



Globalization

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What is it?

Globalization refers to the increasing intensity, breadth and depth of worldwide interconnectedness that shape our social, cultural, political and economic experiences. Globalization involves the compression of time and space and the emergence of a global consciousness and reflexivity. In a globalized world events are disembedded; their consequences and significance transcend their immediate location and influence the larger interconnected system.

Who uses the concept?

Globalization is now an integral part of the world view of policymakers, politicians, managers, and activists. It has been a major interdisciplinary concept since the 1980s; of concern not only to social scientists but also to climate and environmental scientists, humanists, engineers and economists. Three generations of research capture evolving conceptions of globalization. Globalization began in the 1970s as a contested concept. Initially, scholars questioned whether or not it was different from previous forms of connectedness and were deeply uncertain about its significance. Later, when the transformative impact of globalization became apparent, scholars were intrigued by what these new kinds of connections meant for people, organizations and entire societies. Today globalization is ubiquitous. Global connections are taken for granted, seen as the backdrop for both positive and negative aspects of contemporary life.

Fit with intercultural dialogue?

Globalization and intercultural dialogue affect and are affected by each other. Global dynamics are an

inescapable part of all intercultural dialogue and dialogic engagement helps produce global consciousness and reflexivity. Born out of the two concepts is global dialogue, a process by which people engage with each other not only on the basis of singular and regional identities and differences, but from multiple and overlapping positions in the global system.

What work remains?

Scholars are turning their attention to exploring how the increasing volatility, power, depth and breadth of the global environment are paradoxically changing long-held assumptions about communication, organizing and relating. The ubiquity of globalization expands and complicates all communication practice. Research is needed to assess the ethics of a global system that simultaneously democratizes societies and centralises corporate power, enabling remarkable forms of global cooperation and partnerships even as it fosters terrorism and conflict. Today it is easier to communicate and connect with more people, more cheaply and more efficiently than ever before. Studying how we harness this power for our collective good has never been more important.

Resources

- Stohl, C., & Ganesh, S. (2013). Generating globalization. In D. K. Mumby & L. L. Putnam (Eds.), *The Sage handbook of organizational communication* (3rd ed., pp. 717-741). Newbury Park, CA: Sage Publications.
- Monge, P. (1998). Communication structures and processes in globalization. *Journal of Communication*, 48(4), 142-153.