



# **GLOBAL COMMUNICATION & INFORMATION SYSTEMS**

**Edward Miro**

**Dep't of Computer Science & Engineering**

**Makerere University Business School**

**Course Overview & Outline**

# Topic 1

## Globalization and International Communication

- ✓ Globalization
- ✓ Aspects of Globalization
- ✓ Types of Globalization
- ✓ Drivers of Globalization
- ✓ The Globalization debate
- ✓ Impact of Globalization
- ✓ Role of Technology in Globalization
- ✓ International/ Global Communication



# Globalization



- ✓ Describes the growing interdependence of the world's economies, cultures, and populations, brought about by cross-border trade in goods and services, technology, and flows of investment, people, and information.
- ✓ Countries have built economic partnerships to facilitate these movements over many centuries.
- ✓ Gained popularity after the Cold War in the early 1990s, as these cooperative arrangements shaped modern everyday life.

# Globalization cont..



- ✓ Primarily an economic process of integration.
- ✓ It involves;
  - Activating commitments
  - Connecting across differences
  - Forging new relationships
  - Spreading and connecting production, communication, and technologies across the world

# THE SHRINKING GLOBE



Horse drawn  
coach and  
sailing ship:  
14km/h

Steam train:  
120km/h  
Steam ship:  
70km/h

Propeller aircraft  
600-800km/h

Jet aircraft: 1000-  
1500 km/h, Satellite  
messages: 30-60  
Seconds

Internet message  
transfers information  
around the world in  $\frac{1}{4}$   
a second

# Globalization:



- brings changes in language
- has change our way of clothing
- change on the way we eat
- has change the way of communicating
- introduced new products
- introduced new religions
- introduce new values and traditions



# Selection of Important Aspects of Globalisation



Trade to GDP ratios are rising for most countries



Expansion of Financial Capital Flows between countries



Rising Foreign Direct Investment and Cross Border M&A



Rise of global brands – including many from emerging countries

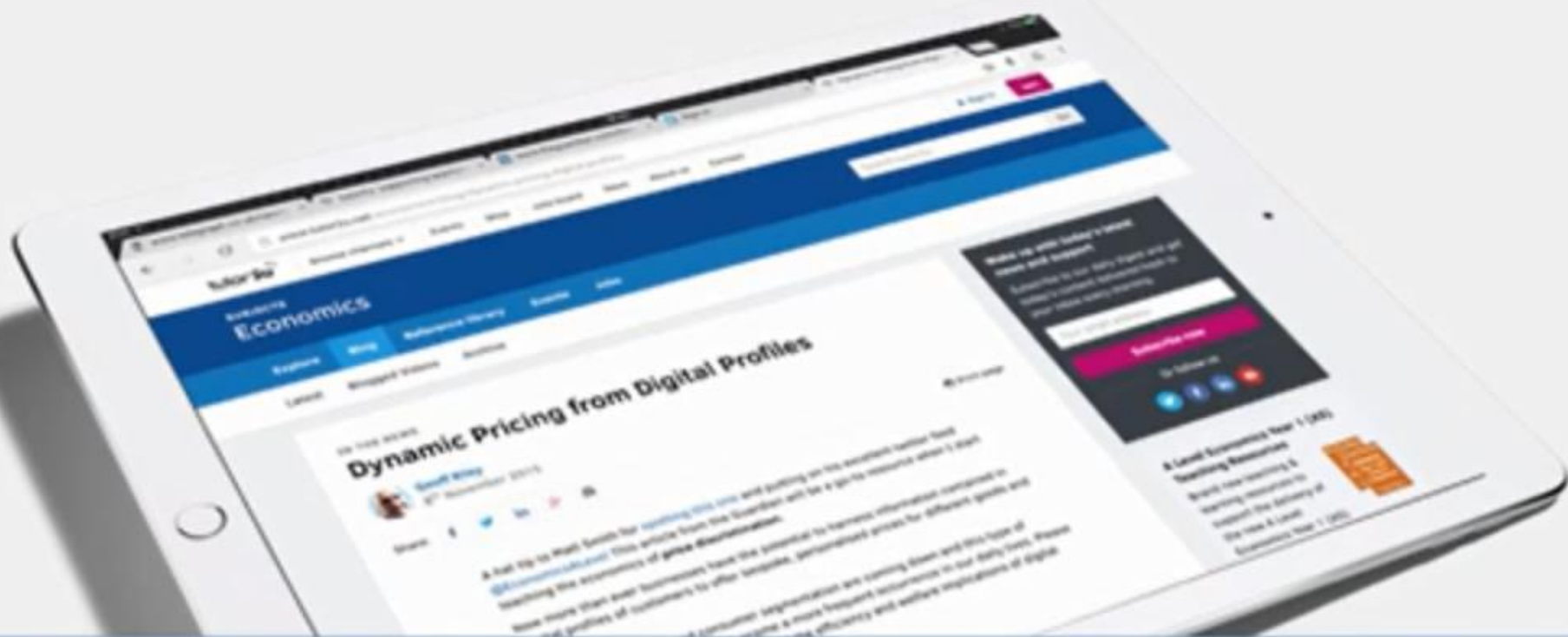


Deeper specialization of labour – i.e. components from many nations



Global supply chains & new trade and investment routes

# New Global Value Chains – The iPad and Added Value!



“An Apple iPad is “Made in China” (it says so on the box) but only around 5% of the price paid for an Apple iPad is actually paid for Chinese economic activity. About 45% goes to Apple in the US, Korea takes around 8% for components, and so forth. China has to import all those things, package them together, and then export the finished product.” (Source: WTO Report published in 2015)



# 8 types of Globalization

Exclusive



**GLOBALIZATION**

GLOBAL WORLD PLANET MEDIA EARTH INTERNATIONAL ...



# 1. Financial Globalization

- - World's financial systems have become intimately interconnected
- - Stock market trading in New York stock exchange can affect Tokyo and Hong Kong
- - Wave continues in European markets then back to American markets
- - Important to note: reflects interconnectivity of network of world cities, **not nations**
-

## 2. Economic Globalization

---



**Early Capitalist Ideas:** “Free Market Economy” (Adam Smith, Wealth of Nations, 1776)

- ✓ Market is “free” from State control
- ✓ Division of labor
- ✓ Competition

**Today:** Economies are increasingly linked together

- ✓ North American Free Trade Agreement –NAFTA: (MX, CA, US),
- ✓ The EU,
- ✓ ASEAN (Association of South East Asian Nations) of Indonesia, Malaysia, Philippines, Singapore
- ✓ WTO
- ✓ IMF,
- ✓ COMESA(Common Market for Eastern and Southern Africa)
- ✓ EAC etc
  - ✓ Goal: help producers of goods and services, exporters, and importers conduct their business
- ✓ Rise of service sector – IT, Insurance, Banking, Coca,Shell,Total,Nike

# 3. Technological Globalization



- ✓ Internet has connected networks globally.
- ✓ Mobile phone diffusion is increasing
- ✓ Rise of Web 2.0 (Social media)
- ✓ Computers can move money around world = “finance capital”
- ✓ Crypto-currency (Bitcoin, Litecoin, Blockchain) on the rise
- ✓ Silicon Valley is 9<sup>th</sup> largest economy in world –
  - ✓ Jeff Bezos (Amazon) \$109b
  - ✓ Bill Gates (Microsoft) \$92b
  - ✓ Mark Zuckerberg (Facebook) \$72b
  - ✓ Larry Page (Google) \$53b
  - ✓ 143 billionaires are in Tech World due to global reach



# 4. Political Globalization



- ✓ The United Nations: Global association of Government facilitating cooperation in International law, security, economic development, and social equity
  - ✓ Whose interests does the UN represent?
  - ✓ The US and the UK were the only nations in support of going to war in Iraq
- ✓ Can global politics with social values exist?
- ✓ Alternative political gatherings:
  - ✓ Annual World Social Forums since 2001,
  - ✓ The Peace Process



# 5. Cultural Globalization

- ✓ Consumerism – People want more than they need
- ✓ Americanization
- ✓ Cultural Imperialism - Dominance of one culture over others
  - ✓ Language - English
  - ✓ Religion – Christianity, Islam
  - ✓ Dressing – French, Italian and American designs
  - ✓ Entertainment - Hollywood movies, American music, Barbie dolls etc
  - ✓ Sports – Football (British)
- ✓ Do people all over the world have the same taste?



# 6. Sociological Globalization

- Idea that a single “world” society has evolved, replacing distinct national societies that previously existed.
- ie: one set of moral beliefs (religious); reaction of the “west” to Islamic fundamentalist countries and vice versa



# 7. Ecological Globalization

- the planet must be treated as a single ecological system (ecosystem) rather than a collection of separate ecological systems.
- Ozone depletion, global warming impacts the world not just nation that did original damage
- The failed Kyoto Protocol and Montreal Protocol
  - Part of reason Kyoto failed was because it allowed the “trading” of “carbon Emissions”
- See article **Why Canada Failed at Kyoto**
- <http://www.thestar.com/news/insight/article/729155--why-canada-failed-on-kyoto-and-how-to-make-amends>



# 8. Geographical Globalization

- Geographers don't see world in terms of relationships between countries anymore
  - : ie: trade, geopolitics, war
- now see a borderless world, dominated by worldwide concerns about: ecological concerns, politics, culture, economics and other relationships existing; all influenced by networks of world cities.

# • Main Drivers of Globalisation

- ✓ **Improved transport:** Making global travel easier eg there has been a rapid growth in air-travel, enabling greater movement of people and goods across the globe.
- ✓ **Improved technology:** Making it easier to communicate and share information around the world
- ✓ **Growth of multinational companies:** with a global presence in many different economies.
- ✓ **Growth of global media:** CNN, BBC, Aljazeera
- ✓ **Containerization:** From 1970, there was a rapid adoption of the steel transport container. This reduced the costs of inter-modal transport, making trade cheaper and more efficient.

- ✓ **Growth of global trading blocks:** These have reduced national barriers. (EU, NAFTA, ASEAN, EAC, COMESA)
- ✓ **Reduced tariff barriers:** These encourage global trade especially through the support of the WTO.
- ✓ **Financial system increasingly global in nature.** When US banks suffered losses due to the sub-prime mortgage crisis, it affected all major banks in other countries who had bought financial derivatives from US banks and mortgage companies.
- ✓ **Global trade cycle.** Economic growth is global in nature. This means countries are increasingly interconnected. (e.g. recession in one country affects global trade and invariably causes an economic downturn in major trading partners.)

- ✓ **Increased mobility of Labor:** People are more willing to move between different countries in search for work. Global trade remittances now play a large role in transfers from developed countries to developing countries.
- ✓ **Improved mobility of capital.** In the past few decades, there has been a general reduction in capital barriers, making it easier for capital to flow between different economies. This has increased the ability for firms to receive finance. It has also increased the global interconnectedness of global financial markets.
- ✓ **Firms exploiting gains from economies of scale to gain increased specialization.** This is an essential feature of the new trade theory.





# The Globalization Debate

## Pros

- ✓ Lower prices for goods and services
- ✓ Economic growth
- ✓ Increase in consumer income
- ✓ Creates jobs (for many)
- ✓ Countries specialize in production of goods and services that are produced most efficiently

## Cons

- ✓ Destroys manufacturing jobs in wealthy nations
- ✓ Wage rates of unskilled in advanced countries decline
- ✓ Outsourcing
- ✓ Companies move to countries with fewer labor and environment regulations
- ✓ Loss of sovereignty
- ✓ Homogenized cultures

# Impact

- Economic impact
  - Improvement in standard of living
  - Increased competition among nations
  - Widening income gap between the rich and poor
- Social impact
  - Increased awareness of foreign cultures
  - Loss of local culture
- Environmental impact
  - Environmental degradation
  - Environmental management



# **The Role of Technology in Globalization**

# TECHNOLOGY AND GLOBALISATION

- Technology has played a major role in increasing globalisation.
- The main changes have occurred through:
  1. Transport technology
  2. ICT (information communication technology)





# 1. TRANSPORT

- Advances in transport have encouraged rapid growth in world travel and trade.
- The main changes which have affected globalisation are:

## 1. Faster air transport

- Increased tourism
- Workforces have become global
- Products can be sent all over the world quickly
- Before air travel people would travel by trains and ships, taking much longer.



# TRANSPORT



## 2. Ocean shipping

Shipping is now more efficient and economical than in the past. The reason for this is:

- The introduction of super tankers for bulk cargo such as oil and wheat
- Containerisation – goods being packed into containers at the factory and taken by train or truck to the port where they are loaded and transported by ship. This really began in 1956 and container sizes were standardised by 1961.



## 2. CHANGES IN ICT

- In the past, the distance that people lived from each other affected how quickly they could pass information to each other.
- Today we are linked by a huge global communication network which enables fast and effective communication.
- An idea that once took years to spread around the world, now takes seconds. This is due to improvements in: Telecommunications and Computerisation.







# Changes in ICT cont....

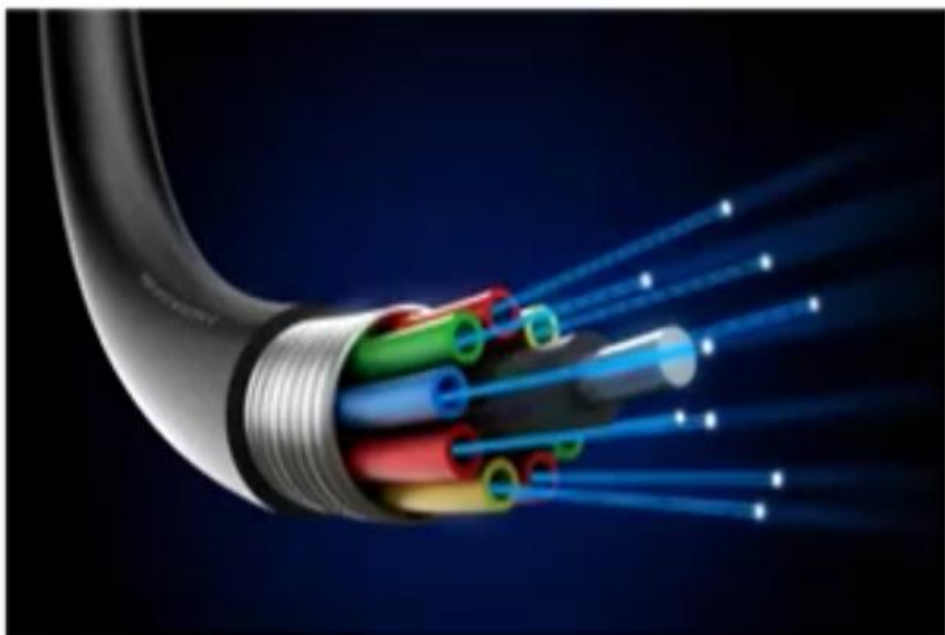
- ✓ “World Wide Web” has exploded in last 20 years
- ✓ Computers can move money around world = “finance capital”
- ✓ Crypto-currency use on the rise





# TELECOMMUNICATIONS

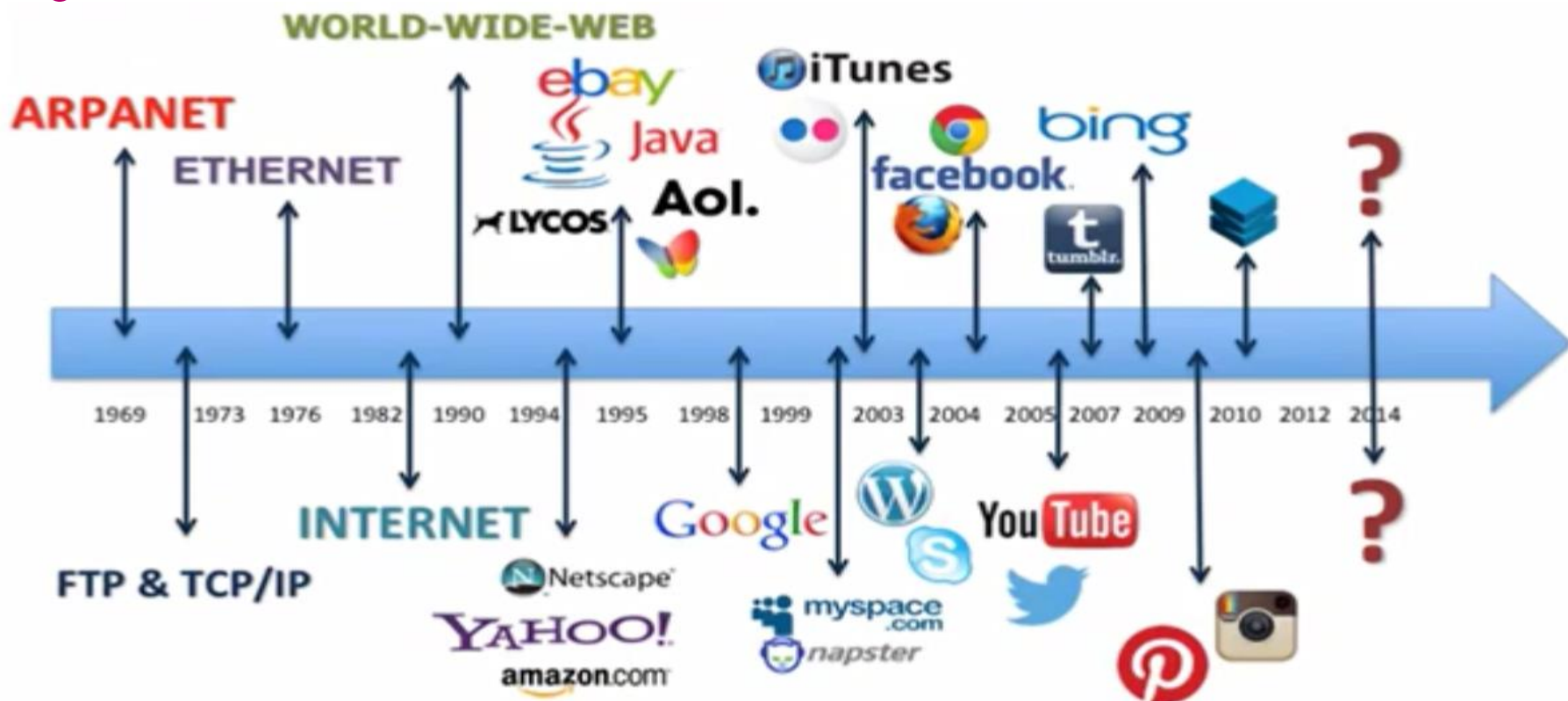
- Fibre optic cables and satellites are responsible for the changes in the way we communicate.
- Cables were developed in the 1970s and carry phone calls as well as digital information for the internet and cable TV. The cables are under the sea and on land, connecting major cities.
- Satellites transmit messages via space quickly and cheaply.
- Satellites also make GPS (global positioning system) possible.



# COMPUTERISATION

- Computerisation enables the storage, retrieval and movement of information.
- History of the computer  
<http://www.pcmag.com/article2/0,2817,2390914,00.asp>
- The internet allows information to be accessed and shared quickly. Businesses benefit from the internet through improved communication, trading and advertising.







# International/Global Communication





# International/Global Communication

---

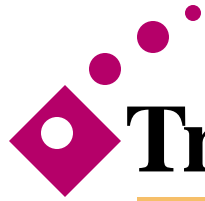
- ✓ **Communication:** The exchange of information by speaking, writing, or using some other medium.
- ✓ **International:** Existing, occurring, or carried on between nations.
- ✓ **International Communication:** the communication practice that occurs across international borders.

# With a global market.....

**Global communication:** The phenomenon of exchanging knowledge, ideas, and information and interaction of individual across the borders instead of a limited or local area.

**It manifests in the following aspects;**

- ✓ **Government-to-government:** Between two or more governments related to different countries.
- ✓ **Business-to-business:** Between two or more international business parties. Maybe any deal contract.
- ✓ **People-to-people:** Between two or more people living far away across the borders. Like talk of two best friends. One in USA and other in the UK.



# Trends to Global Communication

---

## Communication and the Empire

- ✓ Efficient communication networks played crucial roles in establishing ancient imperial authority and international trade.
- ✓ The extent of the empire could be used as an indication of the efficiency of communication.
- ✓ Ancient empires such as Rome, Persia and China, all utilized writing in collecting & dispersing of information which created enormous postal and dispatch systems.
- ✓ Alexander the Great broke geographical boundaries



## Trends to Global Com....

### The advent of telegraph

- ✓ In 1837, Samuel Morse invented the telegraph.
- ✓ Given its speed and reliability in delivering information, telegraphs offered opportunities for capital and military expansion.
- ✓ The establishment of cable hardware signified global power order in late nineteenth and early twentieth century.
- ✓ Trade caravans
- ✓ Pilgrimages - Mecca, Israel, Uganda, Crusades
- ✓ Mapmaking





## Trends to Global Com....

### The era of news agencies

- ✓ The newspaper industry and international telegraph networks mutually facilitated each other.
- ✓ As the supply and demand of newspaper industry rapidly increased in nineteenth century, news agencies were established successively.
- ✓ The French Havas Agency was founded in 1835, the German agency Wolffin 1849 and the British Reuters in 1851.
- ✓ These three European agencies, started to operate internationally and were subsidized by their govts.

# Trends to Global Com....

## ◆ Radio broadcasting

- ✓ 1902 first radio transmissions of human voice
- ✓ In the US, the Radio Act of 1927 confirm its status as an advertising-funded commercial enterprise
- ✓ 1927 Britain pops up with its British Broadcasting Corporation (BBC)
- ✓ During the First & the Second World War, radio broadcasting played a significant role
- ✓ During Cold War times, this radio-dominated international communication still featured in propaganda respective ideologies. Voice of America ran a global network to indoctrinate "American dream" to its international audience.



# Foreign news

---

## Cultural dimension

1. How much content is absorbed?
  2. How is content being transmitted
- ✓ **Latin America:** Overwhelming exportation of Telenovelas
  - ✓ **UK:** BBC
  - ✓ **Nigeria:** Export of Nollywood and Music
  - ✓ **Uganda?**



# Media Globalization

---

- ✓ Growing TV viewing
- ✓ Foreign ownership of US entertainment
- ✓ MTV, CNN localization
- ✓ Publishing, film & music are booming
- ✓ Rapid corporate consolidation
- ✓ Media deregulation
- ✓ Presence of advertising



# Trends to Global Com....

## ◆ Demanding a new communication order

- ✓ 1990 the Cold war officially ended with the collapse of the Soviet Union
- ✓ Led to the emergence of Third World countries where the unequally developed communication order could no longer exist.
- ✓ The Third World called for ceasing their marginalized communication status. Especially when international communications stepped into the information age
- ✓ The convergence of telecommunication and computing and the ability to move all type of data – pictures, words, sounds – via the Internet have revolutionized international information exchange.



# NWICO

## New World Information and Communication Order

- ✓ Evolutionary process seeking more just and equitable flow of content.
- ✓ Right to national policy self-determination.
- ✓ 2-way information flow with more accuracy for less-developed countries (LDCs).

# Best Apps for International Com..

## For Immediate Contact:

- ✓ Google Hangouts
- ✓ Skype
- ✓ Viber
- ✓ Whatsapp

## For Asynchronous Posting:

- ✓ YouTube
- ✓ Facebook
- ✓ Instagram

## Multipurpose Apps:

- ✓ Telegram
- ✓ WeChat

# Concerns about Globalization

- Loss of unique cultures
- Short term gains over positive longterm consequences
- Corporate profits before workers rights.
- Loss of indiginous culture, replaced by homogeneity
- Loss of jobs because of economic globalization
- Environmental concerns over demands put on Earth's resources..
- The list goes on.....





# Conclusion

---

- ✓ Globalization needs permanent control from the governments.
- ✓ Globalization affects all people's lives.
- ✓ Globalization has both advantages and serious disadvantages.
- ✓ Reducing the impact of negative sides of globalization is the main target of modern scientists.