.

Understanding ethical boundaries are extremely important for interconnectivity and profitability for foreign investments. Globalization exposes

corporations to larger ethical dilemmas, which are better contained through proper codes of conduct and corporate citizenship tools (Calderon-Cuadrado et al., 2009). Periphery nations are ranked high in ethical practices and are often cited for having corrupt governments. To be fair, core nations are also vulnerable to the enticement of questionable business ventures. Soproni (2012) argues that companies operating on foreign soil need to take caution when dealing with the host countries ethical protocols, particularly cross-border operations involving dishonest invitations. Companies also need to keep the intercultural dimensions in mind (i.e., own customs, behaviours, codes and values). Shortly, we will discuss international relations in the context of the WST, and how it is useful for interpreting cultural practices. For now, the focus should remain on the topic of ethics and globalization. During the era of trade liberalization and globalization, a new form of social action has arisen. The revolutionary changes caused by this collective action are evident, not just through the implementation of global policies, but also in the present economic system (Gendron et al., 2008). Clinton 2012 talks about this kinder and gentler world where core nations watch over trade routes so upcoming nations can enjoy free trade.

Despite the safeguards put into place by core nations like the US, corruption finds its way into all levels of international business transactions. It could be argued that this problem is bigger than we can imagine. The WST reveals an aspect of globalization that is seldom discussed in economic journals. Dishonesty is an unfortunate and dark side of international business relations.

Ethics has been the focus recently as the global economy has witnessed an increase in scandals involving unethical business practices around the world. It is likely that international competition creates mistrust and cynicism among workers. That said the ability of US companies to survive and prosper, and concerns about the state of ethics in business are crucial to compete globally (Blodgett, Dumas, and Zanzi, 2012). There are no single gripping theories of ethical value systems that will explain why people choose to be dishonest. It could be argued that even the WST falls short in providing the epistemology to tackle this problem. Everett, Neu, and Rahaman (2006) argue that the problem of corruption is not at all clear. For one, its clarification consequences, and causes are more numerous than might first be imagined, making an understanding of this global problem and its subsequent is perplexing. This is why we need more scholars to produce seminal research with a multidisciplinary approach. The WST has recently included topic such as gender and culture into its framework; adding business ethics may offer insight for the private sector. Globalization both positive and negative characteristics have become the apparatus for capitalism; therefore, a global future is compulsory. We need universal ethics to deal with the moral problems faced by modern business (O'Brien, 2009). Undoubtedly, there is more work to be done in tying explicit unethical practices with the interworking of globalization.

## CHAPTER II

### THE WORLD ECONOMY

#### **Global Markets**

The world economy is arguably a key variable in the progression of globalization and the driving force behind foreign investments. This new public sphere is moving away from old ideologies of financial stability and focusing on a systematic capitalistic approach. As we have witnessed over the past two years a stable world-economy is contingent on how well core nations saturate foreign markets with commodities and yield favourable returns on their investments. Core nations such as United States and the EU have suffered substantial losses both domestically and internationally. On the other hand, semiprephery nations (e.g., China, Brazil, and India) have managed to capitalize on a stagnant market and produce high returns on their investments. Global markets can be difficult to understand, particularly when they are not viewed as a holistic system.

Tudorescu et al. (2010) assesses the key principles that are necessary to further global markets and the process of globalization. The authors claim that a holistic approach is needed to ensure that nations are capitalizing on a systems paradigm that influences international financial stability. In addition, the authors state that globalization is perhaps the most important development of this century. Its effect on economic transactions, processes, institutions, and players

are dramatic and wide ranging (Tudorescu et al., 2010). In other words, globalization is intertwined with several different aspects of industry such as trade and investment activities. Still, even with a systems approach, it is hard to comprehend that the world-economy is comprised of interdependence between nations. In fact, some scholars are quick to compare the world-economy to the financial systems of the past. Wallerstein (2010) proposes that the world-economy is a single division of labour distributed between multiple cultures and its attributes identifiable with the world-system perspective. The author points out a distinct difference between a world-system of economics and the former world-empire (i.e., Roman Empire) comprised of an overarching political structure to oversee and redistribute the appropriated surplus via the market. Tudorescu et al. (2010) clarifies this notion by reminding us that globalization creates an environment that reduces state regulation of the market; it promotes a dominant role for large multinational corporations. More countries are adopting the political model of democracy in combination with the free-market approach of economics and moving away from old ideologies. Nations are adapting to this new world-economy model and making massive adjustments in how they conduct business on the world stage. Subordinate nations such as China, Brazil, and India are quickly becoming pro-capitalist experts and setting the pace for others to follow.

The revised model of pro-capitalism does not seem to be working as well as the economic experts suggested it would. Four years after the market crash the global economy has seen very little financial growth, despite a global rescue

package designed to stimulate the economy. The world's economic system is in flux as fragile economies' struggle to regain financial stability after the market crash in September 2008 with the collapse of Lehman Brothers, the US investment bank. The current model of global economy has become unsustainable, particularly with US consumers; Americans are overloaded with debt. It is not clear what new economic order will replace the existing model (Fidler and Nicoll, 2011). The model these authors are speaking about is clearly capitalism in the 21st century. Profits drive capitalism, but tend to decline. Eventually, the flow of capital becomes asymptotically close to zero. The pattern that we have witnessed since the end of the cold war is on a decline, which is now in an irreversible crisis. The global financial system is extremely volatile and people are dying as a direct result. Max-Neef (2010) points out that shortly after the market crash in 2008 the Food and Agriculture Organization of the United Nations announced hunger was affecting 1.000 million people, and projected that 30.000 million dollars annually would suffice to save those lives. Core nations (i.e., US, EU, Japan, Canada, UK, and Switzerland) dumped 180.000 million dollars into the financial markets to save private banks. The US launched a massive 17 trillion-dollar rescue package to jump-start the economy. The market crash of 2008 was a global crisis felt by every nation around the world. The core nation mentioned barely escaped a catastrophic worldwide meltdown. The International Monetary Fund's early forecast probably diverted the resulting economic meltdown from happening. The IMF helped mobilize intensive official

action to address quickly and forcefully these extraordinary economic and financial events by providing a fiscal stimulus to try to restore confidence in the monetary system (Xafa, 2010). Clearly, globalization is the integration of economic systems across the globe. However, should we conceptualize the interconnectivity between dominant nations as an attempt to exploit periphery nations? What we have learned from the past few years is that globalization will not work unless there is a force for economic growth, prosperity, and democratic freedom between trading nations.

Globalization cannot be conceptualized by asking why economies are different. Instead, globalization forces us to think holistically about economic growth and prosperity. One of the drawbacks of globalization is the economic aspects of one country can dramatically affect other nations. Knowing this, core nations are becoming increasingly aware of this delicate balance. Effectiveness is contingent on a nation's ability to sustain long-term growth and success.

Table 2. Country/Economy Profiles	
<i>Brazil</i>	<i>India</i>
Population (millions).....195.4	Population (millions).....1,214.5
GDP (US\$ billions).....2,090.3	GDP (US\$ billions).....1,538.0
GDP per capita (US\$).....10,816	GDP per capita (US\$).....1,265
GDP (PPP) as share (%) of world total.....2.94	GDP (PPP) as share (%) of world total.....5.40
<i>China</i>	<i>United States</i>
Population (millions).....1,354.1	Key indicators, 2010
GDP (US\$ billions).....5,878.3	Population (millions).....317.6
GDP per capita (US\$).....4,382	GDP (US\$ billions).....14,657.8
	GDP per capita (US\$)

GDP (PPP) as share (%) of world total.....13.61	.....47,284
<i>Source:</i> The Global Competitiveness Report 2011-2012 © 2011 World Economic Forum	
*** <i>Note:</i> Key indicators, 2010	
GDP (PPP) per capita (int'l \$), 1985-2010	

The global competitiveness index (GCI) is an important reference for gauging an international comparison in the following areas: institutions, infrastructure, macroeconomic stability, health and primary education, higher education, training, goods market efficiency, labour market efficiency, financial market sophistication, technological readiness, market size, business sophistication and innovation (Min, 2010). As Min discusses there is a need for strong management in synchronization of the global economic organizations to make sound decisions about the global economy. Disputably the US seems to be falling short in paying attention to the GCI readings and ignoring the fact at semi-periphery nations are taking the lead in the areas mentioned. Bariromo (2011) claims there are two major overarching themes, which define current business trends around the world. First, there has been an increase in people joining the ranks of the middle class outside the US. Second, Americans are extremely concerned about China, growing some 11% annually, India 8%, and Brazil 8% during the last few years. *Table 2* depicts a snapshot of the economic profiles of these nations. Indubitably, some financial experts claim that an increase in the overseas middle class is good news for the US. In other words, they will purchase American goods and create a powerful customer base for US global companies. This may be so, but while the US waits for a spike in sales, emerging nations like Brazil are ushering

in a new economic framework that seems to be working. Brazil's rapid economic growth over the past decade has allowed for some remarkable financial gains for this emerging nation. Between 2002 and 2010, the number of poor people in Brazil fell by 51%. President Lula's foreign policy placed great importance on marketing Brazil not only as a developing nation, but also as the new leader in the Americas (Dauvergne and Farias, 2012). Clearly, globalization has forced nations to follow a fresh set of guidelines for sustainable financial growth. Nations benefit by adhering to these changes and strengthening their institutions.

### **Outsourcing a Core Nation**

Offshoring is helping subordinate nations establish themselves as major players in the world economy. In 2004, the Association for Computing Machinery (ACM) launched a task force to investigate the issues surrounding the migration of jobs worldwide within the computing and information technology (IT) industry. One of the key findings of the ACM was that IT has become a global field. In other words, offshoring IT jobs has as changed the playing field for new IT graduates seeking to find employment in the United States. They will have to compete against both Americans, and IT graduates from outside the United States. Vardi (2010) implies that offshoring is just a symptom of globalization. Globalization is driven by trade policies, by the evolution of work and business processes, and by IT itself. He also states that offshoring practices pulled tens of millions of people out of poverty in India and China. Not to mention the amount of new research ventures geared toward broadening the area of distribution for

start-up companies; the IT industry has become a thriving global field. However, not everyone shares this good news. Cooper (2004) provides a brief perspective on offshoring in 2004:

The U.S. economy is recovering, but employment continues to lag. Experts blame some of the joblessness on the job-exporting phenomenon known as offshoring. Well-trained, low-wage workers in India, China and other developing countries make exporting American jobs attractive, along with the widespread availability of high-speed Internet connections. In addition, millions of foreign professionals have entered the U.S. workforce using temporary visas, while millions more undocumented foreign workers from Mexico and Latin America have found low-wage jobs in the U.S. thanks to lax immigration and border-control policies (p 149).

Yet today this trend continues with a grim job outlook for new graduates. Katel (2010) argues that the economy has picked back up after the economic crash, but advances in technology are intensifying the allure to employers of offshore jobs. The outcome is that globalization has opened America's borders to skilled foreign workers. New graduates must prepare themselves well to compete in this new global marketplace. Offshoring has definitely levelled the playing field and made it more competitive to find high-skilled jobs in America.

Outsourcing processes has become a common practice for American businesses. Often companies question whether outsourcing is always beneficial, and whether there are limits to benefits from outsourcing specific functions of a company. One thing is certain when we examine outsourcing from a social perspective, that trust plays a vital role in the relationship between the companies involved. The WST helps us conceptualize this dependency relationship. It all

comes down to the assurance that the outsourcing company will perform services that will result in favourable outcomes for the subcontracting firm. Davis-Blake and Broschak (2009) claim there have been several papers published regarding the effects of outsourcing, locations, and the wages earned by outsourced companies. Still, there have not been many publications on the effects of outsourcing on the experience of workers and the design phase to date. Consequently, it makes perfect sense for companies to do their homework and make sure they have thoroughly researched a company's skill sets and education. A company should always ask the question, whether a function would be better served locally. Görg and Hanley (2010) insist outsourcing practices has creased dramatically over the last decade. In the US, international outsourcing of services by manufacturing firms has grown at an annual rate of around 6% over the period 1992 to 2000. However, outsourcing has been at the centre of several political debates. Policy concerns about the possible impact of this increasingly global division of labour. One of the primary areas outsourced is labour. It is irrational for policymakers to war he about loss of jobs in a local market. Still, it comes back around to whether it is worth sacrificing quality for a reduction in labour cost. Failure is often a result of the skill level of the outsourced staff. Complex assignments should not be sent to new, untried researchers. Instead, repetitive assignments (e.g., company descriptions, credit reports, etc.) can be sent to an outsourcing staff. Overseas companies must be vetted thoroughly even for routine assignments (Ginsburg and Noorlander, 2008). There is much to

learn about the pros and cons of outsourcing labour and product development to foreign companies. More research needs to be conducted on the competency and benefits of sending jobs overseas.

Effective outsourcing practices enable companies to maximize their investments by using a skilled workforce in semi-periphery and periphery countries. The WST suggests that technology moves from the core to the periphery, and savings are possible only from cheap labour. It is after production becomes less profitable for the core to continue development. This mind-set encourages companies into outsourcing practices. The transformation of business and finance is now global, and so is the competition. Companies to include start-ups are learning how to gain access and use higher skill levels in developed countries. We are seeing new research labs and increasing national research investment in India and China (Vardi, 2010). Both India and China have established a vast network for supplying services to the US and European markets. China has made a massive investment in its infrastructure, e.g. English language, Internet connections, and technical skills, which are extremely favourable to the progression of outsourcing.

On the other hand, India is faced with staffing challenges and fierce competition from China. There are still areas of production and services that need to be considered before committing to an outsourcing contract. Mortensen (2012) argues that offshoring manufacturing and the return of merchandise and assemblies to their principal markets are often achieved without the support of

part numbers. A lack of understanding about product development and accounting practices weakens domestic production. There are certainly opportunities to improve product development and accounting practices, and there are definite risks and disadvantages of offshoring that have to be considered. Research is the key to ensuring that the reputations of the outsourcing company meet the requirements of your company. According to Gupta (2009), the offshoring model can be extremely productive when employed using the “24-Hour Knowledge Factory” concept. This paradigm involves workers located in a different time zone. When one team finishes for the day, the next team in a new time zone continues the same task. The advantages of outsourcing seem to outweigh the disadvantages. Many small companies are starting to outsource some of their processes just to stay afloat.

There are many experts who claim outsourcing is an inherently bad for the US economy. At this point, it is important to reiterate one of the primary assumptions that the WST holds. That is the semi-periphery, and periphery engages in the relationship with core nations primarily through providing low-cost labour, raw materials, and mass markets. However, nation-states are not locked into a particular zone. This is why the WST is a valuable tool in unpacking the effects of outsourcing. Some US economist fear that outsourcing practices will reach far wider into the job market in the future. The signs are evident with factories closing in the US and reopening in Mexico. Technology is believed to be responsible for jobs once thought of as secure American jobs now moving

offshore. Globalization has opened new areas of commerce for the US, but these benefits are accompanied with risk. Skilled white-collar workers who never dreamed that their work could be outsourced are now competing against jobseekers from long distances (Katel, 2010). Again, what we are witnessing follows the logic of economic determinism in which market forces rule to place as well as determine the winners and losers, whether they are individuals, corporations, or nation states. Here Mexico is clearly a winner. Advocates argue that outsourcing is a direct threat to US living standards. With the emergence of outsourcing, skilled American workers are forced to take a lower-paying position just to get by. This trend of moving jobs to other locations, both onshore and offshore, started when we moved from an agrarian-based society to today and it has been a continuous evolution.

<i>Occupations</i>	<i>US</i>	<i>India</i>
Telephone operator	\$12.57	Under \$1
Health record technologist and medical transcribes	\$13.17	\$1.50 - \$2
Payroll clerk	\$15.17	\$1.50 - \$2
Legal assistant/paralegal	\$17.86	\$6 - \$8
Accountant	\$23.15	\$6-\$15
Financial researcher/analyst	\$33 - \$35	\$6-\$15
<i>Source:</i> Cooper, M. H. (2004). Exporting Jobs: Do low-paid foreign workers hurt or help the economy? CQ Researcher, 14(7), 149-172. Retrieved from <a href="http://www.cqresearcher.com">http://www.cqresearcher.com</a>		

Conversely, advocates of outsourcing argue that attempts to hinder the progression of offshoring will undoubtedly hurt the US economy even further (Cooper, 2004). *Table 3* depicts the pay scale between the US and India. This may be true, but moving low- productivity task overseas raises the productivity for what is left. Still, the million-dollar question is whether off shoring is good or bad for the US. The US has seen tremendous economic growth and wealth from globalization, but this has become with a cost of loss of jobs to foreign markets like India. Outsourcing has pulled tens of millions of people out of poverty in India and other nations competing for outsourcing contracts. Globalization leads to enhanced competition, and technology leaders risk losing their current dominant position (Vardi, 2010). You will find just as many economists that claim globalization and the movement of jobs overseas will improve living standards for Americans and workers over the long-term.

CHAPTER III  
ASIA AND THE MIDDLE EAST

**Long-term Sustainability in China and India**

It is important that we consider the spatial settings between China and India; both nation states are competing for the same market share across Asia and its surrounding sea. For this reason, it is likely that companies doing business in this region could face national security issues in Central Asia, South Asia, Pacific Asia, and the Indian Ocean in the future. Scott (2008) argues that containment of India has been a big concern for China. India poses a serious economic threat to China, particularly where their interests and influences clash. The long-term sustainability in China and India suggests that both nations will increase their domestic markets significantly. In the last twenty years, China and India have opened their doors to the world, allowing hundreds of investors to gain access to their rich untapped resources. China came on board before India; however, India is quickly becoming a major player in the Asian race for world economic supremacy. A question that comes to mind is whether China and India can sustain this level of growth in the future. Prime (2009) depicts China and India's future performance in the following way:

Other studies examining China and India's performance differences discuss demographics, especially projections of future population growth in the two countries (Tyers et al., 2006). The "demographic dividend"

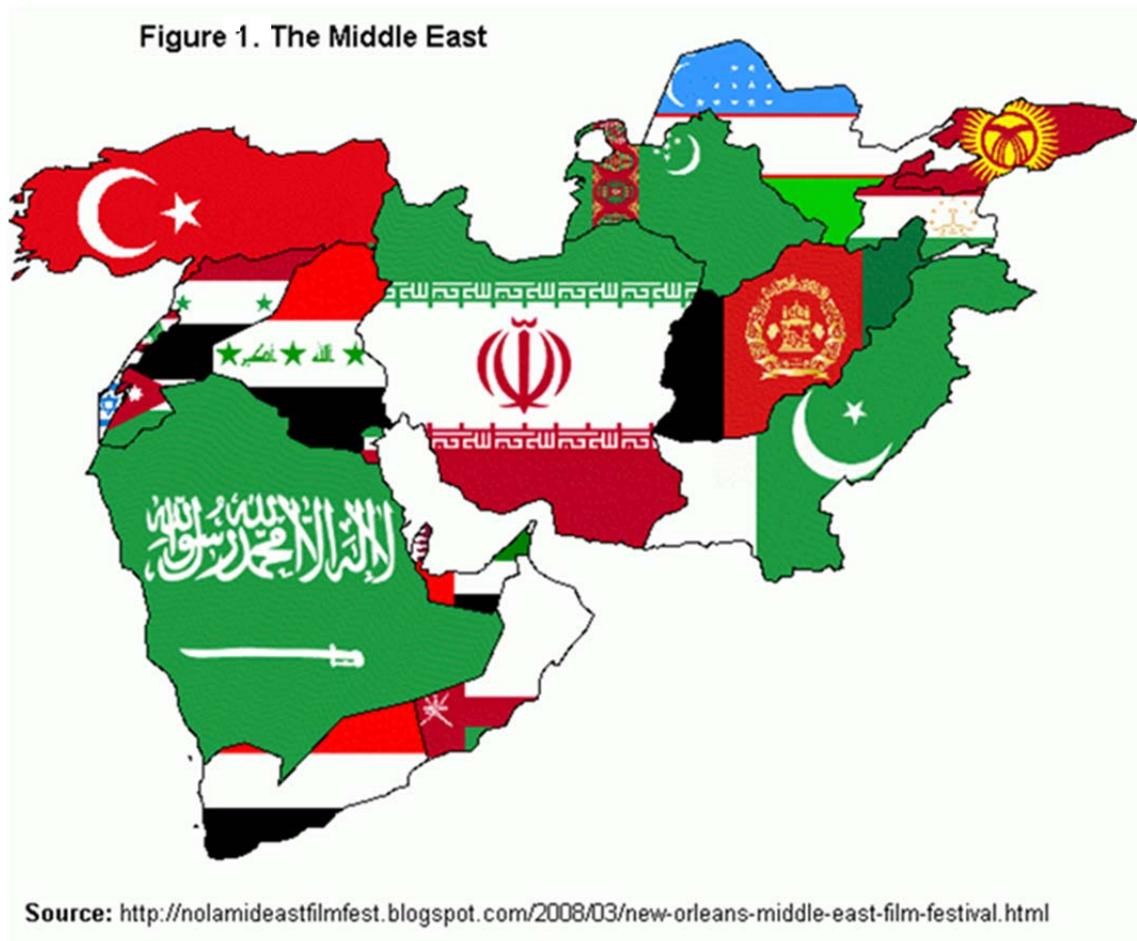
refers to the fact that India's population is much younger than China's, which will create a productive workforce in the years ahead, while China's aging labour force will lead to labour shortages and increasing social burdens for that economy (Prime, 2009, p. 630).

The political climate in both China and India will be a major factor in years to come. The ideologies of the two nations are quite different. India is democratic, and China is authoritarian. China closed its colleges during the Cultural Revolution, but India supported its universities, educating a generation of doctors, scholars, scientists, and engineers (Meredith, 2008). Just as critical human geography is significant to moving into the Asian market, history should also be a determining factor, particularly concerning a long-term partnership with these two nations. Nonetheless, both nations present a strong investor portfolio; however, India may offer a better snapshot for the future.

### **The Middle East and its role in Globalization**

Scholars will find utility in using the WST to discuss the political systems in the Middle East. A peripheral nation's position on the world stage is determined by class struggles that are internal to them and part of the system as a whole (e.g., political and social unrest in the Middle East). For many centuries, the Middle East has been one of the most critical regions of the world. Conflict in this region has resulted from various historical reasons and of late tension between the US and Iran. Despite crippling sanctions, Iran has managed to develop a successful trade relationship with China as depicted in *figure 2*. Iran is rapidly repositioning itself both politically and economically to meet the needs of the

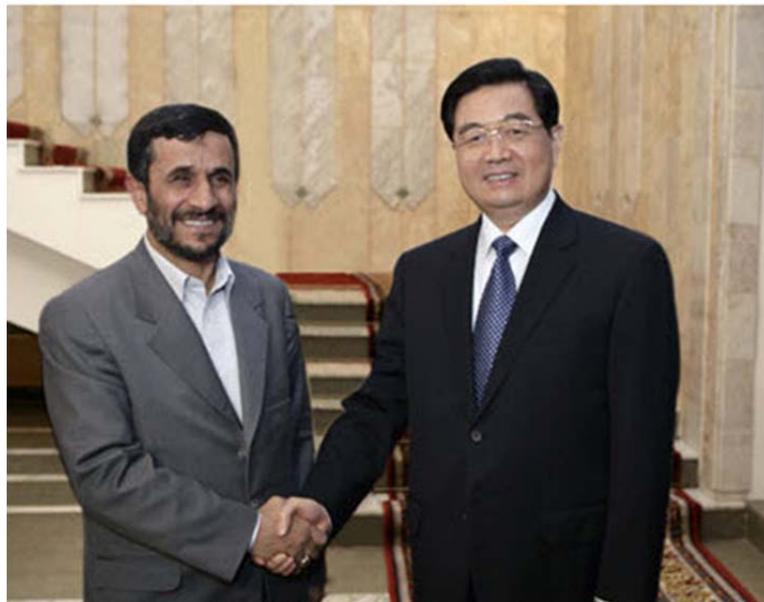
region. The question remains, which one of the Arab nations will rise to the top and become a leading nation in the Middle East. The WST allows scholars to assign a hierarchical value to each nation and gauge the contribution made to the progression of globalization.



Iran and Turkey's new alliance with China are changing the economic sphere in the Middle East. Since the Great Recession in 2007, the United States has struggled to maintain its core nation status throughout the world. With two major wars and a sluggish domestic economy, the US has lost its edge in the

Middle East. Meanwhile, China has thrown its hat into the arena and stepped up trade with Turkey and Iran. According to Market Watch, the International Monetary Fund has set a date for the moment when the 'Age of America' will end, and the US economy will be overtaken by China. The year for the crowning of this new super power is 2016 (Arends, 2011). There is a reason to be concerned about this new alliance, particularly from Israel, America's closest friend in the Middle East. Pfeffer (2007) argues that the US and Israel are concerned about Turkey and Iran's growing military cooperation with China. Especially since Turkey revoked Israel's participation in the exercise and replace the Israeli Air Force with a Chinese fighter squadron. Iran and Turkey have found a new friend that does not ask questions and is only concerned with the exchange of artefacts. China is undoubtedly securing its market share with the Middle East.

**Figure 2. Beijing-Tehran axis strengthens**



Source: <http://www.asianews.it/news-en/Beijing-Tehran-axis-strengthens:-China-opposed-to-new-sanctions-17485.html>

Iran's nuclear and military ambitions are a true testament to their desire to rule the Middle East. Tough sanctions have not stopped Iran from developing a strong relationship with China. China may have supported the International Atomic Energy Agency's bid to stop future production of uranium, but China is helping Iran develop a highly advanced missile system. According to the United Press International (2010), Iran has developed a range of anti-ship missile systems from China and has plans to purchase more in the future. *Figure 2* depicts Ahmadinejad shaking hands with Chinese Foreign Minister Yang Jiechi in a friendly agreement to straighten trade between the two nations. In fact, weapon deals are not the only connection China has with Iran. Chinese firms have become the Iranian oil industry's most important source of investment and technology (Topol, 2010). Iran's military ambitions suggest that they would rule the Middle East with hard power, forcing their trading partners into compliance. Yet, China continues to support Ahmadinejad's ambitions.

**Figure 3. China, Turkey to establish cooperative relationship**



**Source:** [http://www.chinadaily.com.cn/china/2010-10/08/content\\_11386689.htm](http://www.chinadaily.com.cn/china/2010-10/08/content_11386689.htm)

Turkey has emerged as the gateway nation state for all those that wish to experience the Middle East. As successors of the Ottoman Empire modern day, Turkey's parliament maintains a secular government treating all its citizens equally regardless of their religious preference. Turkey has a strong cultural blend of Eastern and Western influences and is an ideal vacation spot for Europeans. Still, Turkey has been waiting to become an EU state since the early 2000s. Stivachtis and Webber (2011) argue that Europe's age of enlargement is over. The authors present Turkey's bid to become an EU member in the following way:

This recourse to Europeanness renders Turkey and Russia particularly discomfiting to the European core. They are sufficiently similar not to be 'excluded as another' but sufficiently different not to be 'included unequivocally as part of self.' While Turkey and Russia enjoy a privileged relationship with the EU and NATO, (and in Russia's case), this attachment is paralleled by reiterations of separateness and difference from within the European core (Stivachtis and Webber, p. 106, 2011).

After several failed attempts, Turkey is finding its own identity in the Middle East. Saban Kadas (2010) suggests that Turkey has become increasingly able and willing to play an assertive role in the management of security and economic affairs on its periphery. In other words, Turkey is stepping up its defence capabilities and national-security measures. *Figure 3* shows the Chinese Premier Wen Jiabao and Turkish Prime Minister Recep Tayyip Erdogan engaged in discussion to establish a strategic cooperative relationship. Turkey remains the gateway to Middle Eastern culture, proving hundreds of thousands of tourists a glimpse into the Middle East. Though, Turkey seems to have moved past its bid to become an EU member and is now actively competing for economic supremacy in the Middle East. Because of Turkey's strategic alliance with China and periphery, nations it is likely that Turkey will become the next hegemonic power in the Middle East. Iran's close alliance with Hezbollah and Syria are a major threat to Israel. Yes, China is sharing military technology with Iran, but China still voted for UN sanctions on Iran for its nuclear program. According to Topol (2010), Beijing is genuinely worried that a nuclear-armed Iran will spark an arms race in the Middle East. Topol also added that China is concerned about

the flow of oil from Saudi Arabia and Iran. In contrast, Turkey has maintained a peaceful alliance with its neighbours and is showing signs of soft governance, particularly towards peace resolutions in the Middle East. Turkey is remaking the politics of the Middle East and Challenging Washington's notion of itself as the mediator of last in the region (Feffer, 2010). Turkey is truly the gateway between Europe, the Middle East, and Central Asia, which make Turkey a perfect match for China. With China's patronage, Turkey will be the jewel of the Middle East.

CHAPTER IV  
COMMUNICATION, EDUCATION, AND LANGUAGE

**The New Public Sphere of Electronic Media**

The WST offers a logical explanation of how electronic media has revolutionised international communication and formed a new public sphere. Subordinate nations are saturated by mass media productions from core nations designed to promote pro-capitalistic values. The major players for mass media products are the United States and the EU. In fact, core nations are using state-of-the-art multimedia systems to leverage high returns on their investments. Castells (2008) claims the process of globalization has shifted from a national debate to more of a global debate.

Table 4. Media as Global Culture	
Movie Industry	20th Century Fox, Warner Bros, Paramount, Columbia, Universal, and Walt Disney
Television	CBS, NBC, ABC, Fox Network, ESPN, MTV, A&E, CNN, MSNBC, , BBC, etc.
Radio	AP News Agency, BBC, CNN Radio, Deutsche Welle, IBB, Radio Canada, Al Jazeera, etc.
Internet	Google, Yahoo, AOL, MSN, Mozilla Firefox, Netscape Navigator, Microsoft Internet Explorer, etc.
Gaming	Atari, Nintendo, Sega, PlayStation, Blizzard, Activision, Acclaim, Sony, etc.
Cell Phones	AT&T, Sprint, U.S. Cellular, Apple, T Mobile, Verizon Wireless, Virgin Mobile, Nokia, etc.
Social Networks	Facebook, My Space, Twitter, Linked-in, Skype, Free blogs, etc.
Magazines	Cosmopolitan, Esquire, Life, Playboy, People, Vogue, Time, GK Men, Maxim, Vanity Fair, etc.
Computers	Sony, IBM, Hewett-Packard, Apple, Toshiba, Dell, Compaq, etc.
<i>Source:</i> McPhail, T.L. (2006). Global Communication: Theories, Stakeholders, and Trends. (2nd ed.). London, England: Blackwell Publishing.	

Castells also sees global communication as an essential component in the formation of a new public sphere. Societies are looking past national levels of communication and focusing on sophisticated media forms to stay competitive in the global arena. Castells says, "The public sphere is not just the media or the sociospatial sites of public interaction. It is the cultural/informational repository of the ideas and projects that feed public debate" (Castells, 2008, p. 79). Yet other scholars suggest that we should examine specific characteristics of globalization and focus more on how core nations are influencing subordinate nations to buy their goods. Kavoori and Chadha (2009) suggest that international communication is the study of global culture. Working through the epistemic categories of nationalism, postmodernism, postcolonialism, and capitalism made manifest in the semiotic, structural, and institutional workings of media forms. Forms such as television, radio, the Internet, print products, gaming, cell phones, and film are all valuable tools. Undoubtedly, this transformation of global culture is a dominant capitalist ideology that is fuelled by core nations. *Table 4* depicts a list of some of the electronic media used today and the corporations that own them. In spite of the sophisticated media forms available to subordinate nations, there needs to be a productive exchange of dialog between the core and the periphery (McPhail, 2006). The new public sphere can be logically tied to a productive exchange of communication and the spread of new media forms as depicted in *table 4*.

The same mass media platforms that have been created to market pro-capitalistic values have seemingly taken a different turn. Digital media has been useful in exposing corrupt governments and airing their dirty laundry for the world to see. Think about the domino effect in Egypt, Libya, Tunisia, and Syria, etc. Digital media has played a vital role in ousting powerful dictators from office. An influx of corruption motivated by political and economic ambitions has been the new norm over the last few years. Social unrest has occurred in multiple nations by a means of protest. Digital technology has aided this movement in their quest for societal emancipation. This movement can be characterized by their subjectivity and sense of citizenship (Piscina, 2007). Global communication has sparked a new public sphere for exposing crimes against humanity. This new watchdog has also highlighted a nationwide protest against Wall Street in the US. Multitudes of Americans are fed-up with the economic conditions in what they see as corporate greed from large corporations. The new emancipatory potential of digital media has strengthened the interactive elements of the public sphere. It has become a platform for citizens to speak out against unjust conditions. It is argued that technology introduced a modern elected order of political communication for the common folk (Trenz, 2009). The days have passed where citizens are relying on national modes of communication from their governments. The decentralization of media has allowed citizens of the world to focus on sophisticated forms of media and bring their case to the people. The Internet-based media took an active part in accelerating the internal differences of

troubled societies. In other words, the role and function of the public sphere have a new light to follow. The inner divisions of labour in distressed societies have emerged and been given a voice, which forces political leaders to re-sync their actions (Rasmussen, 2009). Undoubtedly, there is a productive channel of communication flowing from the core nations to the periphery. Still, will core nations respond to the cries of societies in distress like Syria? Conversely, will emerging nations ignore media footage of innocent people being splattered by corrupt dictators? Perhaps the continuous flow of media being recorded on the front lines in these places will eventually persuade the United Nations to take swift action.

There is no question that new media technologies maximize corporate growth, market share, revenues, and profits. In the same way, average citizens are streaming live footage from hotspots around the world. A continuous flow of communication associated with ideas, interests, tastes, hearsay, likes, dislikes, buzz, and news—is generated by digital platforms such as cell phones and digital cameras. Social network sites (e.g., Facebook, Twitter, Flickr, LinkedIn, and YouTube) are normal modes of communication today (Dijck, 2012). As Secretary of State Hillary Clinton discussed previously semi-peripheral nations can focus their efforts on developing new media technologies to boost their GDPs. While core nations like the US are often engaged in political entanglements, which distract them from cornering the market with these new devices. This does not mean that the US has not led the world in global communication. However, the

web has increased the marketability of technology output from emerging economies around the world. Mazali (2010) discusses the rapid growth of social spaces on the web (e.g., virtual communities, chat, forum, etc.); whose interactivity highlights its key social nature. That is social network sites have completed a transition from interactivity to 'relational' and from 'relational' to 'participation' as shown in *table 5*. To gain a better perspective on how new media technologies have levelled the playing field. It is wise to use a theory such as the WST that can offer a logical explanation of how shared media culture has influenced our current perceptions and values. While digital platforms have increased social space, traditional media channels, including television and features films, are major vehicles for the distribution of cultural artefacts. Their job is to indoctrinate the semi-periphery and periphery zones (McPhail, 2006). Yet, some of these nations are able to reverse this trend by influencing their own set of cultural values via the mass media.

Table 5. Normal Modes of Communication			
<i>Affiliations</i>	<i>Expressions</i>	<i>Collaborative</i>	<i>Circulations</i>
Friendster	Digital Sampling	Wikipedia	Podcasting
Facebook	Skinning and Modding	Alternative Reality	Blogging
MySpace	Fan video Making	Gaming	
Message boards	Fan Fiction Writing	Spoiling	
Metagamin	Zines		
game clans	Mash-ups		
<i>Source:</i> Mazali, T. (2010). Social Media as a New Public Sphere. Leonardo, 44 (3), p. 290-291.			

### Education and its place in Globalization

In the past few years, many educators have supported the WST for its multidimensional framework for explaining globalization as a holistic function that provides direction for higher education. Educators are studying global trends and lecturing on specific elements that are needed to have a successful integration into a globalized workforce. In like manner, Clothey et al. (2010) present a compelling argument regarding how globalization influences education. The authors say, “The connectivity of power, technology, and knowledge, globalization places education at the centre. Advanced skills and specialized knowledge (for example, in STEM fields of science, technology, and mathematics), are deemed essential for new [knowledge society] shaped by global economy” (Clothey et al., 2010, p. 305). The authors remind us that globalization is not a new phenomenon and that its effects are context-specific,

which makes it a necessary platform to launch educational research. A similar view supporting the WST for its holistic value can be found in the department of comparative education. Thomas (2004) indicates that in the last few years, there has been a considerable amount of interest generated from the emergence of globalization by comparative education scholars. The author establishes his argument by highlighting various scholarly approaches taken by comparative education researchers. Among this surge in journal entries are: “The dialectic of the Global and the Local, Educational Restructuring in the Context of Globalization and National Policy, Globalization and Education: Critical perspectives, and Globalization and Education: Integration, and Contestation across Cultures” (Thomas, 2004, p. 275). Johnson-Sheehan (2007) stated in the preface of his “Technical Communication Today” textbook that several students and educators complained that there was not enough information addressing issues on globalization and working in a cross-cultural environment. In light of this criticism, the author formatted his second edition to reflect an expanded discussion of international and cross-cultural studies. The new material includes document design protocols for international readers, guidelines for persuading readers from high-context cultures, and tips on how to carefully revise and edit cross-cultural documents to ensure readability (Johnson-Sheehan, 2007). Globalization has opened up new avenues for educators to conduct research and to design curriculums suitable for students entering a cross-cultural workforce.

Higher education is undeniably a means to improve one's personal socioeconomic status and compete for jobs on a global level. Education is a multidisciplinary process by which most subjects can directly influence the progression of globalization. At the university level, science and technology have not ceased to grow for foreign students over the last three decades. Educators are fully aware of the importance of globalization when preparing curriculums for our global society. It is not surprising that multicultural educators are having rich discussions about social transformation and its pedagogical value to globalization. As manifested in the coinciding association and diffusion of global capital, globalization is undoubtedly a link to increase inequality within states (Gibson, 2010). The WST outlines the division between the core and the periphery. Using this framework is helpful in examining periphery nations (e.g., most of Africa, Latin America, large parts of Asia, and the least-developed member states of the former Soviet Union struggle with literacy due to their economic standing in the world. On the other hand, core nations and semi-peripheral nations are taking full advantage of the educational opportunities offered on the world stage.

The economic and cultural phenomenon called 'globalization' has been the source of a proliferation of communication and research technologies. However, it has also generated a fruitful diversity of assessments about how those technological channels have informed the way people comprehend their material and epistemological conditions. The representative connection between

globalization and technology opens new social and political opportunities for computer-aided research (Rice and Vastola, 2009). The WST explains well the expansion being played out in education. There is a strong link between education and globalization when you consider their association. Change of any kind in the world may affect how education is being taught across the globe. As the emergence of globalization continues to flourish, educators will need to develop new curriculums to keep up with global trends. The connection between education and globalization has become essential to many academic disciplines. The examination of education, and how it can be reformed to fit the economic, political, and ethical demands of globalization is relevant (Agbaria, 2012). As globalization continues to expand into new areas of social and economic interdependence, educators must continue to expand students' awareness of the world in which they live by opening them to the diverse heritage of human thought, action, and creativity.

It could be argued that education is weakening the boundaries between nations and influencing multidisciplinary studies, which focus on solving global problems. Emerging nations such as Finland and South Korea are taking education extremely serious. They both have an excellent educational infrastructure put in place, but many students travel abroad to seek a higher education in the West. There are several reasons why students want to study overseas. One of the reasons is to gain a global perspective and broaden their horizons by experiencing the various cultures of the world. According to the

United Nations Educational Scientific and Cultural Organization and the World Conference on Higher Education, more than 2.5 million students study abroad each year. The majority of students are from developing countries. They are seeking scholastic opportunities in places like the US, the UK, Germany, France, and Australia (Koirala-Azad and Blundell, 2011). The study of economics and business is arguably the most sought-after education curriculums for students. Studying abroad leads to transformable experience that will expand students' worldview, and engage them in connect globally. Bruner and Iannarelli (2012) argue that degree-based management education is available in all regions of the world for students to study. Moreover, the International Association of Universities in 2010 identified more than 17,000 degree-conferring higher education institutions around the world. It has been estimated that approximately 12,600 institutions offer at least one business degree program to the undergraduate level. In the age of globalization, an intimate understanding of a foreign culture is both a valuable academic asset and an enriching experience that can be later used for career advancement. Over the past twenty years, significant emphasis has been assigned across the world to international student mobility as a way of internationalization of higher education. A whole range of institutional tactics has been engaged to encourage students to consider a study abroad program. These programs include a short-term and long period in degree awarding programs (Rizvi, 2011). The effects of globalization on education bring rapid developments in study abroad programs and in business communication. A

global education is bringing changes within learning systems across the world as ideas; values and knowledge produce a shift in society.

### **High Education and Low Wage Incentives**

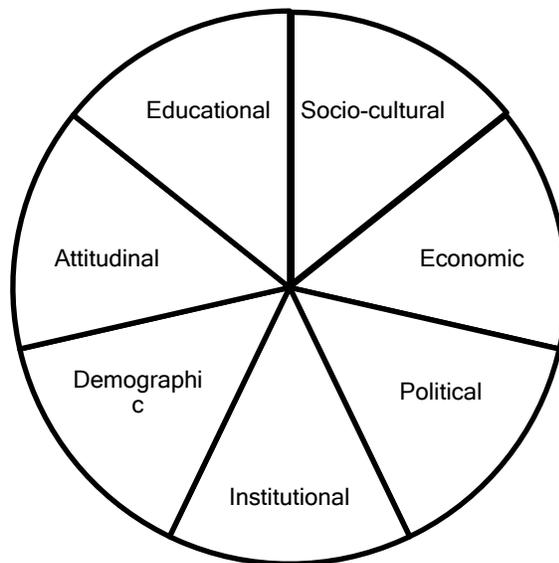
Both China and India have developed a successful pool of educated professionals with a solid infrastructure for cost effective labour. The decision to open an overseas market in this region is supported by several American captains of industry. Both China and India are beating the United States in Science and math. According to Friedman (2005), CEO's are not just outsourcing to save on overhead. They are moving overseas because they can hire better-skilled and more proficient workers in the trade off. For example, college IT graduates in India can earn an annual salary of \$40,000 in Bangalore and live the same way as a person making \$120,000 working in the U.S. In fact, cell phone services starts at just \$5.00 per month (Meredith, 2008). Likewise, China is enticing foreign investors to invest in their economic machine by keeping their labour incentives low. In addition, China is capitalizing on India's labour increase by producing a bigger labour pool to entice foreign investors (Copper, Masci, & Triplett, 2004). As indicated by Zhangjang Park and the AmCham representatives, Asia has highly trained workers, cost effective labor, and plenty of incentives for foreign investors.

### **The English Language and Globalization**

The English language has emerged as the language of choice for international communication and a lifeline for subordinate nations trying to align

themselves with core nations. With the increase of globalization, the need to learn English is paramount for subordinate nations trying to become competitive in an English driven world economy.

Table 6.  
Dimensions for Analyzing Language.  
*Source:* Developed from Holmes, 2008



English is particularly important for nations with substantial foreign investments. Although, learning English requires practice, and is different from learning other subjects. By comparison, Nihalani (2008) presents a critical assessment of the impact of globalization on the educational patterns in teaching English language to multicultural audiences. The author focuses on intercultural communication in the global context and discusses three key elements of learning and speaking English (i.e., comprehensibility, intelligibility, and interpretability) from a linguistic

and social psychology perspective. The author says, “With the dawn of the internet age and the trend towards globalization, proficiency in English is perceived as a crucial skill for survival, it is like a driver’s license or computer skills” (Nihalani, 2008, p. 243). Walia (2009) acknowledges the usefulness of the English language in the rise of globalization. This competence includes the ability to express, interpret and negotiate meaning as they relate to matters of international communication. The author credits scientific advancements as a stepping-stone in producing a number of innovative products to assist this interactional process (Walia, 2009). Although the author points out that learning language is not the same as learning any other subject. The four skills needed (e.g., reading, writing, listening, and speaking can only be acquired through practice). *Table 6* shows the various reasons why non-English speaking societies are learning to speak English. Holmes (2008) claims that new jobs are created by industrialization. They are often introduced by groups using a majority group language with status—often a world language such as English. The English language is the preferred language for international communication, and it is important for subordinate nations to speak the language of the core nations.

English-speaking nations have a better chance of improving their standing in a global society. Yet the value of the English language seems to be taken for granted by core and semi-peripheral nation states. One could argue that this mind-set stems from English being merely a common tool for communication. Ives (2010) agrees that language standardization was an essential component of

the historical formation of the modern nation state. Still, recent debates on globalization and its emergence on nation building rarely addresses language issues in more than a minor mention. Rather the number of English speakers in the last fifty years and other changes related with 'global English' would appear to have more of a significant political association. There is no question that the English language has been a bridge for capitalism. Nations have used it for economic suspension throughout the world. Throughout the process of globalization, the English language has become a hybrid of sorts. In other words, non-English speaking nations have created their own form of global English.

The global enterprise of English language teaching in itself should create an entrance into globalization linguistically. However, English always needs to be seen in the context of other languages, as a language in translation. Instead if we wish to take globalization seriously, we would benefit by focusing on semi diversity (i.e., the diversity of meanings) as much as the diversity of languages. To this end, scholars should take up a more translingual approach to English language teaching (Pennycook, 2008). There is no sign that the English language will be replaced with another language that is better suited for the sustainability of globalization. English is undoubtedly the gatekeeper for entry into the world of science, technology, money, international communication, etc. Yet not everybody enjoys these benefits of speaking English. In addition, not everybody has access to acquire it. However, core nations ensure that English remain the language of globalization by distribution and continue circulating (Guerrero, 2010). In order for

a nation to access to global markets, and understanding of the English language is Paramount. As mentioned, not all nations choose to speak English, but they are forced to because English is the language of globalization.

The WST carries an implied belief that prosperity will accrue to the two subordinate zones as they become more pro-capitalist and use language of core nation states. The use of English for politicians and global corporations offers a sense of security knowing that the people they are dealing with are able to understand their language. For this reason, the English language is an important part of a country's development. Much of the evolution of the English language can be attributed to studying English as a second or foreign language in secondary schools. Almost every country of the expanding periphery uses English as the primary lingua franca of business, science, technology, and academia (Mufwene, 2012). There is no question that global English is easier to manage creating a one-size-fits-all approach, it does not require as much adaptation (localization) for collaborating cultures. Global English is precise, consistent, unambiguous, and eminently readable, making business practices faster and more efficient. Teodorescu (2010) suggests that over the last few decades, English has spread across the globe securing its title as our global language. Moreover, it is also rapidly becoming localized in many nations. The reason for this emergence is British and American influence throughout the world. Effects such as political, military, scientific, technological, and cultural power, of colonialism...etc., has made English so popular. We cannot have a conversation

about the use of the English language without considering how it has influenced various institutions such as academia. Nihalani (2008) states there are three important areas to consider when conceptualizing the spread of English: (a) variation and multicultural identity, (b) intelligibility, and (c) the pedagogical issue of an 'education target'. Relative to multiculturalism, it is plausible that a global language should allow for diversity. In other words, it is extremely important for cultures to maintain their differences and still conduct smooth business relations with international audiences. Moreover, the English language brings a lack of ambiguity when negotiating across cultures. Given the demographic distribution of English speakers, it is not surprising that English is the language of globalization.

## CHAPTER V

### CONCLUSION

To conclude, the progression of globalization is inevitable and the need to understand its characteristics is a vital process for scholars versed in a field of global studies. The WST can be a valuable framework for discussing globalization as it relates to empirical research. Scholars such as Clayton (2004) have argued that educators are becoming interested in the emergence of globalization and forming critical perspectives on how best to educate students with multicultural backgrounds. Mann (2010) echoes this notion by highlighting the WST for its value in analysing how nations are exerting social, cultural, and political control over subordinate nations by saturating foreign markets with their commodities. Mann argues that this is a primary characteristic of a core nation lobbying for increased market share. Take the term 'MacDonaldization' for example. This term signifies the very essence of a pro-capitalistic global society that relies on a system of functioning parts. However, as covered in chapter one, nations are not sealed to a prospective zone. Brazil has leapfrogged into the top of the leader board because of their rapid economic growth over the past decade. Brazil is not only a developing nation, but also a new leader in the Americas (Dauvergne and Farias, 2012). In like manner, China has established a trade network throughout the Arab world, which threatens US interest in the region.

Some economists are predicting that the US economy will be overtaken by China before or around 2016. China has invested a tremendous amount of capital in building an infrastructure, which is extremely inviting for outsourcing practices.

We can interpret this phenomenon in two ways: We can continue to view global systems such as outsourcing as a passing fad that will eventually go away; alternatively, we can acknowledge that the emergence of offshoring, the world-economy, language, education, international diplomacy, science and technology are all interdependent parts of a globalized world. The WST forces us to connect the dots and to take a holistic approach to unlocking the complexities of globalization. How we can interpret globalization beyond the scope of this paper is to consider the enormous pressure that exists within a core nation such as the US. The Secretary of State Hillary Clinton reminds us that there are universal principles, which undergird international order and must be safeguarded. It could be argued that no other nation has invested as much as the US in upholding these principles. Here is where the WST could be useful for scholars who wish to examine one of the reasons why nations like Brazil and China have increased their market share over the last decade. While the US is trying to balance the scales of peace in the world, emerging nations are less distracted. Therefore, they can channel resources on increasing their GDP. This topic needs to be explored further because it directly affects the world at large. A few questions come to mind: Who will safeguard the world against major threats if the US is not out front? If China is the new world leader, will they fight terrorism

in the Middle East and around the world? These are just a couple of questions that we need to think about moving forward. Without question, more research is needed using the WST. A better understand how nations are dealing with eroding super powers and embracing a new paradigm of hegemony with repeating patterns of interdependence between nations.

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