

"Globalisation is a boon"

FACTS AND FIGURES

- Globalisation aims to expand business operations on a worldwide level thanks to global communications based on technological, socioeconomic, political and environmental developments.
- Waves of globalisation can be traced back to 1800s.
- The goal of globalisation is to provide organisations a superior competitive position with lower operating costs, to gain greater numbers of products, services and consumers. Manufacturing, services, markets, lifestyles, capital, culture, technology and ideas are exchanged worldwide.
- The industrial base shifted from the high-wage areas of North America and Western Europe to the cheaper-wage areas of East Asia: first Japan, then South Korea, and more recently China and Vietnam. As factories mechanised or moved overseas, the living standards of the working class declined. Meanwhile, in China prosperity grew, with the poverty rate falling from 84% in 1981 to only 12% by 2010.
- The World Trade Organisation (WTO) is the only global international organisation dealing with the rules of trade between nations. At its heart are the WTO agreements, signed by the world's trading nations. The goal is to help producers, exporters and importers conduct their business.

VOCABULARY: international relations

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| ◦ Abroad: à l'étranger/foreign (adj)
:étranger | ◦ GAFAM: Google, Apple, Facebook, Amazon and Microsoft |
| ◦ Boundary = frontier : frontière | ◦ Globalisation : mondialisation |
| ◦ Brand : marque | ◦ Goods = products : des biens |
| ◦ BRICS : Brazil, Russia, India, China, South Africa | ◦ Growth : croissance |
| ◦ Child labour : travail des enfants | ◦ Manufacturing : fabrication |
| ◦ Competition : concurrence | ◦ Outsourcing = offshoring = relocating: délocalisation |
| ◦ Competitor : concurrent | ◦ reshoring : rapatriement |
| ◦ Counterfeit : contrefait | ◦ Plant = factory : usine |
| ◦ counterfeiting: contrefaçon | ◦ Stock market : bourse |
| ◦ Customs : douane | ◦ Supplier : fournisseur |
| ◦ Developing # developed countries | ◦ Tax avoidance : évasion fiscale |
| ◦ Export (n/v) : exporter/exportation | ◦ To make the most of : profiter de |
| ◦ Fair trade: commerce équitable | ◦ To overcome : surmonter |
| ◦ Free trade agreement: accord de libre change | ◦ To undergo : subir |
| | ◦ Trade barrier : barrière douanière |
| | ◦ Trade = exchange :commerce |

Up to you!

Tips for referees – Globalisation is a boon

PROS

- Bigger markets to export and import = better investment opportunities = higher growth rates.
- Greater access to foreign culture; cheaper and more varied goods for consumers.
- Developing countries can increase their standard of living.
- Global competition = more creativity and innovation.
- Developing countries: make the most of current technology without its drawbacks.
- More cooperation: interdependence = fewer risks of conflicts and war.

CONS

- Unemployment and poverty due to outsourcing (jobs are taken away).
- Unequal opportunities; invasion of American culture (popular culture, media, technology, business, through GAFA, Uber.) and Chinese products.
- Financial insecurity; economic interdependence: domino effect.
- Diseases spread worldwide.
- Little international regulation; private Internet giants hold detailed information on our lives and interests which they use for their own monetising interests.
- Tax evasion by large companies.

Questions

- a Is globalisation profitable for workers?
- b How can developing countries and small local producers benefit from globalisation?
- c What are the benefits of outsourcing for companies?
- d Can you explain why it could be financially detrimental to poor countries?
- e Why are companies in developed countries relocating their industries back home?

Suggestions de réponses aux questions

- a. It is not profitable because jobs are displaced or suppressed, industries have to close, labour standards and workers' protection decrease, and wages are lower.
- b. Local people can find work and improve their standard of living; local producers can export their products to various markets and increase their revenues; foreign culture can be shared and increase the attractiveness of a country.
- c. Companies find cheaper and more specialised workers and lower production costs.
- d. Foreign investors may pull out their money and then companies have to close down; moreover the money made by multinationals is rarely invested in the country's economic or educational development.
- e. First, offshoring production is less profitable as wages in low-cost countries have soared; then companies undergo political pressure to reduce unemployment in the homeland and improve quality. Advanced manufacturing techniques and automation are finally more beneficial to reduce labour costs.

Globalisation is a boon

Globalisation has long been praised for promoting underdeveloped countries and helping them share the fruits of progress, technology and consumerism. Yet, more and more people have started voicing a different point of view. So what are the boons and banes of this international trade and interchange of views, products, ideas and other cultural aspects?

Obviously, globalisation offers bigger markets to export and import, which leads to better investment opportunities and higher growth rates.

By interchanging products and specialties, people in all countries can benefit from a greater access to foreign cultures, cheaper and more varied foods.

Developing countries can find an outlet likely to bring them extra revenues and help them increase their standard of living.

Furthermore, they can make the most of current technology without its drawbacks. Global exchanges also mean more competition, creativity and innovation, and all this directly advantages consumers. Not only do they see quickly evolving devices but also decreasing prices and larger choices.

Another advantage of international exchanges is a better knowledge of others, thus a better understanding and acceptance of differences. Similarly, more cooperation induces more interdependence and fewer risks of conflicts and war.

Globalisation is a bane

On the other hand, globalisation also presents some downsides. As labour force is cheaper in poorer countries, many industries outsource there, therefore jobs are taken away, which increases unemployment and poverty in the home country. While outsourcing brings jobs and technology to developing countries, pushes them towards industrialisation and increases standards of living, it means that workers in developed countries have to compete nationally but also internationally for jobs.

Besides, international exchanges do not always offer equal opportunities with for instance the invasion of American culture through GAFA (popular culture, media, technology and business). The flooding of markets by Chinese products has often been associated with lower quality. Globalisation also increases homogenisation and similar products everywhere.

Another drawback is economic interdependence, which leads to financial insecurity; this is known as the domino effect. It threatens to weaken multiple countries and economies when a problem arises.

Moreover, exchanges contribute to spreading airborne particles and diseases worldwide.

Finally, owing to little international regulation, tax evasion has skyrocketed and private internet giants hold detailed information on our lives and interests, which they use for their own monetising profits.

Hence, if globalisation has long been seen as a factor of equality and progress worldwide, today the cons are increasingly outweighing the pros, making the world less secure and impairing national economies.

Marking scheme: the referee takes away points out of a count of 15.

- **Each participant needs a catchphrase (2 points)**
- **Each participant needs 3 arguments minimum, illustrated with examples and/or references (6 points)**
- **Each participant needs a powerful conclusion (2 points)**
- **Each participant needs to use at least 6 words from the word bank (2 points), 3 expressions imposed by the referee (2 points) and make one attempt at complex grammar (1 point)**
- **Every time a student asks for help either from you, the teacher or AI; you need to take away a point ;-)**