



**Globalization** is the connection of different parts of the world resulting in the expansion of international cultural, economic, and political activities. It is the movement and integration of goods and people among different countries. There are advantages and disadvantages to globalization, all of which have economic, social, political, and cultural impacts. Globalization describes mainly trade practices, extending also to the **SB** communication patterns and cultural system that underlie these practices.

Globalisation definitely affects culture and literature. The trouble is that poor people, such as the peasants of China, need money for the technology to access all the literature by different authors in different languages across the internet. People can even read novels, poetry, short stories, songs, and plays online now. if they want to read one from another country- well, all they have to do is press google translate. This isn't always word-perfect however. A person

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word-perfect however. A person in India can read Dostoyevski or Chekhov in his own language and vice-versa - a Russian student can look up Indian authors on the internet. Another huge progression is online studying. This is opening new doors and opportunities for students globally.

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Globalization is an undeniable phenomenon, which is rather hard to put into words and as a result can be explained in various ways. Globalization which encompasses variant aspects of the modern world, bringing nations of the world closer into a single society through culture, economic transactions, politics, technology and social interactions; is making an ever changing world. GPF (online) [n.d]

According to Beck (2000) [online] Globalization regardless of how it is individually interpreted gives the implication of the deterioration of a state's sovereign power and the structures that guide the territory.

S.Bhattacharya

“The world-wide interconnectedness between nation-states becomes supplemented by globalization as a process in which basic social arrangements (like power, culture, markets, politics, rights, values, norms, ideology, identity, citizenship, solidarity) become disembedded from their spatial context (mainly the nation-state) due to the acceleration, massification, flexibilisation, diffusion and expansion of transnational flows of people, products, finance, images and information” this states that due to the increased flexibility and ease of mobility of many factors in an economy that social arrangements have become disembedded from their nation states, all of which is known as globalisation. beerkens (2004) [online]

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“The characteristics of the globalization trend include the internationalizing of production, the new international division of labor, new migratory movements from South to North, the new competitive environment that generates these processes, and the internationalizing of the state ... making states into agencies of the globalizing world.” This quote is informing about the concepts and characteristics that make up globalization focusing on the internationalization of many aspects of economies. Cox (1994) [online]

Nations tend to come together in form of global unions, these unions are economic to some extent, and such exist within trade blocs.

Soutick Bhattacharyya.

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# Globalisation and Literature

## Abstract

The present study analyses the relationship between post-colonialis globalization, and why globalization is called neocolonialism, how do Ngugi wa Thiong'o, Arvind Adiga and other literary figures engage with neocolonialism and globalization. The present study is analytical and qualitative in nature.

**Key Words:** Colonialism, Globalization, literature, neocolonialism, and Post colonial

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## Introduction

Globalization is a concept very difficult to define, especially because the concept has come to refer to a gamut of variables interlocking and trends so much once the term 'Globalization' is mentioned it evokes a lot of passion and emotion. The perception of globalization dominant in Western Europe and North America: existence of extensive opportunities for economic development of the world and significant contribution to make better the people's condition of existence. The Third World perception of globalization is that of a harmful process that maximizes inequality within and between states. We can say that globalization, Integrating and fragmenting the world, uniform localization, increased material prosperity and deepening misery and homogenization, hegemony, is a complex process and phenomenon of antinomies and dialectics.

To social, political and economic pressures Literature has always been subject most recent phenomenon has been the outburst of the powerful post-colonial dis writing back to the empire and asserting its own identity and cultural and na individuality. post-colonial times Literature reflected the increased flow of individual: one country to the other mostly to the land of colonizer and dealt with consequent issue migration, hybridity, multiculturalism, loss of identity and disappearance of rigid na identities.

Globalization hurried this process and resulted in the uniting of cultural practice increased marketing of culture through influx of MacDonald's and Pizza Huts, etc., metropolitan cities and through the celebration of special days like Valentine's Day, Fa Day, etc. The visible impact of globalization can be found in the metropolises across world which have suddenly become cosmopolitan and metro-cultural. This is neocol making it felt not through violent political strategies, but by slowly and quietly confis the markets as well as culture.

### Origin of Globalization

Some scholars place the origin of globalization in modern times; others tra history long before the European age of discovery and voyages to the new world. Sin mid-1980's the term *globalization* has been in increasing use and especially since the 1990's and in literature especially much has been written on globalization and respon globalization. On one hand, many researchers scrutinize and explore works of literature to find reflections of diverse globalization themes within the texts and contexts and a verify the realities of globalization through literary forms. On the other hand, literatu literary studies are developed into a platform for supporting, evoking and interq different social, political, literary, and cul concepts within the globalization realm.

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assumption, bolstered by postcolonial theory, that globalization represents the end of the nation-states and the proliferation of cultural relationships characterized by difference and hybridity. Nico Israel says that globalization's impact on literature in many ways with both positive and negative associations. Anthony Pym's essay, "Globalization and the Politics of Translation Studies", is very important. Pym sees globalization as a consequence of technologies reducing the costs of communication.

The special issue of the journal *South Atlantic Quarterly* (summer 2001) focuses on the fate of literature as a discipline in the age globalization and connects its debates with established arguments linked to postcolonialism. The concern of Liam Connell's essay "Global Narratives: Globalisation & Literary Studies" (2004) is to elaborate a prefatory account of how globalization can be understood as a textual characteristic. Some texts which deal with globalization are – Arundhati Roy's *The God of Small Things* (1997), Vikram Chandra's *Red Earth and Pouring Rain* (1995), Mohsin Hamids *Moth Smoke* (2000), Kiran Desai's *The Inheritance of Loss* (2006), Zadie Smith's *White Teeth* (2000).

### **Role of Pulp Fiction**

Pulp-fiction has also taken globalization into consideration. Works like Neelish Misra's *Once upon Timezone* (2006), Swati Khushals' *Piece of Cake* (2004), and Brinda Narayan's *Bangalore Calling* (2011), among others are consumed with the death of heterogeneous culture amid globalization. Chectan Bhagat's *One Night @ the Cell Centre*, is at once a Romantic Comedy, with spiritual undertones and a motivational management guide that critiques positive neoliberal narratives around globalization and capitalism just as it champions them with nationalistic rhetoric.

### **Conclusion**

The term *globalization* term has been in increasing use since the mid-1980s. Many researchers explore works of literature so as to find reflections of diverse globalization themes within the texts and contexts and also to verify the realities of globalization through literary forms. Other literature / literary studies are developed into a platform for evoking, supporting and interpreting different social, political, literary, and cultural concepts within the realm of globalization.

