

Globalization as a Discourse

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Abstract

Discourse theory is a main and important theory in analyzing political and social matters and affairs. Discursive analyzing of globalization is a new subject in debate of globalization. Globalization is a multidimensional new phenomenon which has more affection in many dimensions of politics, culture, social and economic of human life. Nowadays, there are many theories and views of globalization in different scopes. So according to discourse theory my hypothesis in this article is; Globalization is arena competition of discourses which one of them could be dominated on others. There are many thoughts in discourse theory but the theory of Laclau and Mouffe is more suitable in discursive analyzing of globalization.

Keywords: Discourse, Globalization, Discursive Struggle Globalization.

1. Introduction

The phenomenon of globalization as a new paradigm, in influence of economic evolutions, has changed human societies excellently since half century past. In late decades, the scientific and academic societies, especially political science, and some other matters like political systems, states, and democracy, has conceptual redefined by globalization. Nowadays the word globalization has been a current term in various contexts in the world. And it caused mental disturbance for many literates and scholars in politics, economic and culture contexts.

Definition of globalization due to its multidimensional nature is very difficult. But the common definition of it is; a process of similarity and integration of human in the worldwide (awareness or ignorant) under influence of increase and extension of information and communications technology, and compaction of time and space.

Globalization with removing geographical, social and political barriers has created facility integration of thoughts and ideologies. So, all theories and thoughts in the world try to dominate on others. Globalization has caused competition of discourses of globalization in the world.

2. Discourse Analyze

Discourse theory addresses to study the role of meaningful social opinions and actions in political life. This theory studies the method in which conceptual awareness ways of their roles in the society and analyzes the effectiveness method of these conceptual systems (disciplines) or discourses on political activities. Discourses should not be considered as ideology in its traditional and limited concept (i.e. a set of opinions and ideas by which social actors justify and demonstrate their organized social actions and practices). Discourse concept encompasses all kinds of political and social practices. (Hogarth, 2000, P2) This theory is based on pre- assumptions and assumptions which are (include) as follows:

- Different people (human- beings) view to the single (unit) speech or technique in different ways.
- In discourse analyses, truth and lie (true and false) are suspended.
- The test should be viewed in lieu of a meaningful whole.
- No text is impartial (unbiased).
- Truth is made by discourse.

In views of Laclau and Mouffe, discourses form our assumption (image) from the reality and the world and in their opinions, understanding political and social affairs and generally real world is just possible within (inside) discourse structures. Discourse theory of Laclau and Mouffe emphasizes on the role of language in representation and also creation of social reality (fact). Therefore, access to reality is possible just through the language. Of course, representation of language through reality means never the existence of pre- existed and concrete (objective) reality (fact), because it is only the language which creates the reality. The world is the product of discourses. Of course, they don't deny the existence of reality but they believe that the realities (facts) are meant just through the discourses. (Laclau & Mouffe, 1985) Distinguish aspect of Laclau and Mouffe's discourse analysis from the other discourse theories is discourse movement from culture and philosophy domain (field) to the society and politics.

Using of their post- structuralist and linguistic bases and essentials, they introduce lingual and discourse issues into all social domains (fields). By denying the necessity and certainty and determination of structures, Laclau and Miuffe emphasize on the possibility of formations and social relationships and know the reason for this possibility in the existence of enmity and dependence of discourse structures on the others.

3. Globalization as a discourse

According to the nature of discursive analysis, the main question is that; how can discursive analysis and attitude to globalization be submitted? According to discursive analysis, there isn't anything out of discourse, so globalization is also a discursive phenomenon. Everything, subjective and objective, is in discursive situation. According to discourse theory, the meaning of signs and behaviors are intelligible only inside of a discourse. Globalization is also as a similarity and integration process has subjective and objective elements and signs which can be achieved by discourse attitude.

Though globalization theoreticians didn't mention directly discourse of globalization, however content analysis of some theoreticians is implied to globalization discourse. "Fair Clough" believes that nowadays whatever happens in a place, it will be reaction in global level. So we have a discourse of globalization just as there are globalizations of discourse or discourses (Fair Clough, 1989). Fair Clough argues that, globalization isn't a real and objective process, but it is only a part of a new discourse. Thus we use this word when we are going to talk about the nature of contemporary world and its evolutions. He believes that, globalization is itself real process which has an external fact, and it is an independent and new discourse. However, it isn't a close, dogmatic, and inevitable process, and it isn't single exist discourse either, because there are many discourses in the world but the discourse of globalization is a dominant, hegemonic and victor discourse in discursive debate.

According to discourse theory, globalization tries to pull over old meaning of elements and signs, and submit new form of human life, and tries to give special meaning to signs. The struggle of identity making and signification is to come in discourse of globalization process, and in this process, globalization tries to achieve new meaning of human, society, political and social interaction. Globalization discourse tries to normalize and naturalize new concepts by new articulation and signify signs and concepts, and tries to renew it as a real and life objectivity (Sajjadi, 2004).

Principally, discourses are not coeternal and continual, but they are historical, so Rupert Mark believes that globalization is also a historical production, and resistance for its substitutes is on come. (Rupert, 2002, P xiv) He says; my goal is to challenge inevitable of liberal discourse of globalization, and shows its non-finality and history, and this is which following by cosmopolitan and democratically-oriented left in inside society of America (Rupert, 2002). So, discourse of globalization isn't a single discourse but it is a hegemonic and dominant discourse among other discourses.

One of the most important factors of discursive analysis is non-finality and dogmatic of signs and elements in discourses. Globalization has taken more effective steeps in denying dogmatic special discourse by submitting several meanings of various signs of human life. Thus, Kite Nash believes relativity of western culture in relative to dominant culture. Nash says that, it isn't easy to talk about universality, every place and every time of western values, because the west culture is also face to plurality and variety of cultures, so, its every place and every time characteristic has changed to now and here (Nash, 2001). Hence, a similar and universal western culture can never exist, because mainly, the discourse is formed only in face of others, and others themselves are barriers finality and category of discourse. Though, a discourse may be sovereignty by political hegemony and dominant, but it never is continually.

Discourses are formed by differences and distinctions from others, so globalization with introduction of several others has formed many new identities and knowledge. Globalization discourse has caused creation of elements and signs of global and local matters. Robertson is introducing globalization as a global-localization. Globalization always is created in local framework, while local framework itself is created as a special place by globalization discourse (Nash, 2001).

"Jan Art Schulte" in the framework of anti domination analysis of globalization discourse believes that globalization is social geographical alteration by extension of cyberspace and ultra territory. (Schulte, 2003) In discourse theory, the relation among "we" and "others" meaning various signs and finally to dominant a discourse, is very important. In Schulte's opinion, globalization in society and culture dimensions causes increase in hybrid identities by widespread connection among cultures (Schulte, 2003). In globalization era, the individuals may be having several identities in various scales. Discursive analysis of globalization has caused redefinition of political, social and

cultural identities, and has been caused creation of new kind of identity. Hence, globalization discourse has introduced new actors in local, national, regional and global level which formed a kind of global democracy.

Many theoreticians like Giddens, Robertson, Yan Clarke and Jan Schulte believe that globalization as a discourse has created new political and social theories. In Ronald Robertson's opinion globalization discourse with redefinition of float signifiers in social and political scopes has been necessitated necessary of verification in social science theories especial in sociology and political science. Globalization is a framework and a conceptual entrance for global order (Robertson, 2001). The attitude to globalization as a discourse implies discourse struggles on giving meaning to floating signifiers, and tries to explain how a special discourse discusses its concepts and minutes as global and universal concepts (Sajjadi, 2004).

Globalization has created new meaning in cultural scope, and has submitted new articulation by floating signifiers of this scope. In Robertson introduction of globalization discourse, the globalization has a biform concept which includes its objective and subjective aspects. He says; globalization as a concept implies world compaction and increases awareness of the world (Robertson, 1992). Hence, Robertson didn't introduce globalization only as a social, cultural and political similarity but he emphasizes on awareness as an important element of globalization. In Robertson's opinion, only interdependence and global similarity are not enough for realization of globalization, but human also should be aware of global matters. Helton also believed that awareness is a main and distinct element of globalization (Holton, 1998). Luckily, this awareness has been increased in the last decades, and mankind belongs to world instead of local and national. So, nowadays, many of people in the world redefine their subjects and problems on the base of global. Redefinition of military-political matters at "global system", economy at "international shake out", market at "global productions", air pollution at "tread of earth planet", are some examples of this kind of awareness (Waters, 1995). Globalization discourse has managed and articulated political and cultural float signifiers by breaking time and place dam against epistemology and knowledge of itself and others, and it has caused the introduction of new political and cultural identities from local and national level to regional and global dimensions. Nowadays, the native and local traditions and cultures came out of incapability and solitude, and people in the world are able to connect together very soon from long distance by communication and information technologies, and they increase their political, cultural and scientific knowledge and insight by interrelations. Globalization discourse has increased critical context of man about himself, others and the world, and puts him in vibrancy choice between good and best or bad and worse. The weakness identity structure of exist discourse, and washy of articulated signifiers will cause deformation in political and cultural identities of societies and mankind. The competitor discourse in this situation with little try and political struggles will delete old discourse and will form new structure and introduce its discourse minutes. Globalization with increase and extension of communication and information technology has created discourses competition context, and created continual discourse struggles. The victor discourse will govern for sometime until new discourse rises with new subjects. Nowadays, the formation of many political, cultural, social and economic movements in Arab, Europe and American countries explains the weakness of ideological structure and washy of discursive elements of absolute regime of Arab countries and Europe and western capitalism and liberal democracy system. Islamic awakening and religious movements in some countries like Tunisia, Egypt, Libya, Bahrain, Iraq and Palestine, and also humanity and justice awakening in Washington, New York, London, Paris, Italy streets imply washy and wanes of discourses in this political system and humanity society, and it is the beginning of the formation of competitor discourse.

According to discourse theory, the subject as a canny and elector doer has a discursive situation, and political subject also achieves identity in discursive process. Although, subject is subdued by discourses but in crisis period of discourse it will enjoy structure weakness of nodal point and will try to manage the signifiers of field of discursive and final realities. Globalization discourse is an arena for formation of new political and cultural actors in local, national, regional and global scopes. These actors who were in the border of actions and decision making in the past, now they are in the center of attention and decision making, and mainly the motor of mobility and evolution is in their hands. The existent of great leaders of social and political movements in different points of world, creation of social and political independent parties, formation of many nongovernmental organizations, multinational companies, etc. are examples of new political and social actors which all of them are production of globalization discourse.

Robertson with discursive regard to globalization believes that, globalization is the creation of cultural, social and phenomenology communications among four factors; 1- selfhood 2- national society 3- international system 4- mankind. These four factors create a global arena which includes all parts that need globalization analysis. In globalization age, the selfhood instead of national citizen will be defined as a sample of mankind. National society

that also has much control and freedom problems, with its citizens will be introduced as a member of national society. International system also will control reality of the humanity ideals, and humankind which in format of individual rights has defined inside national society in the past, now is legitimated by international system (Robertson, 1998). So, in Robertson's opinion, globalization is an evolutionary discourse in all scopes.

Basically, discourses are mobile and their stability relies in fixed signifiers. Because of this, Lash and Uri by making relation between globalization and evolutions in capitalism system believe that in the capitalism system in twentieth century the states and big companies were main agents for managing of currency, goods, productions, instruments and capital process. But with the increase of extent and speed of that process, has formed a new stage of capitalism with the characteristics of mobility and falling of global borders. All things in this situation are fluid and mobile (Lash, 1994). David Held also emphasizes on universality of globalization phenomenon, and believes that, globalization process is the age of appearance of evolutions in global human life (Held, 1999).

Albrow in definition of discursive of globalization distinguishes it from modernity and believes that globalization has a constant nature. He argues that modernity has a stable point, whereas globalization doesn't have a stable point. Some principles like national state are center of modernity, whereas globalization has no center, and any external factor doesn't guide it. Globalization is based on experiences and realities (Albrow, 1996). So, it is absolutely mobile and evolutionary and changeable.

Post-Structuralizes have also a discursive view on globalization. According to this view, the social life without attention to its creator will be studied as a text. Globalization also without attention to its creator has been analyzed as a social text by post structuralizes. Michel Foucault as a post structuralize believes that, the mankind is related to many kinds of knowledge and knowledge discourses which are dominant on human society. (Foucault, 1980) Post structuralism view analyzes globalization as a domination knowledge and discourse. This view tries to dominant and encloses all cultures under a special culture. According to this view, globalization has created most extension capacity and opportunity for western colonialism process. Roger Bill emphasizes on this point that globalization is able to weaken local and national authorities by communication and information technology. (Roger, 1996) Mohammad Reza Tajik also believes that there is a strong relationship between globalization and post modernism, and argues that globalization implicates complex dialectically process in one hand, and other hand, it involves widespread spectrum of epidemic evolutions which has affected on politics, economics, technology, culture, science, life skill and humanity habit. (Tajik, 2002) Hence, Kit Nash believes that global culture has been post modern culture which is fast in changing, creating, duplicating, integrating and conflicting (Nash, 2001).

Like every discourse, the globalization discourse has a constructive nature, and some factors are effective in its formation. Globalization has managed floated signifiers and elements by these factors. These factors are as follows;

- a) Development of communication and information technology, and also growth and extension of science and knowledge.
- b) Development of free market, globalization of markets and global economy.
- c) Extension and universalizing of humanity social and political matters.
- d) Happening some economy and political matters in global level.
- e) Growth of man's awareness in the worldwide scope. (Shahramnia, 2006)

Globalization is itself a macro discourse in the way of "Similarization", and political, cultural, economy, technology and social points and signs have been articulated around the nodal point of "Similarity", "Internationalization", "Cosmopolitan", "Integration" (Figure 1). Of course, because of the increase and extension of communication technology and compaction of time and place, there have been many discursive struggles inside globalization discourse but finally globalization discourse of new liberalism has been hegemonic and dominant than others. So, what is nowadays named as "Globalization Discourse" is in fact the dominated hegemony of new liberalism. In this new discourse of globalization the points like democracy, human rights, economic, freedom, secularism, peace, etc. articulated around new liberalism, and have taken new meaning. Hence, globalization is in continually discursive struggle, but the globalization discourse with nodal point of new liberalism could objected and could be hegemonic than the others (Figure 1). So, today's globalization discourse is the same as the globalization of discourse of new liberalism. The dominant of globalization discourse of new liberalism is ideological and it isn't different from political dimension and power relations. This discourse, with especial signifying points like democracy, peace, security and freedom, broadcasts special culture and ideology. New liberalism with in vain use of information and communication technology and transnational and multinational companies and organizations has increased its dominant of discourse over the world and especially on undeveloped countries. Because of this, Tyler implies

globalization as Americanization and Westernization. Ruska also believes that globalization is a process that global economy and cultural and political forces influence very fast, and creates a new global market, new transnational political organizations, and new global culture. (Ruska, 1997) In Norman Fair Clough's opinion, what exists is the fact that a special discourse of globalization among the other discourses. This is not only a kind of globalization which is inevitable and unchangeable, but this is a process of globalization of new liberalism base on some institutions and organizations like GAT, World Bank and International Monetary Fund. (Behroz Lak, 2006)

4. Conclusion

Thus, globalization discourse has been created in a historical process and under the influence of international and global situation and evolutions in social, economy and political scopes but Ancient, Renaissance, Modernity and capitalist globalization discourses have got crisis because of their mental, ideological, political and social oppositions, and finally in post modernism age, the new globalization discourse with nodal point of new liberalism has objected and created a new articulation of signifiers. Developed countries with advanced communication technologies and modern industries execute the policy of new discourse, and produce guidance and execution software of liberalist discourse. Macdonald, Coca Cola, Hollywood, Levis, Fast Food, etc. are samples of American and Western project of new liberalism globalization discourses. According to discourse theory, it should be said that discourse of neo liberalism globalization is not a single discourse in the world. In fact, there are many discourses which are rivals of neo liberalism, but the discourse of neo liberalism has been dominated on others.

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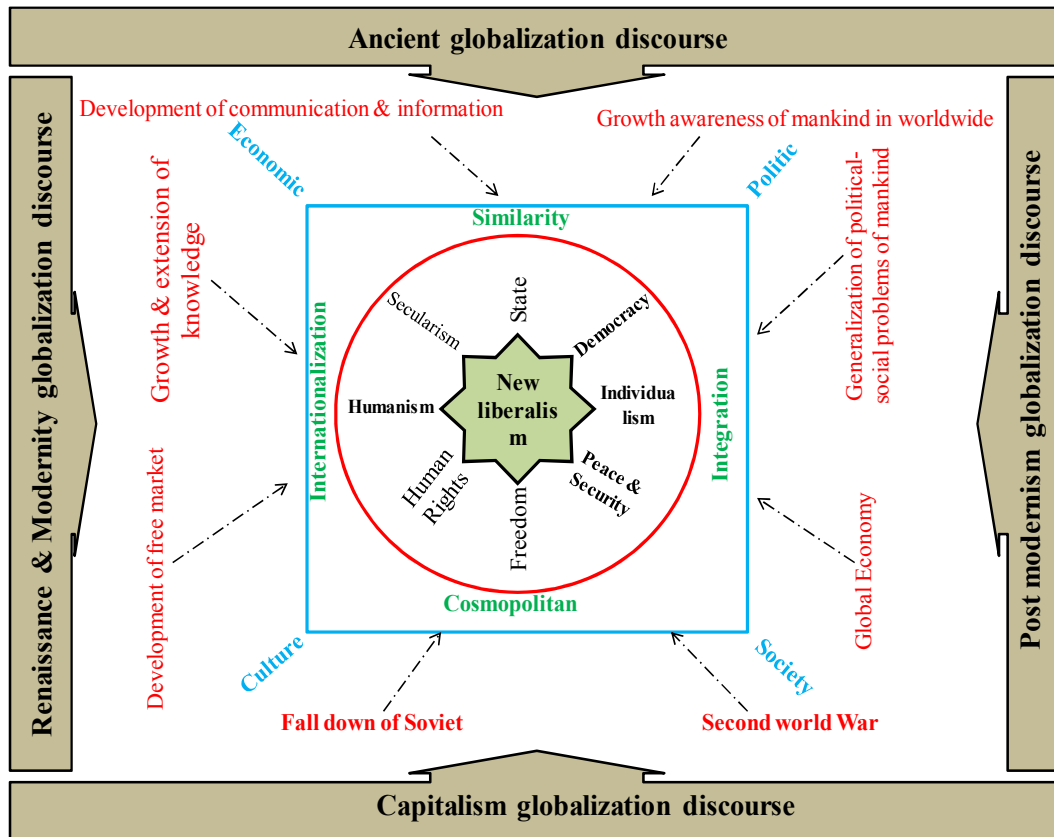


Figure1. Globalization as a Discourse

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