

A STUDY ON IMPACT OF GLOBALIZATION ON LITERATURE

Dr. P. Shobha

Asst. Professor, Dept. of English, University College for Women, Koti, Hyderabad, India

Abstract

Literature after Globalization examines the responses to globalisation, technology, and national identity. The origins of culture are the national identity of the people and their deeply ingrained spiritual traditions. The globalisation of culture, ideas, and beliefs has a tremendous effect on international literature. This has a profound effect on literature. The new side of tradition is defined by "Culture" and "Literature" in order to experience modifications for the betterment of traditional and unified ideals. This study discusses the effect that globalisation has on literature and how individuals interact in order to develop an awareness of one another.

***Keywords:** Globalization, Literature, Technology, National Identity, Culture, Tradition, English Language*

1. Introduction

Globalization gives a fresh perspective on culture and demonstrates how literature is affected by this transformation; hence, literature and culture are inseparable. It is globalisation that propels us onward into the future. People are now more aware of similarities than differences between civilizations. Globalization enables individuals to refer to the works of any author and to share information on any culture or tradition. People can read novels, short tales, essays, and songs as well as play games on the internet. This is how people learn about the culture of any country through the authors' works (Fairclough, 2006).

Literature is a type of product in the globalized world due to its extensive marketing. As is common knowledge, every book is available on the Internet, with or without a translation. The interaction of diverse individuals generates curiosity in the cultures of other nations as well as mutual understanding. The English language plays a crucial part in the globalisation process,

as it facilitates the communication of the work of people from other countries and facilitates its global dissemination (Apter, 2013). It is made apparent that individuals are appreciated for their efforts. Not only have economists and politicians been interested in the concept of globalisation, but also comparative literature and cultural studies. It is true that this concept brings cultural life and characteristics of literature to the forefront.

2. Background of Study

Johann Wolfgang von Goethe, a German writer and statesman, coined the term "global literature" to describe the dissemination of literature from and to countries around the globe. In letters to Johann Eckermann in 1827, Goethe famously observed, "National literature is now a rather meaningless concept; the time of universal literature is approaching, and everyone must try to speed its arrival." Modern World Literature refers to literary works that have been translated into numerous languages and disseminated to an international audience. World literature is not a new concept, but as new media technologies proliferate, so do new methods of cross-national book distribution (Apter, 2013). As new methods of providing world literature to readers throughout the globe arise, many scholars are studying the consequences of translations on literature, the impact of literature on culture, and the ways in which cultures can affect books.

3. Scope and Significance of Study

Literature from around the world is a fantastic tool for examining globalisation because it exemplifies how knowledge is exchanged across languages and cultures. Globalization is often characterised as the increasing rate at which nations create power structures that transcend the borders of nation-states. It has a vital role in redefining the knowledge of subjects such as communication, culture, politics, and literature, and in fostering interdisciplinary thought across the humanities. Globalization necessitates social awareness among people in order to share literary knowledge. It is used to communicate not only opinions, but also culture and tradition, as well as to consider the problems of citizens and find solutions that are timely. Globalization is a broad idea that facilitates our comprehension of world-class literature (Bauman, 1998).

4. Objectives of Study:

- To study the growing importance of globalization from literature perspective
- To ascertain the association between globalization and English literature of the world
- To discuss the notable themes covered in due course of time
- To examine how globalization reflect in the 21st century modern lifestyle

5. Discussion and Analysis

Globalization is described as a set of economic and political structures and processes resulting from the changing nature of the products and assets that form the foundation of the international political economy, namely the rising structural differentiation of these goods. Globalization has shattered the notion of diversity and created unity among the people, especially the writers who are now able to produce their works for the entire world to demonstrate their creative abilities (Appadurai. 2006). Initially, the writer had a negative impact on publishing their work because it was uncertain whether it would be accepted due to language barriers, but when English became the centre language for communication, people used it to their advantage and published their work globally. Globalization has expanded the number of journals, professors, politicians, businesspeople, and citizens who observe and make sense of the changing globe during the past several decades.

Koenig Archibugi conflates globalisation as "lens" and globalisation as "phenomenon" A close reading of the concept reveals that "the lens" of globalisation not only depends on the unsupported assumption that each listed item is in fact "global," but also conflates globalisation as "lens" and globalisation as "phenomenon." This is a new type of vocabulary that, happily, exists as a result of globalisation, which is "the lens" that explains new ideas and makes them simple for people to grasp through various approaches. Changes in the economic structure of higher education prompted a sea change in the production of academic knowledge, including a shift from regional to global studies.

- **Advantages of Globalization and Literature:**

- a) State-of-the-art overview of the relationship between globalization studies and literature and literary studies.

- b) The first book-length treatment of this cutting-edge area, pitched for undergraduate students.
- c) Covers a range of themes at the intersection of globalization and literature, from anti-globalization protests and world cities in literary works to the changing concepts of texts and text editing in the wake of digitization.
- d) Serves both as a survey of this emergent field and an intervention within it.

- **Themes of World Literature:**

Globalization and Literature joins the series Themes in 20th and 21st Century Literature and Culture published by Polity Press. Given the acceleration of globalisation as a structuring phenomenon or, at the very least, an unavoidable backdrop to practically every element of our daily lives, Gupta's proposal is timely. Gupta argues, however, that literary scholars have been a bit tardy to the globalisation studies party, a field established in the 1970s and 1980s (and beyond) by social scientists in sociology, political science, and anthropology. The topic of globalisation and literature is expansive and diverse, allowing for a wide variety of different approaches. Gupta opts for an eclectic model that focuses primarily on literature review and illustrative summaries, resulting in a book that is focally extensive yet at times diffuse in insight. Initially, it was anticipated that globalisation would have a notably good effect on literature for authors from smaller nations working in less common languages. There has been a lack of articulation between globalisation studies and literary studies despite the fact that literature has registered globalisation dynamics in pertinent ways. Examples are provided of some of the ways in which this slippage is currently being addressed and may be pursued in the future, including the manner in which anti-globalization protests and world cities have figured in literary works (Brydon, 2000). The ways in which postmodernism and post-colonialism, familiar in literary studies, have diverged and converged with globalisation studies; and the ways in which industries associated with the circulation of literature are becoming globalised.

- **World Literature**

Some scholars, including Gayatri Chakravorty Spivak, argue that the study of world literature frequently disregards the power of a work in its original language. Spivak argues that researchers must take care to avoid homogenising cultures and languages while studying translated writings, and that they must also conserve the diversity of languages and cultures present in literary works. Understanding international literature requires a bigger context of global media diffusion. Mani argues that in today's globalized world, the cultural or national context of a literary work is not necessarily determined by its place of origin. He argues that contemporary world literature is being produced and disseminated in a public space, facilitated by new media technologies and the Internet's and social media's interconnectedness. The viewpoint of Mani echoes Goethe's remark that "national literature is now a somewhat meaningless concept," but acquires fresh significance as the world becomes more interconnected than ever before due to technological advances. The study of international literature is a potent instrument for global studies since it contains so many crucial themes for comprehending globalisation. Literature from throughout the world can demonstrate how information is exchanged between cultures and nations. It provides insight into the transformation of cultural artefacts as they transit languages and borders. It can also assist us in comprehending how new media technologies may be supporting globalisation by creating a public place for the global transmission of literature and other forms of knowledge.

- **The Effect of Globalization in the 21st Century**

Virtually, no aspect of life in the twenty-first century has been unaffected by the integration of global markets and the widespread dissemination of information. Rapid advancements in communication technology have exponentially increased human connections and information, transformed values, undermined societies, and revolutionised the labour economy, to name a few effects. Multiple centres of economic and military power will come to define the nature and dynamics of globalisation in the 21st century. However, the outcome of this process was soon to overwhelm many countries around the world, as more and more countries were forced to bear the cost of this impact as they witnessed the denationalization of their economies through privatization, transnational corporate control, rising foreign debt, deteriorating terms of trade, uneven distribution of income and wealth, and increasing class polarization (Philip,

1995). Thus, neoliberal globalisation grew to totally dominate the global economy, beginning in Latin America and spreading to Asia, Eastern Europe, and elsewhere.

Increased competition: Prior to globalisation, many marketplaces had much fewer possibilities. To purchase any consumer good, for instance, one would visit a brick-and-mortar store. The internet has brought vendors from Seoul to Seattle's living rooms, compelling local and even large-scale retailers to compete with small international enterprises and frequently individual sellers.

Unemployment: Integrated markets have had a tremendous effect on the workplace of the twenty-first century. Large employers generally favour English-speaking non-Americans who can work online from other countries and are ready to work for relatively cheap salaries, leaving many unskilled (or inadequately skilled) Americans unemployed.

Cultural Erosion: Prior to the proliferation of mass communication technology and global free commerce, many national cultures were relatively insulated and unaffected by the outside world. In the globalised world of the twenty-first century, values and traditions of many nations are being exchanged for the newest smartphone or the coolest Western automobile. When individuals realise that they can purchase attractive foreign commodities through interconnected markets, they pursue those items and the greater standard of living and social prestige they suggest, so boosting economic growth and diminishing cultural identity.

Market Conditions: When the world's greatest markets are interconnected, the countries involved are dependent on one another to varied degrees, which makes political instability highly undesirable. A political crisis in China, for instance, may induce an economic downturn. Companies that manufacture goods for export to China have surplus inventory, resulting in a loss and a decline in profitability. Companies that rely significantly on the Chinese market may have to lay off employees to conserve money if the downturn persists. Those workers will join the ranks of the unemployed, straining the economy of another nation. Globalization has developed marketplaces that are so interconnected that few significant events can occur in a single nation without having an economic domino effect.

6. Conclusion:

"As the story of globalisation in the 21st century continues to unfold, it is essential that we reflect on the lessons and challenges of both the recent and distant past in order to understand our options moving forward – as nations, societies, communities, and individuals – and the potential consequences of our collective decisions. This book will serve as a thoughtful and essential reference during the journey." (GlobalTrends.com) Tracey Keys In recent years, no phrase has aroused as much fury as the word "globalisation," which has a variety of connotations to different people and fields. Globalization is a historical phenomenon that has united the world and influenced it in every facet of life, for better or worse.

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