



## The Perception of Communication Concluded by Globalisation: “Global Village”

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### ABSTRACT

Looking at the concept differently, globalization- which is the result of technological, ideological, political, social and economic transformations- can possibly be seen as the reason social borders now remain only at a geographical level. This is due to the common benefits of perceiving the world as being as small as a village. The perception of the world as a “Global Village” in McLuhan’s expression, points out the importance and the contribution of advances in communication technologies in the globalization process. Communication – making people understand each other: socialize and compromise; by the common codes- emerges as a mediatory factor providing social and inter-communal convention. This study shows the role and the significance of advances in communication technologies in the area of social/cultural convention’s formation and development.

The main characteristic of globalization is that it results in social and cultural change and transformation, immediately, in all senses, and in any field of life; as well as in relation to economics and technology. This immediate change and transformation due to globalization has increasing social effects on interpersonal and international relations.

In this study; it is assumed that advances in technologies during the globalisation process contributed communication process. It is discussed how the new developments in communication opportunities influenced the interpersonal as well as inter-communal relations and is it possible the new facilities to find a solution to the complexities in human relations.

*Keywords:* Globalization, Global Village, Communication, Human Relations, Compromise.

## 1. INTRODUCTION

Globalisation is the increase in the mobility of money, product and services. It's acknowledged by some academics and theorists that globalisation- which is not a new concept- started with the first definitions about 'place'; relating to geographical discoveries, the sun-centered universe theory and the first world map. What makes the concept important is the speed of developments all over the world starting from the early 1980's. The most important elements igniting globalisation are: production, transportation and communication technologies. Marketing needs have also achieved growth due to developments in production technologies. The growth in marketing needs caused the developed industrial countries to seek ways of widening their markets worldwide. Production- by the help of transportation and communication technologies-could be drafted to countries where fees are low; labour is less organised and Government support is high.

If the socio-cultural and social field dynamics are considered, globalisation also means a concentration in worldwide social relations. Due to this phenomenon, distant lives can be connected with each other; and even sometimes local events can be sparked by other events which happened kilometres away. In this context, one of the most important factors that emerged through globalisation is the reduction of distances; and, consequently, fading borders in a social sense.

Globalisation implies the spread of common spiritual values all over the world without national borders. These values can be in economical; as well as political, social and cultural matters. While globalisation minimizes the world, it also concentrates the world's conscience through established associations. This is because the globalisation process minimizes social relations by compressing them in terms of time and location. Thus, it causes social borders to disappear, and relations to gain a new dimension.

Globalisation is a phenomenon that mostly takes over in economic and technological dimensions. This is because there are not enough theoretical studies on the humane dimensions of globalisation. However, it's significant to study the effects of globalisation on human life and human relations from an academic perspective. In this context, this study presents a theoretical consideration about the humane dimensions of globalisation based on communication; which is the most important aspect of human relations.

The main problem of this study is to attract attention on communication in globalisation process. Thus communication is an intuitive action that brings people and societies with different expectations and experiences closer; integrate and conciliate them.

It is accepted that the concept of globalisation- which is used to define a process, a condition, a system and power since the 1960's- has been affected by three factors. The first factor that triggered globalisation is technology. By means of technology, it has become easier for products, services and people to move or be carried from one place to another. Particularly, advances in communication technologies helped the information to be transferred and shared easily; in a manner of speaking, it dissipated the distances. The second factor is ideological. In the last quarter of the Twentieth Century, a new World Order grew out of strengthened liberal trends and tendencies, after conventional political blocks died out. It is possible to comment on the Eastern Block's collapse; as it increased reliance on a liberal market economy. This situation indicates the third factor: Economy, which emerged with globalisation. So an examination of globalisation must take into account the political, economic and cultural dimensions.

Globalisation is a process in which almost every country in the world becomes dependent to each other in an economic, technological, political and socio-cultural sense. Therefore, on earth, it is not possible to imagine a life, independent from another life. There is a connection between communication and cultural practices. Globalisation is a process that causes people in different conditions, with different characters, experiences and expectations to come together with common goals.

## 2. SOCIO-CULTURAL DYNAMICS OF GLOBALISATION

### 2.1. Conceptual Basis of Globalisation

It is reasonable to approach globalisation according to its mobility and circulatory dimensions. Mobility and circulation contains the flow of: capital, products and services, people, image and symbols, meanings and myths. Advanced technology- and the resultant cultural economy- precipitated products and services and capital and people to move quicker. In this sense, it is not wrong to perceive globalisation as a constantly changing cycle. As mentioned before, these cyclical changes gain speed mainly due to advances in technological development.

Today, there is much literature about globalisation. However- as is usual in social sciences- many different approaches have arisen over time. In other words, it is difficult to tell if there are any definite compromises made between theorists and pragmatists in relation to globalisation.

Although the 'global' concept originated 400 years ago, globalisation is a brand new word. It began first in the 1960's. Then in the 1980's it became a very commonly used word. The 1990's saw it become a keyword, treated with great importance by scientists (e.g.-Lubber, 2009). It gained its current meaning from economical perspective in the 1960's, and from media and culture perspective particularly in 1964. The "World has become a global village" argument of McLuhan is a very important determination in terms of globalisation. The argument refers to the media pervading worldwide and connecting world societies between each other: informing everyone about each other (McLuhan, 1964). The concept has a long past in the English language. Nevertheless, globalisation and its relevant concepts- in an economic sense- started to be used predominantly in the 1960's. Marshall McLuhan emphasized his term of the concept of a "global village" in his production: 'Understanding Media'; where the term is close to the meaning used in media and cultural studies (Kızılcelik, 2003: 3).

Life styles have never changed as fast as they change in the modern world. So this *speed* can be shown as the most important characteristic of globalisation; especially after world developments starting in the early 1980's. The most important elements igniting globalisation are: **production**, **transportation** and **communication** technologies. The growth in marketing needs caused the developed industrial countries to seek ways of widening their markets worldwide. Production- by the help of transportation and communication technologies-could be drafted to countries where fees are low; labour is less organised and Government support is high.

### 2.2. Globalisation and Socio-Cultural Structure

Considering the socio-cultural and social field dynamics, globalisation can be defined as the condensation of all the social relations in the world. "This *condensation* connects the distant locations together, and local incidents are formed by events taking place kilometres away, and vice versa (Steger, 2006: 28). Another important factor increasing globalisation is: 'distances becoming shorter'. This factor greys the borders in a social sense.

Mattelart states that, with its common usage globalisation points out the integration of worldwide economical fields. It is a general trend in which the world precesses. "When referred to an administrative style of a company, globalisation means the new global abilities to face the caotic competition surroundings and to keep their market shares (2000: 11-12).

The concept of *globalisation* is used to define "a process, a situation, power and period in both popular and academic literature, since it first appeared in the 1960's" (Steger, 2006: 24). If the matter is the globalisation of capital, the early 1980's must be acknowledged as the turning point. In this period, the number and the volume of international firms increased. The obstacles stopping the free movement of capital were removed by agreements between states; and many opportunities

came to life for investing in many different countries on earth. Nevertheless, discussing it only as a new phenomenon limited with capital movements (Biber, 2005: 43), will not explain every aspect of globalisation.

Globalisation must be considered as a whole; including its economic, technological, political and social aspects. Approaching globalisation only within the framework of technical developments, economical processes or the transformations in the forms and content of communication will not be helpful to comprehend it correctly.

Research on the historical origins of globalisation and its unique dynamics proved how important the political and economic surroundings are; and that one is within the other. In Medieval Europe, capitalism was born due to weakened state power, and then spread all around the world. In the 15th and 16th centuries, commercial proceedings lead the foreign expansion; but it was not independent from the national countries (Adda, 2002: 125). Here the concept 'national countries' must be described as the countries "where the majority of the population is characterized by a common conscience generated by language unity, culture, religion, common ancestors, cultural productions etc., and there is another type of national identity based on citizenship principle" (Leah, [www.upm.ro](http://www.upm.ro)).

The USA- and its politics- had a significant role in the international arena of globalisation, due to its great power in any field. After the Second World War, the USA fastened on an economic, social and political settlement. The United Nations system has been founded under the leadership of the USA. International economic institutions such as the IMF, the World Bank and the GATT- equipped with the goals and objects to support the market- rule the world economy. By the help of all these institutions, by agreements and operations, the aim is to give the world a global and solid ambience.

### **3. SOCIAL TRANSFORMATION, HUMAN RELATIONS AND COMMUNICATION UNDER THE EFFECT OF GLOBALISATION**

The term globalisation in a socio-cultural sense is used to define the mutual addiction of the contemporary societies. In this sense, the term is not taken as being relevant to the permeation mentality of capitalism. Such discursive formations can cause the illusion that globalisation is an unpreventable phenomenon independent of the social systems' nature. Globalisation is conceived as a spontaneous fact that has emerged by the contraction of space, and has been imposed into every society in the world (Chevion, 2004: 47). However it is not right to consider that globalisation is imposed into societies from outside and is independent of social dynamics. One should not overlook the truth that globalisation as a process, has a synchronous development line with other social processes.

"Globalisation has become a magic word in time to explain the change in any field from economy to politics, politics to culture (Bozkurt, 2009). This magic spirit mainly comes from the perspective of taking it independently of social processes. While Bauman describes globalisation as "a trendy concept that has become a password" (1997:7); according to Giddens, "there are many valid and objective reasons that make us believe we are passing through a radical historical change period. The changes affecting us today are not restricted by any part on earth" (2000: 13).

Kongar, who defines globalisation involved with almost every social reality -the changes and the transformations- emphasizes the two main sources nourishing the concept. One of these two sources is the revolution of communication: informatics, in other words. And the second is the collapse of The Union of Soviet Socialist Republics. Kongar propounds that these two sources caused globalisation. (Kongar, 2003: 18-19):

*The First Source of Globalisation: Communication-Informatics Revolution:*

*One of the sources of globalisation is technological, and the other is political. Globalisation firstly appeared as a result of a technological revolution. Actually, the technological revolution was caused by two different revolutions which happened simultaneously. The first one is a revolution of communication technology, and the second one is an informatics technology revolution. We can exemplify telephone for the first and computer for the second. Anywhere on earth, it is quite possible to reach everywhere, anytime. In this way, you can reach any computer, at any moment, anywhere.*

*According to Kongar, the second source of globalisation is a political event: the collapse of The Union of Soviet Socialist Republics.*

*The collapse of the USSR has changed the whole world. From 1945, everything that happen all over the world formed the Cold War mentality.*

So in light of the above mentioned, there are many other factors that affected the rise of globalisation. It is possible to classify these factors in three main titles. The first one is the effect of technology, a second is ideological factors, and the third one is economic factors (Kongar, 2003: 18-20).

### **3.1. Technological Developments**

If one tries to explain the social transformations and changes only by technological advances, it could be perceived as diminishing the meaning of the process. But also it is not possible to ignore the effect of technology on the globalisation process, in respect of the criticism regarding technological determinism. Particularly, the fact that communication technologies becoming widespread after the 1980s cleared away the former meaning of the concept: distance. In the context of globalisation, the impact of this fact may have been felt firstly in financial markets. Then it gained a stronger position by spreading wider.

The informatic technologies are becoming more easily available as their prices are getting cheaper and cheaper every day. Since they can be bought cheaper, they are pervading the markets and this expedites the global transformation in international change and the interaction process. As a matter of fact, since 1945, the fees for transport has come down by 50% in shipping, 80% in airways and 99% in transatlantic phone calls. According to the 1999 Human Development Report of the UN, while a phone call from New York to London for 3 minutes cost 245\$ in 1990, it went down to 35 Cents in 1998.

As the new technologies carry communication into a mass dimension, it is unpredictable where else these advances will take the social ambient. The faster radio, television and internet mediums change, the faster social surrounding categories transform. "In this respect, the interaction among the elements of social structure has multiplied by means of information sources. This multiplied interaction has given the surrounding elements a dynamic structure" (Biber, 2006: 91).

Developments in communication and technology quickened the improvement in global financial markets. This process continues gaining a momentum. These elements getting closer to each other interactively bring globalisation into existence in a wider dimension.

### **3.2. Political and Ideological Changes**

"Ideology is a system which is made up of the thoughts, beliefs, guiding norms and values that are shared commonly, ideals admitted by a certain group of people." (Steger, 2006: 127). When globalisation is seen as an ideology on its own, it is the whole of the circumstances that start at a certain period. However it creates itself in as much as it is transformed; it internalizes itself. To say

that globalisation- with its ideological aspect- finds a meaning through the existence of its opposite, would not be an incorrect comment.

The Twentieth century's last quarter has been the period where the traditional political blocks disappeared. Liberal trends were strengthened in all fields, and technological developments caused unlimited changes.

It is accepted that this process still continues. Goods and finance markets constantly push the national borders, and pass beyond the individual dimensions of the countries. The fast improvement in communication and transportation technologies is a product of this process as well; as it's the engine of the process. It pushes the world into globalisation in economic, political and cultural senses. This movement seems to be formalizing around values such as: democratising, superiority of law, human rights and liberalism (DPT, 1995: 3-4).

Especially after the collapse of the Eastern Block, the reliance on the liberal market economy was seen to increase. After all, in a short time -despite its high costs- the old style planned/static economies started seeking ways to take advantage of the free trade and foreigner capital in the market mechanism. In other words, after knocking down the wall, one of the biggest handicaps to globalisation ended. Foremost, the USA- and then the international institutions such as the World's Trade Organisation, World Bank and IMF-lead globalisation to gather speed. On the other hand, with Hegel's dialectic expression, anti-globalisation movements arose in opposition.

Mostly the integration of the Eastern Block is viewed as the most important ideological progress effecting globalisation. By these means, the reliance on liberal market economy has increased, and international trade has developed; and spread around the world. The process caused closer relations between countries. In turn, this result was recycled by triggering more relations; and as a result, globalisation improved more.

### **3.3. Economical Factors**

The economic dimension of globalisation affects other dimensions of it; namely: political, social and cultural aspects. It should be admitted that the global economy has clearer proofs when compared with cultural and political aspects of globalisation. "One of the most concrete signs of the economic aspect of globalisation is companies expanding all around the world-ignoring Nations- and allowing opportunities for goods which have the patent of Western countries; either by exporting or producing in its original place" (Akca, 2006: 7).

Many intellectuals point out the internalization of the change surrounding economic outputs (product/goods) is a decisive and an impetus factor. Besides, globalisation or global integration includes some phenomenon such as: development and proliferation of economic, political, social relations between countries; dispersion of polarizations depending on ideological distinctions; knowing different cultures, beliefs and expectations better and condensation of the relations between countries. All of which seem to be different but are quite connected together (DPT, 1995: 2).

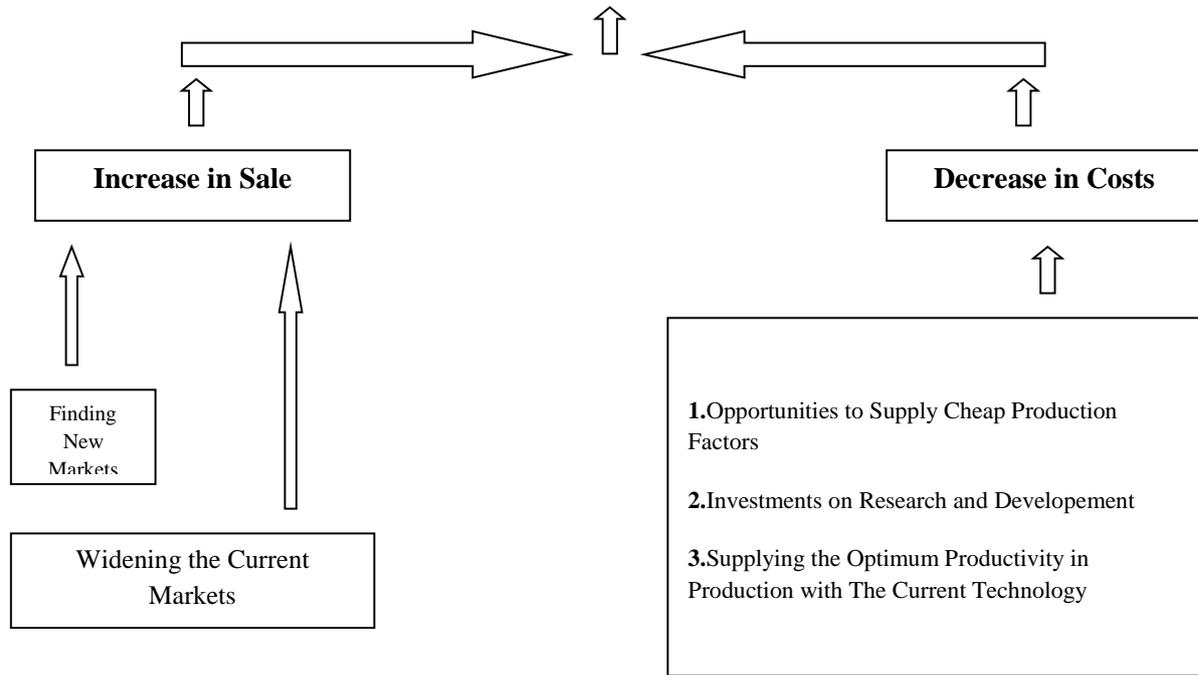
Some of the economic factors that caused globalisation are: satisfaction in domestic markets; seeking for external markets, especially after the petrol crisis in the 1970s; and the increase in the volume of economic actions due to this. The cosmopolitan firms have spread production all over the globe within the frame of "the new international division of labour". In finance markets, huge amounts of money flow from one country to another.

The discovery of America was the first thing to impact on today's tremendous industries. These industries in the end created a global market. Each improvement added to this event. For example: - the development of trade, marine and communication on the continent widened the industry. The development in industry, trades, marine and railways occurred simultaneously with the bourgeoisie which had swept the medieval social classes away (...). The bourgeoisie did not have any other alternatives than settling anywhere on earth for wider markets and setting new connections to

maintain its power (...).The Bourgeoisie carries on improving its production means and uses new communication technologies to incorporate all nations -even the most barbaric ones- into civilisation (...). In one sentence, it creates a world similar to its imagination (Steger, 2006: 54).

Below, the scheme shows the goal to bring profitability to the highest level as the goods or the services meet the market for the first time. To achieve this goal, companies should reach more markets and customers. This motive is another factor speeding globalisation up.

### GOAL: MAXIMAZING PROFITABILITY



**Scheme-1:** Globalisation Process<sup>†</sup>

### 3.4. Communication and Social Relations in Globalisation

Steger claims: the concept globalisation should be used to mean the social processes that turn the social situation we are a part of into globalisation. Essentially it is a sum of the changes in contact styles of people with each other (2006: 25). “Globalization creates a world in which people of different cultural backgrounds increasingly come to depend on one another” (Banciu, Leah and Jireghie, 2013). In this context, globalisation defines the widening and the transformation of human relations in any sense: economic, cultural, political and social.

<sup>†</sup>Reference: Mehmet A. Civelek & M. Banu Durukan (2002) “Globalleşme Sürecinde İstikrar Programlarının Gerçek Amaçları (The Real Goals of Stability Programs in Globalisation Process”, 7. Ulusal Sosyal Bilimler Kongresi ‘Küreselleşme ve Yapısal Uyum’ (7th National Social Sciences Congress 'Globalisation and Structural Harmony) , Ankara.

Here we are going to discuss the economic, political and cultural dimensions of globalisation that influence any part of our lives. Globalisation equals an over-all transformation process in a social sense. That's why it will contribute to the literature to study the phenomenon around different processes in the name of understanding the concept and its importance in terms of human life.

“By the 1980s, globalisation gained a consistent place in social sciences literature. There are many arguments about it. Some focus on positives about it, some criticise it. It is difficult to define it in a certain way. The concept makes us describe a process rather than a situation” (Durdu, 2009: 28).

Globalisation in this context emphasizes that economic, political and cultural dynamics have a common nature. Since it is common in these fields, it points out that the problems of humanity are common too. Being common in many senses does not prevent globalisation causing ambiguity and normality.

Globalisation is “connecting distant places to each other and it is the condensation of worldwide social relations set by local formations effecting cases kilometres away” (Giddens, 2000: 69). This is why it is named as a phenomenon connecting socially distant formations to each other via technological and economic reasons.

There is almost no point where globalisation could not influence sociology. Any part of life is a part of globalisation at a time or a dimension. If we wish to look over the social effects of the process, we should look at the following:

1. Today globalisation and territorial processes create power webs that pass beyond the land borders and intersect from place to place at times. This phenomenon causes the nation-state format which is designed based on the principle of absolute sovereignty; to be repressed and weakened.
2. It is not possible to assume the active political power in global processes exist only in national governance. On national, regional and international levels, many public or private powers and actors struggle with each other, and receive a share in different ratios (Held & McGrew, 2008: 54).
3. By global processes, there has been a shift from national communication and economy systems to a more complex regional and global level; and from governments to multi-layered governance. Many developments can be an example for this situation. One of the clearest examples is many organisations and actors appearing in a short time. New multilateral political structures are founded like: administrations; international institutions; various beyond-nation restraint groups and civil associations. Political groups cannot be taken only as different worlds or close political fields after globalisation. They are one within the other, with the complex power, relations and web systems that intersect with each other.

#### 4. CONCLUSION

Humans, existing socially, must interact constantly with other people in their surroundings, and set meaningful relationships with them. People can satisfy their needs via these relations, such as: love; respect; belonging; sharing thoughts and feelings and being understood by others. By these means, people have a chance to know themselves and understand others. Communication has a vital importance in fulfilling human needs. It affects the human life on a micro level, and it affects social life on a macro level. Human beings can fulfil their vital needs just by the help of other human beings; by mutual sharing. Today's City life does not let people fill their needs on their own. For people must transfer their feelings, thoughts, information and knowledge to others. In this sense, communication describes the process in which information, opinion, attitude or values are transferred through common codes. Communication processes make the world more meaningful for people, and lets them share this meaning.

By the advance of communication technologies, rapid transformations are observed in communication opportunities too. This transformation gave communication a different dimension

and, in the end, affected human relations. If people's individual lives are affected, it must be anticipated that the relations between countries would also be affected.

Globalisation basically in an economic sense obliges us to communicate with wider geographies due to the needs of various markets. Therefore, to evaluate the transformation in human relations rightly, the nature of international relations must be focused on. Human relations in the globalisation process do not stop at geographical borders. Nor do they depend on locations.

Globalisation has removed time and location differences with its new opportunities, such as: new production and delivery techniques; new consumption relations; discourses, means and rules. Consequently, people became more open to the effect of different cultural groups. External dynamics, as much as internal dynamics, began to play an active role in determining the transformational speed of societies. Finally societies trying to save their existence in a particular surrounded region, or in between borders, have no more chance to escape from this rapid change without any effect. They have to obey the standards of the global world that way or this way. This new picture brings obligations such as: seeking, checking, and following the changes and keeping up with them.

As a conclusion, the advance and development of technologies has also showed a positive effect in communication technologies. These positive effects resulted in transformations and changes in human relations too. By means of the developments in communication technologies, sharing information, thoughts, feelings and experiences became easier for people. It won't be wrong to say that, this situation brought people in far distances closer. By this means, communication process gained various types and spreaded wider.

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