

Perceptions on Globalization in the Coverage of Broadsheets Dailies

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CERTIFICATION

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Declaration by the Student

I, Chandi Raj Dahal, student of Bachelors in Media Studies, hereby declare the work present herein is genuine work done by me and has not been published or submitted elsewhere. Any literature, data or works done by others cited within this report have been given credits and listed in the reference section

Date:

Abstract

This project, Perceptions on globalization in the coverage of Broadsheet Dailies is an attempt to widen the understanding of globalization in Nepalese context. At a time when "Free-flow of information" has become a mantra-at-the-ready for expanding the scope of globalization, there are already plethora of views accusing it for being one-way flow, a means for cultural invasion over the poor communities by elite class and thus defined as westernization, suppression of the economies in the third world and often understood as 'Free fox against free chicken'. Moreover, there are also adequate literature found on the viewpoints supporting globalization which regard it as a means of connectedness, free trade and space for the innovative and competitive business opportunities. Thus, this project has attempted to analyze the varied perceptions covered in the print media regarding globalization and its impacts.

This research has tried to get a general perception of globalization in the present Nepalese context. Thus, it has tried to find out how people define globalization, how they react to its process, and what they feel good or bad about it. It also tries to explore the sectors mostly affected by globalization.

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ABBREVIATIONS

Chapter 1

Introduction

1.1 Background

Nepal is a small landlocked country surrounded by two giant nations China and India which have institutionalised contrasting political ideologies. Despite being a sovereign nation throughout its history, Nepal witnessed different feudalistic and autocratic rules of Rana family within its territory during 1846–1951. The people's revolution in 1990 restored democracy, and with it The Constitution of the Kingdom of Nepal 1991 could however institutionalize people's fundamental rights including freedom of expression and right to information. Since then, the scope for international communication was widened and the free flow of information was conceptualized.

The notion of free flow of information further extended the scope for liberalizing economy in the country. Then, Nepal became a member of WTO in April 23, 2004 which gave an open invitation to the multinationals. Being a developing country which has been relying heavily in foreign aid, Nepal however, hasn't been able to take the expected benefits from the global market. According to reports, until recently more than 60 percent of Nepal's development budget comes from foreign aid. Thus, Nepal stands as one of the members of the peripheral powers or the third world.

It is well accepted that Nepal is rich in natural resources. It has the potential to be self-sufficient in terms of food security being an agricultural country. The natural resources and cultural diversity in the country can be the prospects for tourism development. Also, the potential of hydropower is high and thus the multinational companies keep eye upon these natural resources and express their interest for investment. But this is possible only when the country attains the political stability.

Apart from the prospects of economic growth, Nepal- a country that has 120 live languages and around 61 nationalities (ethnic groups), also has adequate prospects for cultural growth. Among such heterogeneity within a small country, the impact of globalization is intense. The ethnic groups have started searching for their identity that has been lost in transition due to dominance of foreign cultural values. It is observed it is being difficult to meet the native language speakers these days. However, the quest for conserving such ethnic and indigenous culture is still growing with the awareness about the consequences and the impacts of globalization.

Globalisation is the new buzzword that has been dominating the world since last two decades. With this, not only the developed nations but also those from the third world are keenly participating in the open market economy and have been renewing faith in the private capital and resources due to the influences of World Bank and other International organisations.

In fact, globalisation has brought in new opportunities to the developing countries. Economists argue that greater access to developed country markets and technology transfer can promise improved productivity and higher living standard for developing nations. But at the same time, globalisation has also invited new challenges. Due to the lack of proper policies to compete with the giant economies, these small countries are suffering instead. Growing inequality across and within nations, hegemonization of cultural values, environmental deteriorations are some of the results the countries like Nepal have been bearing due to globalization.

In this scenario, it is pertinent to study globalization through Nepalese point of view. Since, different writings and debates on the issues of globalization have been appearing in several media regarding impacts, opportunities and challenges of globalization in Nepalese context, an attempt to study such perceptions can contribute in assessing the trend and needs for modification or implementations of proper policies for benefiting from such phenomena.

1.2 Statement of the Problem

There are many literatures found on globalization but comparatively very less in the Nepalese context. However, the most of the available texts and documents on globalization conclude that globalization can be an opportunity, but it is instead, being a sin more than a boon. The dominance of elite culture, hegemonization of political ideology and dominance of open market by the giant economies are the common accusations made by the anti-globalists. However, supporters of globalization believe that globalization is all about connectedness and connected means changing the world into a single village. Thus, an in-depth study about the perceptions on globalization is pertinent in this regard. With this background, this research is concerned about the perceptions of globalization in Nepal. Also, in addition, it will be more focused on the analysis of perceptions based on different scapes of globalization.

1.3 Objectives

The objectives of this study are as following:

1.3.1 General

The main objective of the study is to find out how globalization has been perceived in Nepalese context.

1.3.2 Specific

- To conduct an ex post facto research in order to analyze the perceptions on globalization in Nepalese context
- To analyze perceptions on globalization through different scapes
- To analyze the perceived impacts of globalization
- To analyze the supporting or repelling viewpoints regarding continuation of globalization

1.4 Research Questions

This study has the following research questions:

- What is globalization in Nepalese perception?
- How globalization is being perceived in the coverage of different broadsheet dailies?
- What are the impacts of globalization upon Nepalese society? What are the impacts in different scapes of globalization?
- Is globalization perceived as a threat or an opportunity for Nepal?

1.5 Significance

Globalization is all about communicating regardless of borders and resistance, reducing time and space. An ideal form of globalization can be analogical to a Nepali belief, "Unity in Diversity", where there is oneness or a sense for the attainment of commonness even among the differences. This means, globalization creates one world, and at the same time respecting many kinds of living styles. It is more about access than homogeneity. Globalization can, thus, become a common platform for mutual existence and cooperation among nations. It is more concerned with relationship of equity not just the equality. Thus, it is very essential to learn about the issues and concerns of globalization in different contexts.

There are ongoing debates on the issues of globalization. There exist the concerns of the haves and have-nots or centered and marginalized groups, communities and nations. In this scenario globalization is a significant matter to be discussed and studied.

1.6 Importance

The primary essence of globalization as discussed above is to increase access and connectivity across boundaries and among people. It is a multifaceted phenomenon which is concerned with multiple disciplines like economy, politics, culture, communication and technology. Due to such features, it is crucial for every nation and its policy makers that they should make proper strategies to deal with the issues of globalization. Thus, research on the issues of globalization helps understand the international affairs and relations and thus position oneself appropriately in the global scenario. This research will thus assess the sense of realization and understanding of faith for original indigenous cultural values in regard to the process of globalization and global participation.

1.7 Words and Meanings

Global

Globalists

Globalization

Glocalization

Homogenization

Internationalization

Westernization

Americanization

Mcdonaldization

Hybridization

Localization

Liberalization

Democratization

Marketization

Hegemony

Sceptics

Scapes

Media Imperialism

Cultural Imperialism

Chapter II

Literature Review

Since the 1990s, globalization has become a "buzzword" that is used frequently in the mass media, in political propaganda, and in intellectual circles (Harris, 2002). However, it doesn't just refer to a process that was recently evolved. "It has been underway for a very long time, as long as human population have been moving from place to place, whether across a river, a mountain range or an ocean, transporting ideas and ideologies..." (Fisher, 2011). The term was first coined as recently as 1950 but it has achieved such a common currency that one can hardly avoid it now in newspaper, magazine, TV program or even internet blog. "It is a word which sounds as clear as crystal and trouble-free... but it becomes harder to pin down the more closely one examines it" (p.4).

The increased mobility across frontiers, along with the mobility of goods and commodities, ideologies and information, stressed on coining a new term 'globalization' to refer such global phenomena. The twentieth century witnessed a wave of new innovations in communications and technologies, which together have generated functioning global infrastructures. These have opened a massive series of communication to and from the different regions of the world (Beck, 2000).

One of the most salient features of communication in the modern world is that it takes place on a scale that is increasingly global (Thompson, 2000). Messages are transmitted across large distances with relative ease, so that individuals have access to information and communication which originates from distant sources (p.213). Thus, it seems globalization has now become unavoidable phenomenon. Moreover, there are different scholars who define globalization in their own perceptions. Some find it as an inevitable process which brings all the fortunes to the modern world while there are also the critics who think globalization is an

invasion over culture, politics and economy of the poor or inferior societies which brings more of the misfortunes to them.

Held and McGrew (2000) points out that no Single universally agreed definition of globalization exists (p. 3). Some say globalization is what we are bound to do if we wish to be happy; and for others 'globalization' is the cause of our unhappiness (Bauman, 1998). Whatever be it, we are all being 'globalized'.

Figini & Santarelli (2006) find globalization as:

a historical process driven by technological factors, such as the development of ICT, which reduces the distance between people in terms of both space and time; political factors, namely the demise of the bloc of former communist countries, which meant the end of one of the two systems of production and allocation of resources historically determined: the centrally planned economy; economic factors which have led the "global world" to adopt free-market oriented economic policies and individual behaviors.(page 130

Sumit Roy (2005) remarks that two opposing trends have emerged: one marked by increasing interdependence and multilateral global agreements while the other unfolds an increasing political fragmentation and emergence of new regional groupings (p.14).

Meanwhile, Roy also observes that the process of globalization creates new opportunities, new insecurities and new inequalities for the established, emerging and developing nations.

2.1 Growing debate on globalization

There are claims both for and against of globalization. Sceptics have their view that the key supposed agents of cultural globalization - Coca Cola, McDonald's, Microsoft and so on are in the business of making profits and pursuing identity and legitimacy... They see world as a

place of competing cultures, all investing in their own symbolic resources and seeking to enlarge their spheres of influence... (p. 191).

In contrast, the globalist are found firm on their view that globalization denotes the expanding scale, growing magnitude, speeding up and deepening impact of interregional flows and pattern of social interaction (Held & McGrew, 2000).

George Modelski (2000) defines globalization as the process by which a number of historical world societies were brought together into one global system (p. 49). For Beck, the world market eliminates or supplants political action- that is the ideology of rule by the world market, the ideology of neo-liberalism (p. 100). He opines that no country or group can shut off from others. He also takes Globality as that from now on nothing which happens on our planet is only a limited local event, all inventions, victories and catastrophes affect the whole world (P. 102).

Stanley Fischer (2003) explores that globalization – the ongoing process of greater interdependence among countries and their citizens – is complex and multifaceted. Many of the problems that the critics of globalization point to are real. Some of them relate to economics. Others relate to non-economic, but not less important, aspects of life.

2.2 'Let the Robber Barons come'

Anu Muhammad (2006) sketches two major interpretations of the term globalisation:

The first and mainstream view takes globalisation as the rational outcome of global economic "progress". This view describes it as a process of (i) expansion of free trade; (ii) more integration of all economies of the world; (iii) more communication amongst different regions; (iv) faster diffusion of knowledge; (v) increasing mobility of capital and labour; (vi) increasing competition; and (vii) emergence of global economy-global market.

Vandana Shiva (2002) takes into account the similar view to Muhammad's notion of economic progress and argues that a nation can enhance efficiency in resource use and hence, in net social welfare, by producing and exporting those commodities in which it is relatively efficient, and importing commodities in which it is relatively not so (p. 21). With the view to compete in the open market even most of the developing countries have welcomed the multinational institutes in their land. For instance, establishment of the open economy in 1977 in Sri-Lanka is associated with a now famous pronouncement by the head of state: "Let the Robber Barrons come", a clear invitation to multinational corporations (Mendis, 2000).

Stiglitz (2000) too traces out that exported growth was the centerpiece of the industrial policy that enriched much of Asia and left millions of people there far better off. He claims that it is due to globalization that many people in the world now have a better living standard than before. "Opening up to international trade has helped many countries grow far more quickly than they would otherwise have done" (Stiglitz, 2002, p. 4).

However, Stiglitz doesn't want globalization to continue in the way that it has been in the past. "If we fail to learn from our mistakes, globalization will not succeed in promoting development but will continue to create poverty and instability (p. 248)."

2.3 Opportunities for the 'fat cats'

Muhammad presents his second and dissenting view on globalization as the manifestation of the monopolization of power by large corporate entities, which are mainly centered in the north. Accordingly, this view gives more emphasis to the power and ownership aspects of the globalisation process. It looks at the process as being increasingly dominated by multinational corporations (MNCs) and global institutions like the World Bank, International Monetary Fund (IMF), and World Trade Organization (WTO).

In the words of Bauman, John Kavanash of the Washington Institute of Policy Research mentions, "globalization has given more opportunities for the extremely wealthy to make money more quickly. These individuals have utilized the latest technology to more large sums of money around the globe extremely quickly and speculate ever more efficiently" (p. 71).

S. Ambirajan (2000) makes three observations;

First, the participation of many countries from the developing economies of Asia and South America is less than that of the major developed countries despite the fact that they are part of the world economy. Second, the process of globalisation has so far been partial. For Instance, much greater integration has been achieved in product and capital markets than in other markets especially labour markets. Third, even within the countries, the impact of globalisation will not necessarily be uniform. Greater integration into the global economy offers substantial rewards no doubt, but losses from failure to integrate efficiently can be crippling.

Cited in Enrico Santarelli and Paolo Figini (2004), Santos-Paulino and Thirlwall, in relation to 22 developing countries, find that adoption of trade liberalization policies stimulated export growth but raised import growth by more, leading to a worsening of the balance of trade and payments (p.133). Likewise, Vandana Shiva (2002) traces three illusions created by the trade liberalization of agriculture:

First, one-dimensional monoculture paradigm of increasing agriculture productivity...is the myth that...high yielding variety keeps pushing agriculture into non-sustainability. Second, the illusion is created by high value and low value in the volatile market context with values in the context of food and nutritional security. Third illusion is that, the small farmer is unproductive,

and a shift from small farms to large, corporate controlled farms will increase productivity and hence, food security (p. 85).

This illusion ignores the fact that creating harm to the environment for prompt production in the name of food security doesn't ensure sustainable growth.

As far as developing countries are concerned, globalization is not at all spontaneous... as it has been said, but it is the result of carefully planned actions of the international economic institutions like IMF, World Bank and WTO, which help set the rules of the game (Shiva, 2000) (Stiglitz, 2002). Both the IMF and World Bank recognize clearly the economic globalization is highly uneven (Schirato & Webb, 2003):

Both use the west as the measure of success; but neither seems to recognize or at least acknowledge that many of the problems of developing world are not only problems in a western classificatory system, but actually problems caused by the history of economic globalization (p.84).

Terhi Rantanen (2005) writes, "Globalisation also invites resistance and this resistance often appears in the form of nationalism. Resistance is often seen purely in terms of progress, as in anti-globalization movements, but sometimes this resistance is extremely reactionary and even dangerous" (p 96).

2.4 Free flow of capital versus restricted movement of labor

Although there has been plethora of literature on the benefits of globalization with arguments being urged for deregulation and freeing of the commodity and capital markets there has been very little discussion on the movement of people (Chowdhury).

Nayyar brings similar notion over the restrictions for labour flows:

The virtual ideology of globalization promotes the idea that national boundaries should not matter for trade flows and capital flows... It follows

that the developing countries would provide access to their markets without a corresponding access to technology and would accept capital mobility without a corresponding provision for labour mobility... This asymmetry, particularly that between the free movement of capital and restricted movement of labour across national boundaries lies at the heart of inequalities in the globalization game (p.109).

In the face of ideas incorporating the notions of free trade and open market system, for millions of people, globalization has not worked. Many have actually been made worse off, as they have seen their jobs destroyed and their lives become more insecure.

Globalization has, indeed, made people feel increasingly powerless ... "they have seen their democracies undermined, their culture eroded" (Stiglitz, 2002).

2.5 Homogenization of Political Philosophies

Politically, globalization is the process of reconciling national institutions, policies, laws and regulations into the multilateral framework provided by international treaties, protocols and resolutions in order to complement and conform to the global exercises (Rana, 2001).

Likewise, Stiglitz points out that the globalization of ideas about democracy and civil society has changed the way people think (p. 248). Critics see more of the negative impacts upon the politics of developing country like Nepal. In this regard, globalization is viewed as a process that homogenizes the political philosophies of the world (Dahal R. K., Impact of Globalization in Nepalese Polity, 1999, p. 61). Nepal's present Prime Minister and the vice president of UCPN Maoist Dr. Baburam Bhattarai in an interview had opposed the process of globalization saying that it has given the sharp class contradiction of the two classes:

North America being the centre of imperialism, the working class and Left forces there, I think they should organize themselves and the stronger the movement against imperialism there, that will be helpful for the Left and

proletarian movement in the Third World countries, because the Third World countries are the most oppressed by imperialism.. (Mikesell & Chene, 2008, p. 15)

However, there is always ongoing debate on the impacts of globalization over the political philosophies. For non-communists globalization stands as liberalization or marketization while the communists and intellectuals of the third world countries find it a powerful force of imperialism (Pandey and Arya, 1997; Bajracharya and Sharma, 1996; Bara, 1998; Dahal, 1997; Guru-Gharana, 1996; Mishra, 2053 and 1997; Mulyankan, 2053a; 2053b; and 2053c; Rimal, 1995; and Sharma, 1995; cited in Bhattachan, 1999).

2.6 'A bit of this, a bit of that'

Apart from the economic and political aspects, culture is another most important sphere which is affected by the globalization process. Ambirajan (2000) writes - No culture can remain static and unchanging because...human beings are highly prone to be influenced by external forces and ideas, culture as a way of human life, thus, constantly undergoes changes. He, in addition, mentions that such a process of change involves two major consequences:

(a) ... reduction in cultural diversity; and (b) increasing hegemonic control in the name of free trade and freedom of communication, at all levels. The implications of this change are varied and there are no indications that they are in any way increasing the social, material or spiritual well-being of humanity. (p. 2147)

Similarly, as quoted in *The Media and Globalization* by Terhi Rentanen, Hall (1996: 619) remarks that three things can happen as a consequence of globalization:

- (i) As a result of cultural homogenization, national identities are eroded*
- (ii) National or local identities are strengthened by resistance to globalization,*

(ii) Although national identities may be declining, new identities are formed.

Rana (2001) defines globalization in social arena as the process of perceiving the strands of common universality in the spheres of religious and cultural affairs, human rights and duties, and in upholding compassion for all life on the planet (p. 118). Nevertheless, Bhattachan (1999) strongly believes that indigeneness of one's own society and culture should never be compromised with globalization (p.95). However, there are claims both for and against of globalization when it comes to the context of socio-cultural aspects. Some prefer to see globalization in terms of an accumulation of cultural phenomena, where new global elements coexist alongside existing and established local or national cultural forms (Robins, 2000). Some other prefer to say one of the dimensions of cultural globalization to be should consider is that... mixing ...'a bit of this' with 'a bit of that' creates and promotes cultural interaction and this, Salman Rushdie (1991) expresses, is how newness enters the world.

Adhikari (2010) brings the views from the supporters of globalization who think the cultures of developing countries also moves with the mobility of people to the developed countries and enriches itself (p. 85). In contrast, he also claims that globalization is universalizing western goods, cultures, conceptual frameworks by making the numerous non-western ones extinct.

The sentiments of love, affection, nationalism and patriotism have become weak, so have the democratic values and culture (Dahal R. K., Impact of Globalization its Nepalese Polity, 1999, p. 60). Western and developed countries' culture has penetrated not just the urban areas but also into remote villages. (Bhattachan, 1999, p. 81).

Ulrich Beck establishes that new global communication systems are used for business and commercial purposes. Thus, "it is becoming increasingly difficult for people to live in any place culturally isolated from the wider world (p.191)." It would be imprudent to claim that

the localized appropriation of globalized media products has been a major factor in stipulating broader forms of social conflict and social change in the modern world, most forms of social conflict are extremely complex and involve many diverse factors ... A central feature of the globalization of communication is the fact that media products circulate in an international arena. A material produced in a country is distributed not only in the domestic market but also an increasingly in a global market (p. 213).

The central features of media globalization of the past decades or so have been larger cross border flows of media outputs, the growth of media TNCs and the tendency toward centralization of media control, and the spread and intensification of commercialization (p 225). The commercial media will integrate well into the global market system and tend to serve its needs (p 225). As the media are commercialized and centralized their self-protective power within each country increases from their growing command over information flows, political influence and ability to set the media-political agenda (p.226). For instance, the IMF policies in the East Asia had exactly the consequences that have brought globalization under attack. The Failures of international institution in poor developing countries were long-standing ... but these failures couldn't grab the headlines (Stiglitz, 2002, p. 132).

Stiglitz however, still believes that globalization has reduced the sense of isolation felt in much of the developing world and has given many people in the developing countries access to knowledge as well. He argues that anti-globalization protests themselves are a result of this connectedness (Stiglitz, 2002).

Globalization implies that if a problem is global then its solution must also be so (Amin & Luckin, 1996). In its broadest sense ... globalization refers to the existence of relations between the different regions of the world and, as a corollary, the reciprocal influence that societies exert upon one another (page, 231). This notion can be compared to the "mutual understanding" emphasized as *Sarhidayata* (attainment of commonness) as

explained by Nirmala Mani Adhikary (2010) in his "Sarhridayata in communication" and that in the principle of self-determination (Dahal C. R.) residing in Eastern Philosophy.

2.7 Media- the message carrier

Media globalization cannot be stopped. It is a result of new communications technology. It is also the prerequisite and facilitator for all other forms of globalization (p.1). Though there are numerous viewpoints regarding media as the facilitator for all forms of globalization process, it has also been criticized for being unfair in the process of communication and flow of information- (proper citation missing)

A majority of all media is owned by a very small percentage of wealthy corporations. Local media is being swallowed alive by conglomerations. Freedom of speech is threatened by these multinational corporations; they drown out the voice of local media with profit-maximizing formulas. Media moguls have the most to gain from globalization of media...The benefits of media globalization may make it difficult to see these consequences, which are often subversive (p.2).

The wealthiest countries have the resources to produce the most media; therefore, the media delivered to the global audience will promote the culture of the wealthiest countries. And it is the wealthiest minority within these countries who defines the content of the media, thereby influencing culture around the world (p.3).

While media globalization is in itself more helpful than harmful, American media corporations are setting a dangerous trend in their media "products". If we assume that the example that America is setting as the forerunner of media globalization will be imitated on a global scale, the consequences are beyond frightening: they will threaten democracy by silencing the voice of the people (p.7).

Adhikary (2008), who thinks that globalization is the contemporary world order, finds mass media have played significant role in bringing the society into the globalization phase, and in turn, the process of globalization has also affected mass media in various ways. It has made media concentrated into the hands of fewer owners. "The media industry has become even more concentrated and giant international media mega-corporations have been developed" (p. 310). Quoted in Adhikary (2008), Mridula Menon and Ved Prakash Gandhi in 'Media and Communications' opine that the main cause of the trend toward concentration in the advantages inherent in operating on a large scale using new technology. Scholars say that the major developments today can be summed up in a single theme: connectedness. The major force behind this connectedness is technology:

The technology has dominated the peripheral world in such a way that the electronic power has been in control of the developed and powerful nations...if rich countries continue to control all the electronic power, we cannot truly expect free flow of information... In addition of control over technology, they have forced certain technologies into developing nations which is often called 'dumping' (p. 314).

Adhikary (2007) claims that without having the equal access to new technologies for all communities, societies and nations, thinking about a single 'global village' would be rather utopia (p. 315). He also remarks that cultural invasion in the name of globalization and modernization cannot be acceptable. In his observations, like the anti-globalist' views, globalization has failed to rescue the 'free flow of information' being misused by powerful nations as mere curtail to hide their dominance.

2.8 Impacts of globalization in Nepal

A survey conducted to identify the perception of the Nepali people regarding development issues and the activities of the government and related institutions shows that "opportunities of globalization for Nepalese are not so visible...rather challenges are becoming extremely persistent" (Dahal, Acharya, Bhattachan, & Nepal, 2000, p. 112). Due to globalization process, though the product and capital market, economies and cultures are getting progressively integrated on a global scale, the labor market still remains very much closed (Acharya, 1999, p. 26).

In the face of negative impacts, Dahal (2008) brings into account some positive changes invited by globalization. It is due to the process of globalization "mass consciousness has grown about universal concepts like good governance, popular participation, civil society, human rights, environmentalism, disarmament and peace" (p.58). Along with it, the universalization of society; the horizontalization of the decision making process and the popularization of participatory democracy at grass roots level are undoubtedly the positive changes of globalization (p. 59). He also adds that the exposure of the Nepalese people to the outside world has brought important changes in their life-style including political life (59). Due to the process of globalization ... the technological innovation and especially the development of information and communication technologies have transformed production processes, shortened product life cycles and revolutionized services (Nepal Societies for Applied Economics, 2004, p. 15) in Nepal. But, the positive sides of globalization get diminished when analyzed the literature found on globalization in Nepalese context. Actually, the impacts of globalization- a universal recipe prescribed by the Washington-based think-tanks, have no significant bearing on Nepal's economic development, for its problems are specifically typical being under the scourge of poverty, landlockedness, poor resource base and rugged topography (Dahal M. K., Impact of Globalization on Nepalese Economy:

Agenda for Developing in the Next Millennium, 1999). Similarly, the benefits of globalization to developing nations are likely to be extremely limited as the developed countries have very stringent migration laws that restrain the free movement of labor contrary to the spirit of globalization (p. 17). It has entered a critical phase backlashing against the so-called "win-win effects" in industrial democracies (p.5) for which Acharya (1999) says that globalization is taking place not in terms of equality of nations but is based on relations of dominance of a few and the subordination of the many (p. 26). Hence, its process has brought negative impacts on various sectors of political economy, labor market, foreign investment and industrial sector especially, on small scale industries (Dahal R. K., Impact of Globalization its Nepalese Polity, 1999, p. 56). In fact, the process of globalization viewed as providing Cetamol as a panacea, to cure all the diseases of the third world countries without distinguishing between different development strategies (p.57). The expectation that globalization and liberalization would expand opportunities and raise the living standard of the people has been belied in Nepal (Dahal R. K., Impact of Globalization its Nepalese Polity, 1999, p. 61). This is why the critics predict that aftermaths of globalization is so crucial that poverty remains persistent even after fifty years of continuous international development efforts (Dahal, Impact of Globalization on Nepalese Economy: Agenda for Developing in the Next Millennium, 1999, p. 7).

The protagonists of economic nationalism argue that the road from colonialism to globalization is a threat to independent sovereignty and cultural identity of the nation and people (Dahal, Impact of Globalization on Nepalese Economy: Agenda for Developing in the Next Millennium, 1999, p. 6). Bongartz and Dahal (1996) also believe that the root cause of mal-development...of the countries like Nepal...lies in the imagination of the leaders in copying the model of the developed countries without regard to their local culture, environment, technological availability and knowledge system (p.13). Hence, the

globalization process has led the Nepalese society towards materialization...upper class towards extreme materialization and denationalization and lower class towards brutalization and exploitation, middle class towards vulgarization through fashion and soon (Dahal R. K., Impact of Globalization its Nepalese Polity, 1999, p. 60). In this scenario, globalization would promote the interests of countries like Nepal only when the world community loosens its control on labor mobility, not only on goods and capital (Dahal, Acharya, Bhattachan, & Nepal, 2000, p. 53). The most recent wave of globalization is universalization of "exploitation" and it has become a new religion of both modern and post modern societies on this planet (Bhattachan, 1999, p. 81).

One of the main socio-cultural impacts of globalization on Nepal is the rapid destruction of indigenous cultural systems through the process of homogenization under state patronage p. 89). Nepalese people affected by western norms and values find Christianity, drinking bear, riding car are considered good while communitarianism, animism, Bon, Hinduism and Buddhism, drinking local bear, walking or trekking are considered bad (p.89). Along with it, due to low regulative capacity of a minimalist state, Nepal has turned into safe havens for international criminals, smugglers, terrorists and for those involved in the illegal trafficking of drugs, girls, unauthorized labor and other contraband goods (Dahal R. K., Impact of Globalization its Nepalese Polity, 1999, p. 59). The process of globalization has thus...led to the corrupt practices in Nepal (p.69).

Globalization assumes that the phenomena of the industries are worldwide, that users of information technologies make up the majority of the world's population with no obstacles to access anywhere...However, there is indeed a yawning gap between the information-rich and information-poor and this gap is growing, since the costs of access are nowhere getting any easier or cheaper. By no means is access universal; nor is it affordable to the vast majority (Kumar, 2008). Indra Dhoj Kshetri (2010) explores that with the speedy proliferation of

satellite television channels, the media are bringing the globalization right at the doorstep of the people and especially this is done by ...the international news mostly supplied by international news agencies stand for globalization of media content (p.1). The flow of information from superpower United States and regional power India to Nepal is contributing to impose foreign values and for cultural invasion over Nepal (Adhikary, Globalization, Mass Media and Cultural intrusion: Nepali Perspective, 2007, p. 2). 'The free flow of information' obviously becomes the 'mantra-at-the-ready' in the hands of powerful nations in order to dominate others (p. 4). In terms of mass media it is not simply a question of unequal distribution that some countries having more access to and control over media. It is that whether such access and control of some countries can undermine other's culture (p. 5).

Chapter III

Design of the Study

Approach

This research uses triangulation approach. That is both quantitative and qualitative approaches have been employed whenever they are pertinent. Quantitative approach is preferred for the collection and presentation of data while its analysis will require the qualitative approach as well. This research will use the inductive reasoning for the analysis and interpretation.

Universe

All broadsheet dailies published from Nepal.

Sample

Kantipur daily and Nagarik Daily from Nepali Language while The Kathmandu Post (TKP) and The Himalayan Times (THT) will be taken as the sample broadsheet dailies.

Method of Data Collection

Secondary data: Since all the sample newspapers have their contents updated in their news portals, data collection is done from their online versions using the equivalent keywords of the term 'Globalization'.

Analysis

For the analysis of the data, it uses the descriptive statistics.

Limitation

This research has taken four national dailies with two from each Nepali and English languages. The Kathmandu Post and The Himalayan Times represent Nepal's broadsheets in English version and similarly, Kantipur and Nagarik represent the Nepali Broadsheet dailies. Any related contents occurring in other than these newspapers will be out of the study corpus for this study. Likewise, newspapers were limited to two years i.e. published in the years 2010 and 2011.

The contents containing 'globalization' in case of English newspaper were gathered. In case of Kantipur and Nagarik, the equivalent words for globalization namely **अन्तर्राष्ट्रियकरण**, **विश्वव्यापीकरण**, **भूमण्डलीकरण**, **ग्लोबलाइजेस**, and **"वैश्य युग"** (Antarastriyakaran, Viswabyapikaran, Bhumandalikaran, Globalization and "Vaisya Yug") were used.

Only the contents found within the papers' news portals through Google's advanced search tool were taken for the data collection.

Chapter IV

Presentation and Analysis of Data

4.1 Contents on Globalization

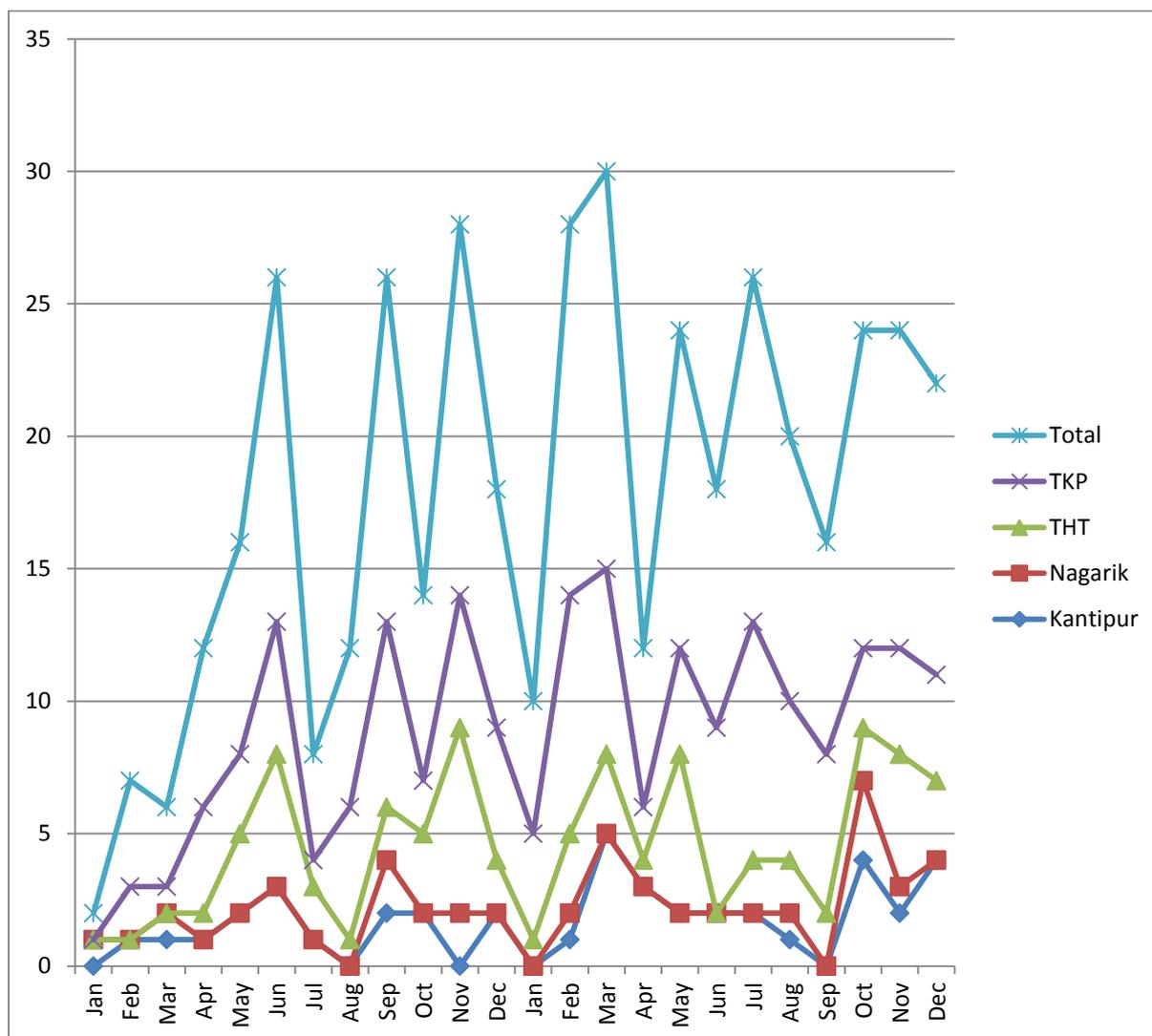


Fig 1: Contents related to globalization published in 2010 and 2011

A total of 214 contents related to globalization and its equivalent Nepali words were found in four different broadsheet dailies published during the years 2010 and 2011. There is a greater fluctuation in the number of contents related to globalization. In 2010, more contents on globalizations were found in the newspapers in the months of June, September and November

while in 2011, February, March, July, October and November were the months having comparatively more contents on globalization. The number of such contents in 2010 was 87 with Kantipur 15, Nagarik 6, THT 26 and TKP 40 contents while in 2011 it grew quite high up to 127 with Kantipur 26, Nagarik 6, THT 30 and TKP 65 contents.

4.1.1 Nagarik Daily

Scapes	
Economic	4
Political	3
Cultural	1
Media	0
Mixed	4
Total	12
Sections	
Opinion	11
Editorial	0
Interviews	0
News	1
Perceived Impact	
Positive	5
Negative	3
Neutral	4
Concentration	

Focused	0
Repeated	3
Unrepeated	9
For, against or Neutral	
For	4
Against	2
Neutral	6

Table 1: Contents on globalization under different categories covered by Nagarik

Nagarik daily has very less number of contents with globalization mentioned in the text. Of them, only one belongs to the news category while remaining are the opinion articles and more of these articles are related to economic issues. This newspaper presents the viewpoints perceiving that globalization has positive impacts more than the negative ones. Similarly, it also presents more of the contents favoring globalization when compared to the contents in against of globalization. But the contents with neutral viewpoint make up the half of the number. Moreover, there were no contents found focused on the issues of globalization while only few had repeated use of the term 'globalization'.

Contents in different Sections

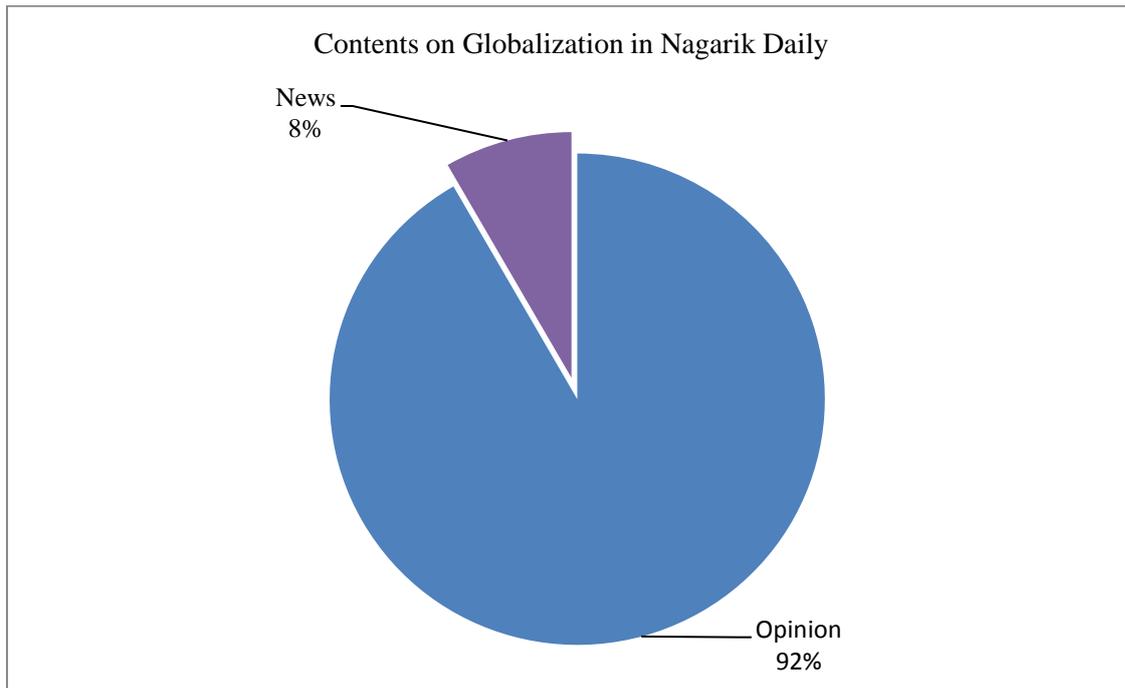


Fig2: contents in different sections of Nagarik daily

A total of 12 contents were found in Nagarik Daily published in the years 2010 and 2011. Of them, 11 were opinion articles while remaining 1 was found in the news section. During this period, there were no contents in the editorial and interview sections with the word 'globalization' mentioned in the text. It is observed that there is very less coverage on the issues of globalization by Nagarik daily within the two years (2010 and 2011). Out of the published contents on globalization 92 percent of the contents are the opinion articles, however, they don't represent well the perceptions of general people. Rather, they are found as the opinion or thoughts of some popular writers who can be read in multiple media outlets. Globalization is found often discussed in the articles by the columnists like CK Lal and Dr. Narayan Khadka.

Contents in different scapes

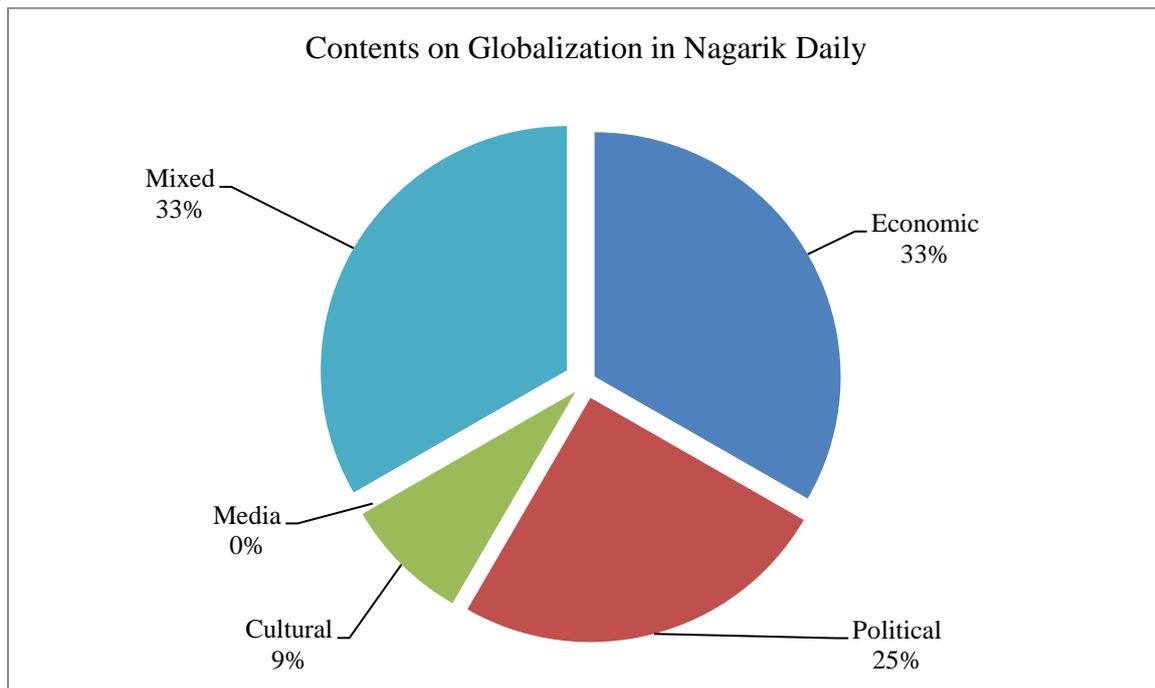


Fig3: contents in different scapes of Nagarik daily

Nagarik daily has contents published under different scapes of globalization. Of these contents, 4 were on the economic issues, 3 were found on the political issues, 1 on cultural issues and 4 contents were on the mixed issues which deal with the overall aspects of globalization. Economic and mixed issues were in equal number with both 33 percent of the contents while political issue was found as the second largest section on this category. Nagarik had only 9 percent of the contents dealing with the cultural dimension of globalization while there were no contents related to media and technology.

Impacts of globalization in Nepalese Context

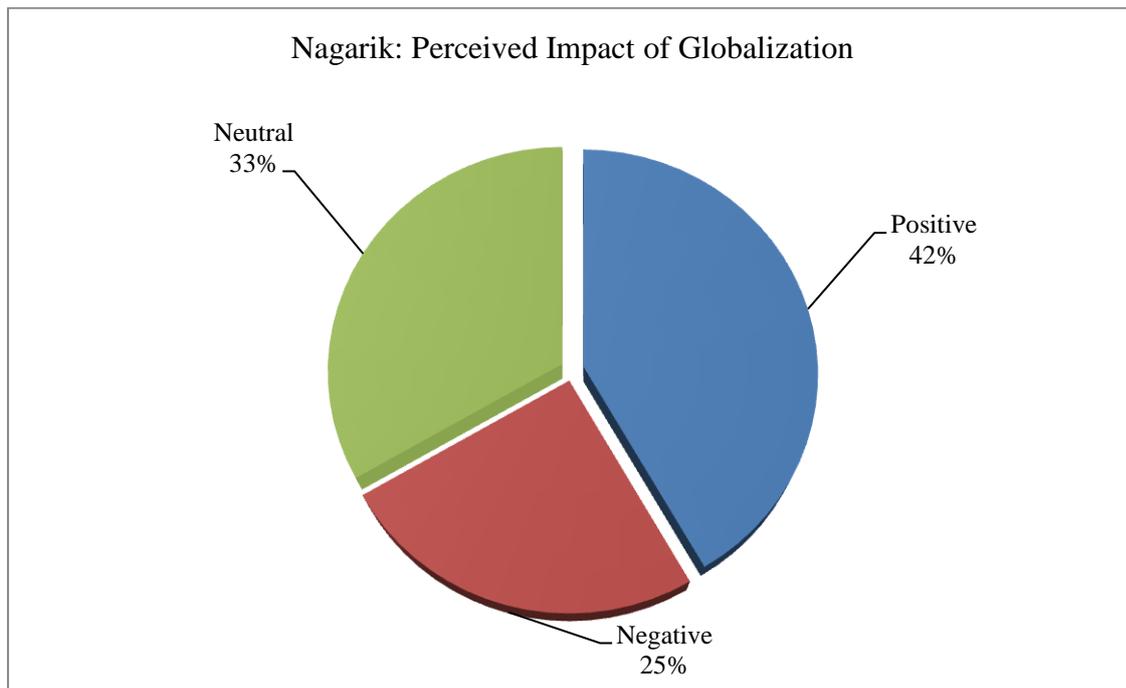


Fig4: Perceived impacts of globalization in Nagarik daily

Out of 12 contents published in Nagarik daily in 2010 and 2011, 5 contents were perceived that globalization have positive impacts in Nepalese context while 3 articles were found with perceptions of negative impacts. Likewise, 4 contents were with neutral perceptions regarding the impacts of globalization in context of Nepal. The data presents that globalization has 42 percent of the contents i.e. more positive perceptions were found over the negative ones. However, the negative impacts as perceived in the contents which are a quarter of the total number published in this daily shouldn't be ignored. Also, contents in which globalization is neutrally perceived makes the one third of the total number.

Contents with Concentration on Globalization

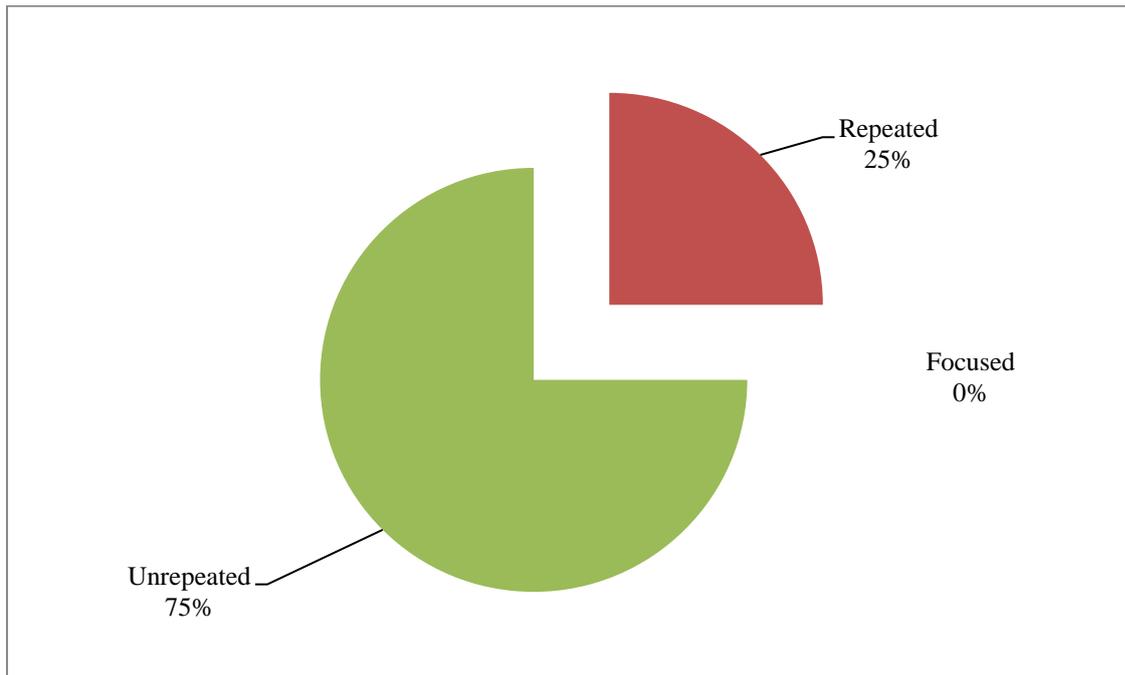


Fig 5: Concentration on Globalization in the contents of Nagarik daily

Though there were a total of 12 contents published in Nagarik daily related to globalization, none of them were focused on the issue of globalization. These contents neither had their headlines containing 'globalization', nor were they discussing in detail about it. The term 'globalization' was only used as a reference word to depict as the results or the causes of something else.

Since there were no 'Focused' contents, 3 of the contents had frequent occurrence of the word 'globalization' and it was mentioned as 'Repeated' while the remaining 9 contents were under 'Unrepeated' category in which the word 'globalization' appears only once. This shows that Nagarik daily doesn't have the contents fully concerned with globalization.

Perceptions in favor, against or neutral view on globalization

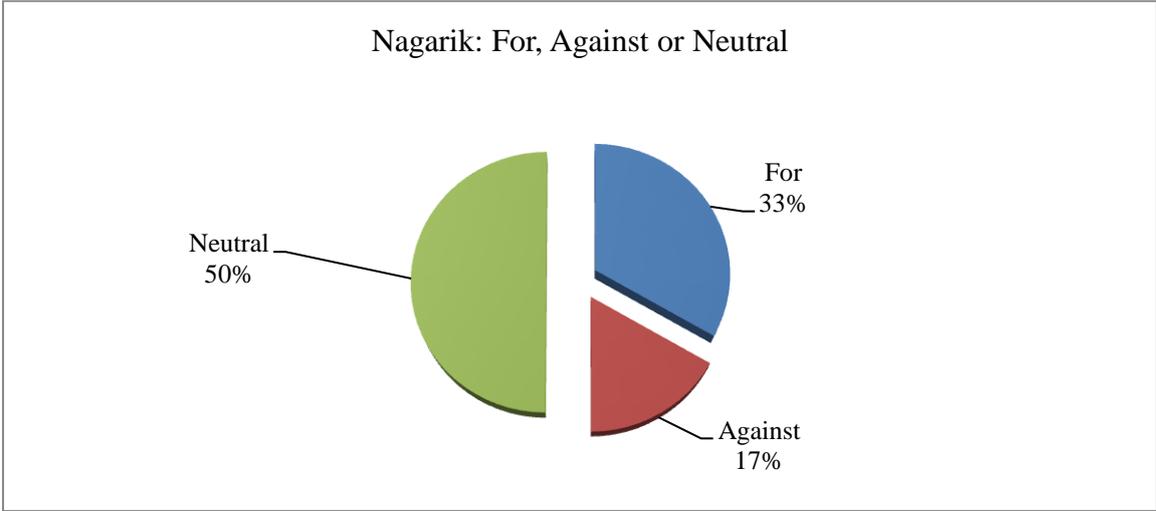


Fig 6: Perceptions regarding For, Against or Neutral contents on globalization in Nagarik

In Nagarik daily, 4 contents related to globalization are under 'For' category and they bring the viewpoints supporting the process of globalization. Thus, they make claims that Nepal should continue to be the part of the globalization process. In contrast, there 2 contents under the category 'Against' and have a perception that globalization should be avoided because it deteriorates identity, freedom and the process of development in case of the developing countries like Nepal. However, remaining 6 contents which make the 50 percent of the total published numbers say nothing regarding if globalization was good or should be continued in Nepalese context. Some of the contents with perceptions supporting globalization also perceive its impacts to be negative. But these articles make claims that globalization can still be an opportunity for Nepal if appropriate policies are adopted.

4.1.2 Kantipur Daily

Different Scapes	
Economic	8
Political	9
Cultural	7
Media	13
Mixed	4
Different Sections	
Opinion	23
Editorial	0
Interviews	0
News	18
Perceived Impact	
Positive	12
Negative	13
Neutral	16
Concentration	
Focused	3
Repeated	5
Unrepeated	33
For, against or Neutral	
For	15
Against	5
Neutral	21

Table 2: Contents on globalization under different categories covered by Kantipur

Kantipur daily has more contents related to media and technology category section while most of them are the opinion articles. Regarding the impacts of globalization, both positive and negative perceptions are seen balanced in the number of contents. However, the neutral impacts are more than negative or positive impacts felt in the contents. Most of the contents have the word mentioned in the text but without its repetition. The number of focused content on the issues of globalization is very less, a little more than it is the number of contents having the term 'globalization' repeatedly used. Kantipur has more contents in favor of globalization. Despite most of the contents having neutral viewpoint on the issue of globalization, few contents are found with their viewpoints against the process of globalization.

Contents in different Sections

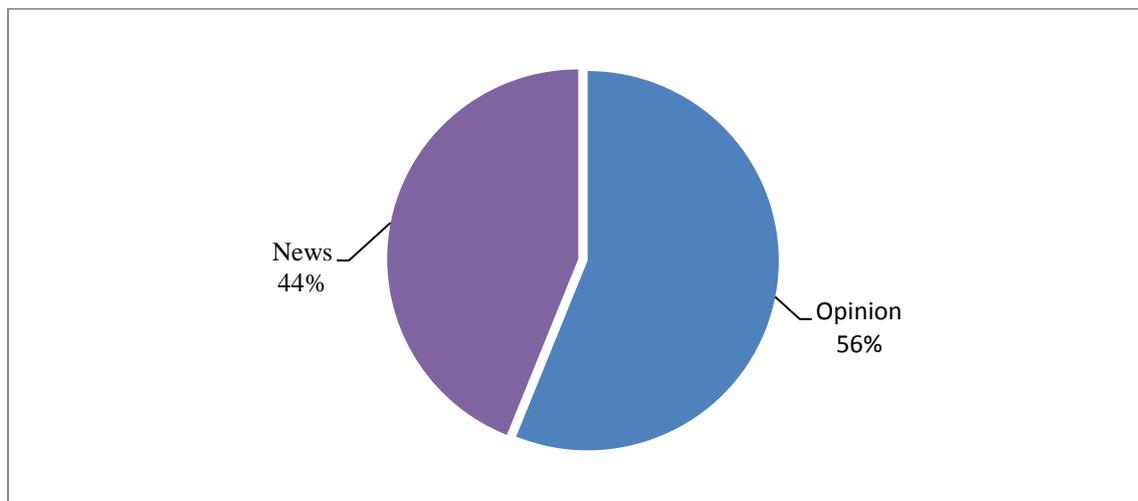


Fig 7: contents in different sections of Kantipur daily

A total of 41 contents with globalization mentioned in the text were found in Kantipur daily published in the years 2010 and 2011. Of them, 23 were opinion articles while remaining 18 were found in the news section. During this period, like in case of Nagarik, Kantipur also had no contents in the editorial and interview sections related to globalization. Out of the

published contents on globalization 56 percent are the opinion articles. These articles are mainly written by the columnists who appear frequently in different media outlets. Some of the frequently appearing writers in Kantipur like Dr. Narayan Khadka, Hari Roka, Arjun Narsingha KC, Gopal Khanal, Amrit Bhandari are some of the writers discussing on the issues of globalization. Unlike Nagarik, Kantipur has 44 percent of the contents mentioning 'globalization' under the news section. This shows that beside, columnist or opinion writers, Kantipur has covered the general people with their perceptions regarding globalization in Nepalese context.

Contents in different sections

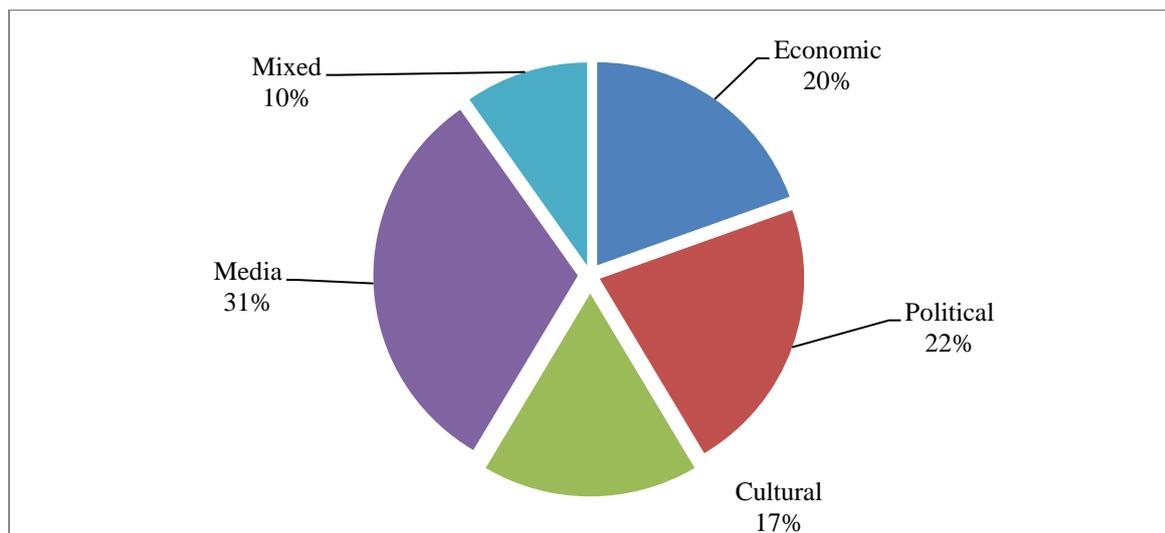


Fig 8: contents in different scapes of Kantipur daily

Kantipur daily has contents published under different scapes of globalization. Of these contents, 8 were on the economic issues, 9 were found on the political issues, 7 on cultural issues, 4 on mixed issues dealing with the overall aspects of globalization and remaining 13 contents were on the issues of media and technologies. In this newspaper, the highest number of contents which makes almost one third of the contents related to globalization is found on media/technology category. Likewise, political, economic and cultural issues respectively

make 22, 20 and 17 percent of the contents. At a glance, the distribution of globalization contents of Kantipur however seems more balanced and covering all scapes with somehow equally despite the Media and technology being more focused. While all sectors are covered separately, the mixed section dealing with overall aspects was found 10 percent and this can be considered to be more realistic.

Impacts of globalization in Nepalese Context

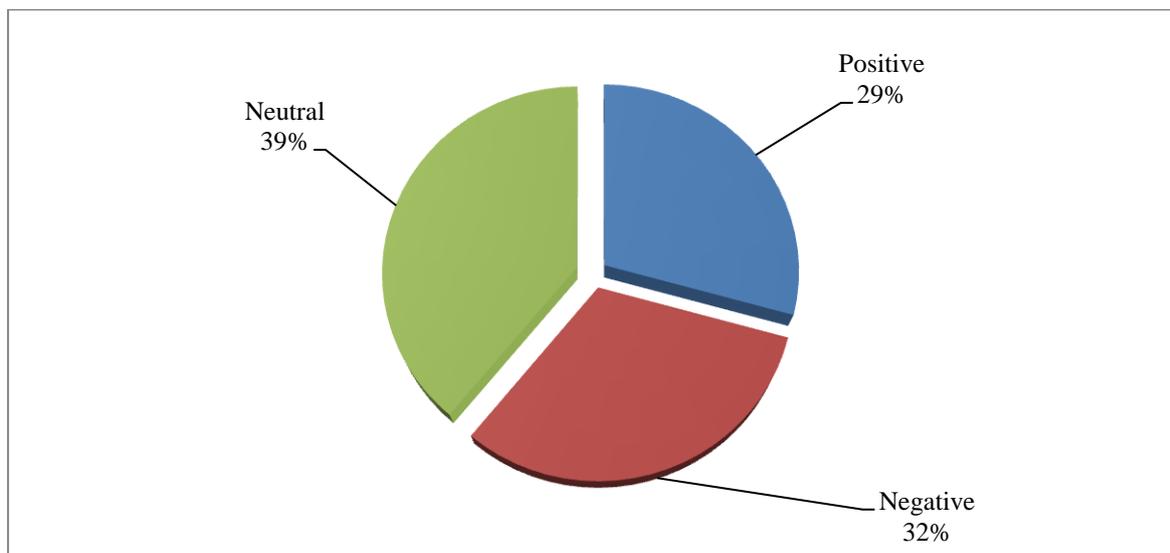


Fig 9: Perceived impacts of globalization in Kantipur Daily

Out of 41 contents published in Nagarik daily in 2010 and 2011, 12 contents were perceived that globalization have positive impacts in Nepalese context while 13 contents were found with perceptions of negative impacts. Likewise, 16 contents were with neutral perceptions regarding the impacts of globalization in context of Nepal.

The data presents that globalization is perceived to have negative impacts more than positive impacts. Moreover, 39 percent of the contents say nothing exactly as positive or negative on the impacts of globalization as they remain neutral. However, 32 percent of negative perceptions regarding impacts have dominated the positive perception which is 29 percent of the contents.

Contents with Concentration on Globalization

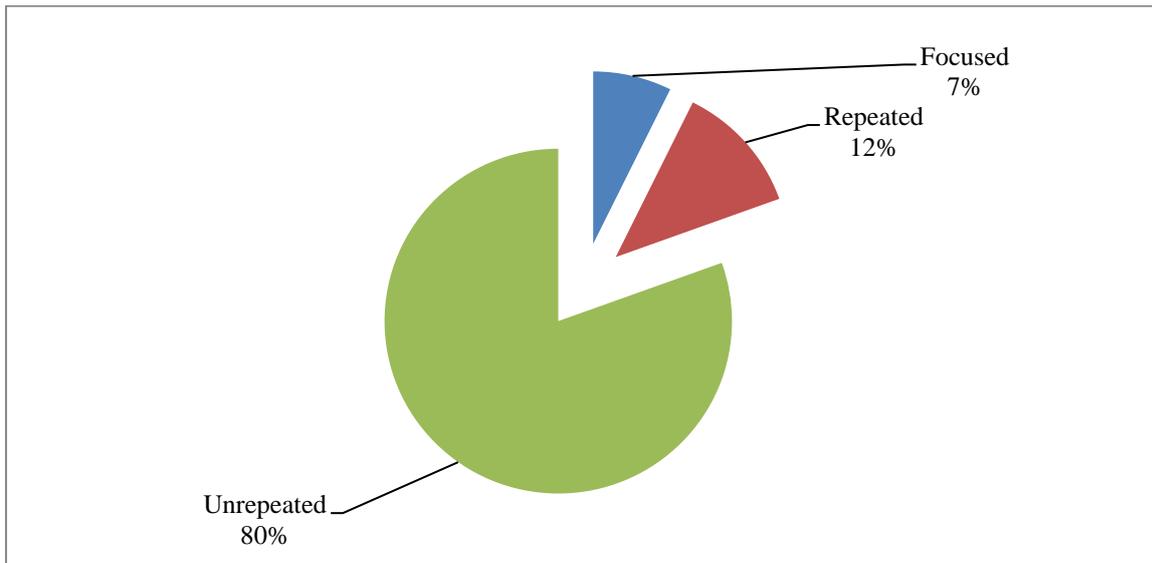


Fig 10: Concentration on Globalization in the contents of Kantipur daily

Out of 41 contents published in Kantipur daily related to globalization, only 3 of them were focused on the issues of globalization. These contents even didn't have the word 'globalization' contained in their titles. Though 1 out of 3 focused contains has a headline "Internationalization of Internal Interference" with the word 'internationalization' which is considered here close to globalization. Much of the contents have unrepeated use of the term 'globalization' which means that globalization was being referred to depict certain result or cause of something else. Likewise 5 contents had repeated use of the term globalization and these contents had little more concentration on globalization compared to those of 'Unrepeated' category. Since 80 percent of contents were with unrepeated use of the term globalization, only about one fifth of the contents were found discussing in quite detail and on varied concerns of globalization.

Perceptions in favor or against of globalization

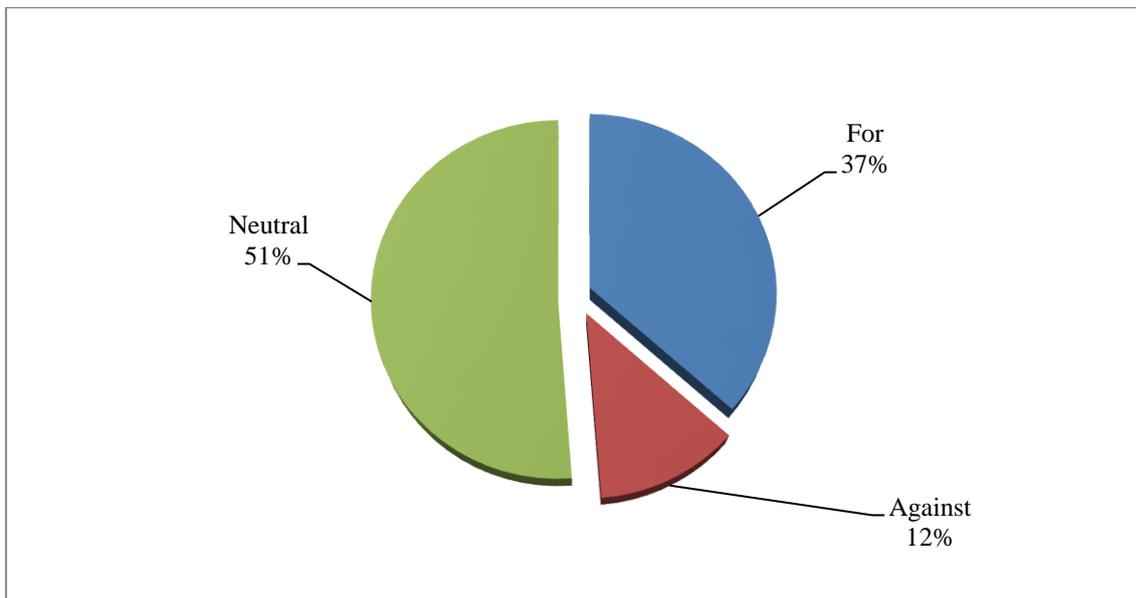


Fig 11: Perceptions in favor or against of globalization in Kantipur

In Kantipur daily, 15 contents related to globalization are under the 'For' category which brings the viewpoints supporting globalization. In contrast to the perceptions on negative impacts dominating over the positive impacts, there are only 5 contents in 'Against' of globalization. Likewise, there are 21 contents with neutral viewpoints which neither support nor want to avoid the process of globalization. This kind of contrast seen in 'For' category with 37 percent over 'Against' with just 12 percent convey that despite the negative impacts seen at present Nepalese want to still be the part of globalization and compete with the world. However, remaining more than 50 percent of the contents are neutral and they say nothing regarding if Nepal should continue to be the part of the globalization process or avoid it saying it doesn't suit in the context of Nepalese, economic and cultural aspects.

4.1.3 The Kathmandu Post

Scapes	
Economic	34
Political	18
Cultural	20
Media	9
Mixed	24
Total	105
Sections	
Opinion	70
Editorial	5
Interviews	4
News	26
Perceived Impact	
Positive	24
Negative	41
Neutral	40
Concentration	
Focused	8
Repeated	23
Unrepeated	74
For, against or Neutral	
For	33
Against	11

Neutral	61
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Table 3: Contents on globalization under different categories covered by TKP

The Kathmandu Post has the highest number of contents related to globalization among the newspapers under this study corpus. Like in most newspapers this broadsheet daily also has significant number of opinion articles over the news and other sections. It has more contents related to economic issues. Likewise, there are cultural and political issues with each category having one fifth of the contents. Moreover, there are also the contents under the mixed category which brings the overall issues of globalization. It has the least number of contents in Media and Technology category. Contrast to THT and some other newspapers this paper has contents perceiving globalization as having negative impacts in Nepalese context. Somewhat similar number of content was found on the neutral perceptions on the impacts of globalization. Only a quarter size of the contents have viewpoints which regard that globalization have positive impacts. However, most of the contents are neutral when it comes to favor of globalization, but more of the remaining contents say that globalization can be an opportunity if proper policies are adopted. Likewise, there is very little number of contents focused on the issues of globalization. Unrepeated use of globalization dominates the number of repeated and focused contents.

Contents in different sections

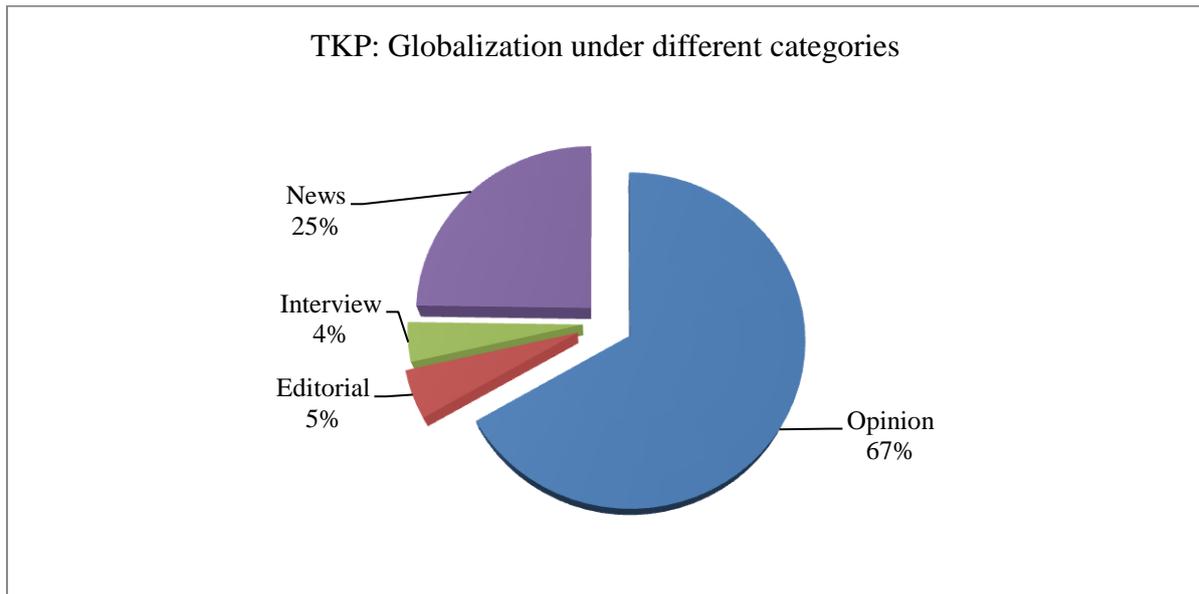


Fig 12: contents in different sections of The Kathmandu Post daily

A total of 105 contents with globalization mentioned in the text were found in The Kathmandu Post daily published in the years 2010 and 2011. Of them, 70 were opinion articles, 26 were news contents, 5 editorials and remaining 4 were interviews. Unlike Nagarik and Kantipur, TKP has mentioned globalization in editorial and interview sections as well. Opinion articles make up the 67 percent of the total contents related to globalization. With the greater number of opinion articles, writers from varied backgrounds have been covered. Some of the frequently appearing writers in The Kathmandu Post like Loknath Bhusal, Punam Puri, Bhuwan Thapaliya, Umesh Pookharel, Ujjwal Pradhan have dealt on globalization in their articles. Compared to other newspapers specially the Nepali dailies, this newspaper has more news contents which make the quarter of its total contents. It has dealt globalization in 5 editorials and 4 interviews.

Globalization in different Scapes

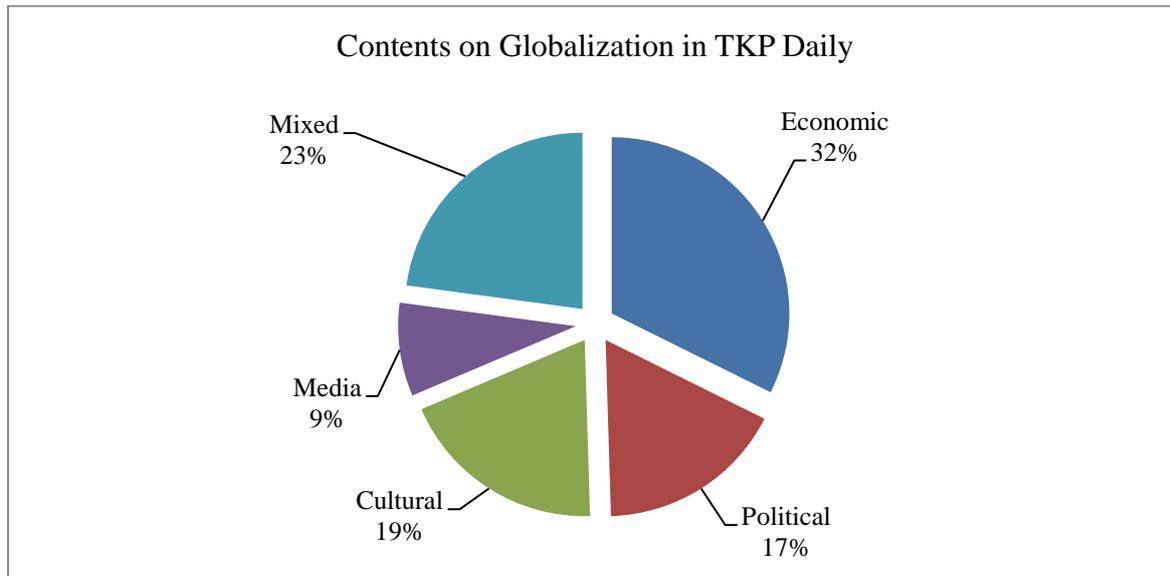


Fig 13: contents in different scapes of TKP daily

The Kathmandu Post has a variation in its contents published under different scapes of globalization. Of these, 34 were on the economic issues, 18 were found on the political issues, 20 on cultural issues, 9 on media/technology while 24 contents were on the mixed issues which deal with the overall aspects of globalization. Contents on economic issues were found 32 percent while mixed contents were 23 percent. Likewise, cultural and political scapes were 19 and 17 percent respectively. The contents on media and technology were just 9 percent. Despite the economic issue dominating all other scapes, there is somehow balanced distribution of the contents on different scapes in which cultural and political issues respectively come after mixed, when it comes to the number of contents found on that criteria.

Impacts of globalization in Nepalese Context

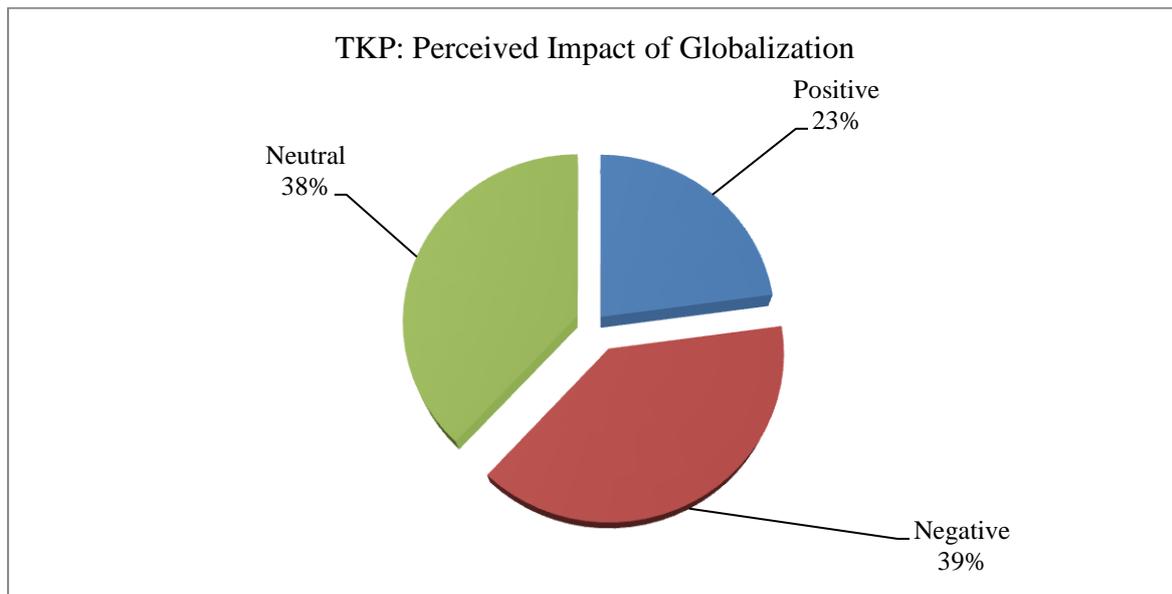


Fig 14: Perceived impacts of globalization in TKP Daily

Unlike in the other newspapers, TKP has a greater contrast between the positive and negative impacts perceived in the contents regarding globalization published in the years 2010 and 2011. There were 24 contents which present the viewpoint that globalization has positive impacts in Nepalese context while 41 contents were found with the negative perceptions regarding the impacts of globalization.

However, the contents with neutral impacts reached 41 and are almost as many as the negative ones in number. The data presents that 39 percent of the contents have the claims that regard globalization as a threat or harm to the society and Nepalese economy while only 23 percent are about the positive impacts. But the neutral viewpoints reached 38 percent.

Concentration on globalization in the contents

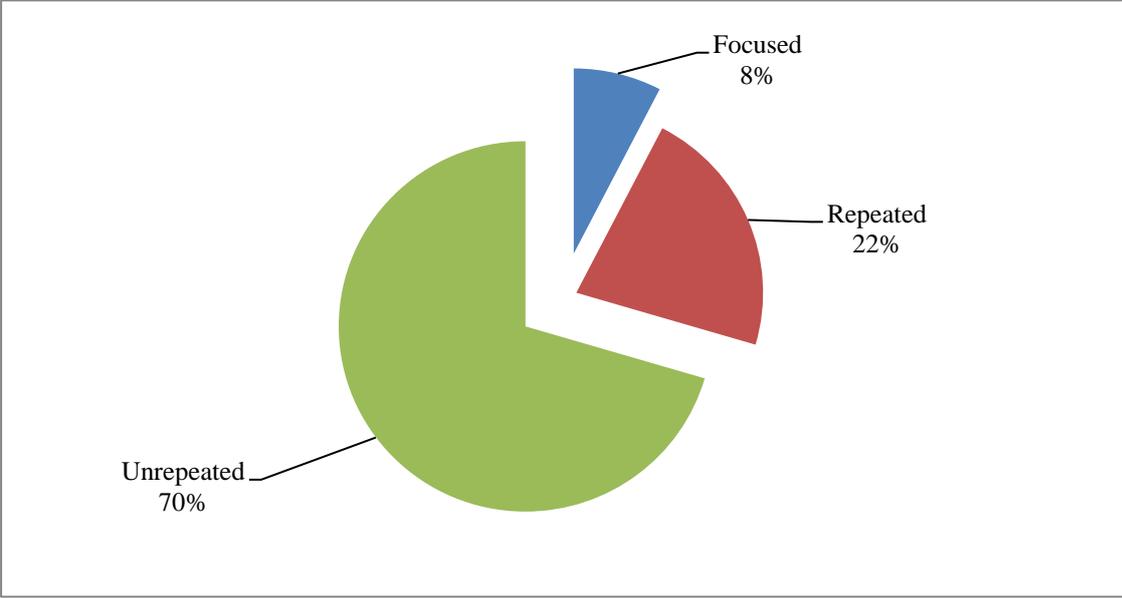


Fig 15: Concentration on Globalization in the contents of TKP

Out of the 105 contents in TKP, only 8 of them were focused on the issues of globalization while two articles "Stiglitz's books on globalisation are overrated" and "Reshaping globalisation" had globalization mentioned in the headlines or the titles. As like in other papers, much of the contents have unrepeated use of the term 'globalization' which shows that globalization was being referred to depict certain result or cause of something else. Likewise, 23 contents had repeated use of the term globalization and these contents had little more concentration on globalization compared to those of 'Unrepeated' category. Since 70 percent of contents were with unrepeated use of the term globalization, a little more than one-fifth of the contents were found discussing in quite detail and on varied concerns of globalization. The focused contents in TKP made just 8 percent altogether.

Perceptions in favor, against or neutral view on globalization

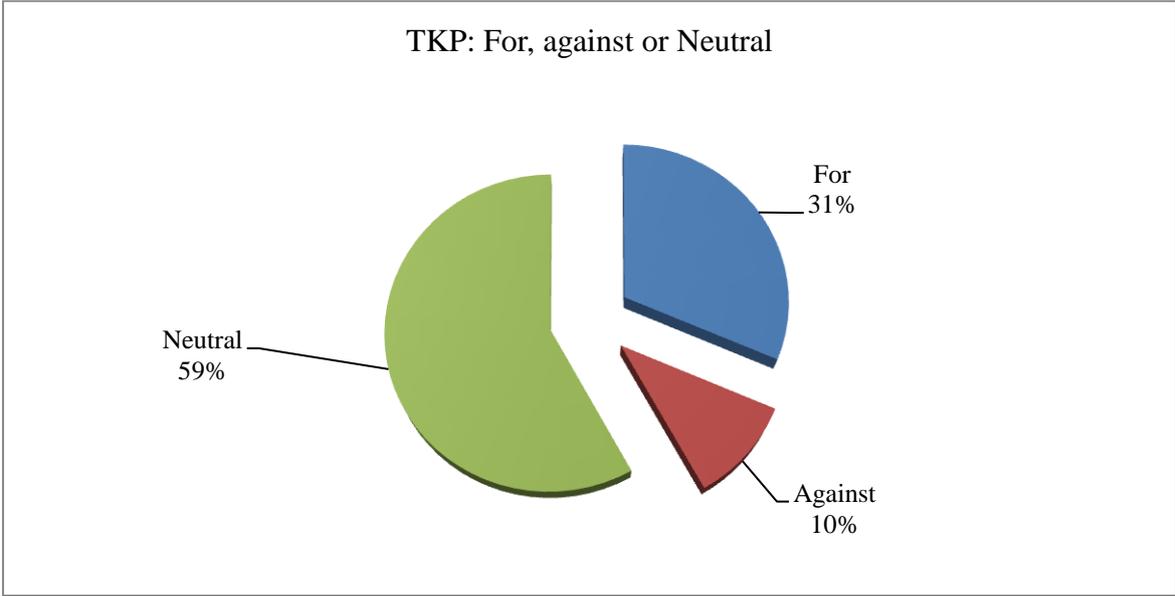


Fig 16: Perceptions in favor or against of globalization in TKP

In The Kathmandu Post, 33 contents related to globalization were found the 'For' category which brings the viewpoints supporting globalization. In contrast only 11 contents were found with viewpoints in 'Against' category. There were 61 contents with the neutral viewpoints. In contrast to the perceptions on negative impacts dominating over the positive ones, the viewpoints supporting globalization is seen 31 percent and the viewpoints in against is just 10 percent. Likewise, This sort of contrast seen in 'For' category with 10 percent over 'Against' with just 31 percent convey that despite the negative impacts seen at present, Nepalese still want to be the part of globalization and compete in the world market. However, remaining 61 percent of the contents are neutral and they say nothing regarding if Nepal should continue to be the part of the globalization process or ovoid it saying it doesn't suit in the Nepalese economic and cultural context.

4.1.4 The Himalayan Times

Scapes	
Economic	26
Political	5
Cultural	9
Media	0
Mixed	16
Total	56
Sections	
Opinion	10
Editorial	1
Interviews	0
News	45
Perceived Impact	
Positive	20
Negative	17
Neutral	19
Concentration	
Focused	5
Repeated	15
Unrepeated	36
For, against or Neutral	
For	30
Against	4

Neutral	22
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Table 4: Contents on globalization under different categories covered by THT

A total of 56 contents related to globalization were found in the years 2010 and 2011 in The Himalayan Times. In those contents most were news with one editorial. Similarly, there were no interviews found on the issue of globalization. Compared to the news contents the number of the articles was very less. Among the contents, most of them were related to the economic issues. Other greater chunk of the contents was mixed with the overall issues of globalization. Besides, there were also some content on political and cultural issues. THT has perceptions more on positive impacts than the negative ones with neutral impacts lying in between. However, their range is not so significant. Very less number of contents is focused on globalization and more are with unrepeated use of the term globalization. But there is also a significant number of contents with repeated use of 'globalization'.

Contents in different sections

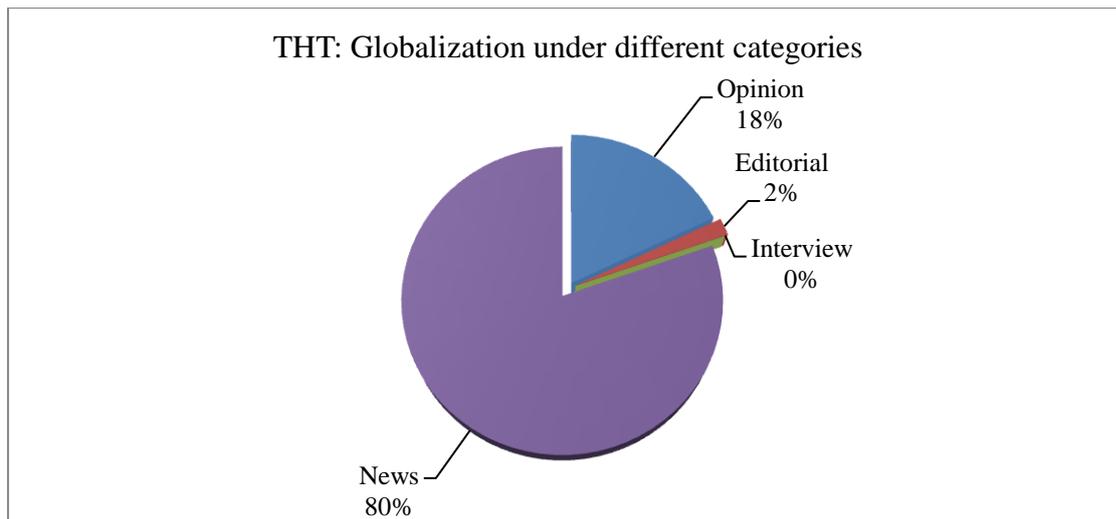


Fig 17: contents in different sections of THT

A total of 56 contents with globalization mentioned in the text were found in The Himalayan Times daily published in the years 2010 and 2011. Of them, 10 were opinion articles, 45 were news contents and 1 editorial. There were no interviews on the issues of globalization found in this paper during the time 2010 and 2011. Opinion articles make up the 18 percent of the total contents related to globalization. Compared to TKP, THT has less contents in opinion section while it is also very less when compared to the news contents of THT itself. It has the greater number of news contents which make 80 percent of the total contents. Some of the frequently appearing opinion writers in The Himalayan Times like Dr. Suman Kumar Regmi, Dr. Govinda Thapa, Bijendra Man Shakya, Bishal Shrestha and Dr. Prabin Manandhar have dealt on globalization in their articles. Since these writers are experts on their field of expertise in most cases, their opinion may not fully represent the general public's perception about globalization. However, their experience and the horizon of knowledge can be taken with due respect.

Globalization in different Scapes

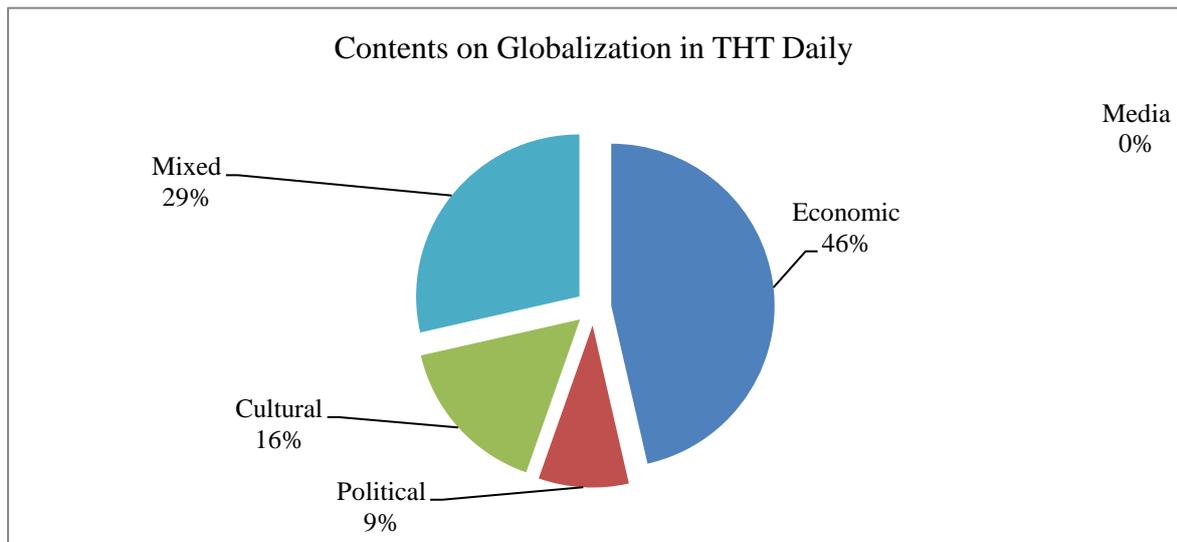


Fig 18: Globalization in different Scapes in THT

The Himalayan Times has a contrast in its contents published under different scapes of globalization. The larger chunk of the contents was found on the economic issues while there were no contents focused on media and technology. Only few were on the cultural and political issues.

Out of 56 around 26 contents were on economic issues, 5 were found on the political issues, 9 on cultural issues while 16 contents were on the mixed issues which deal with the overall aspects of globalization. Contents on economic issues were found 46 percent while mixed contents were 29 percent. Likewise, cultural and political scapes were 16 and 9 percent respectively. Thus, there is a greater heterogeneity in the distribution of contents on different scapes of globalization.

Impacts of globalization in Nepalese Context

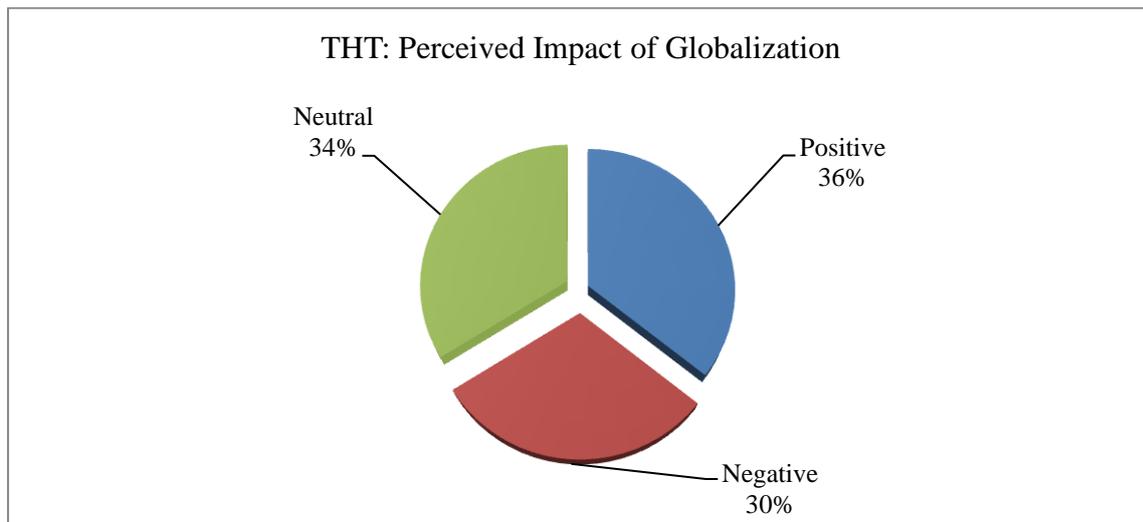


Fig 19: Perceived impacts of globalization in THT

Unlike in the TKP, THT has a little balance between the positive and negative impacts perceived in the contents regarding globalization published in the years 2010 and 2011. There were 20 contents which present the viewpoint that globalization has positive impacts in Nepalese context while 17 contents were found with the negative perceptions regarding the impacts of globalization. However, the contents with neutral impacts lie in between with 19 contents. The data presents that 36 percent of the contents have the claims that regard globalization as an opportunity to the society and Nepalese economy while only 30 percent consider globalization as a threat. But the neutral viewpoints reached 34 percent.

Concentration on globalization in the contents

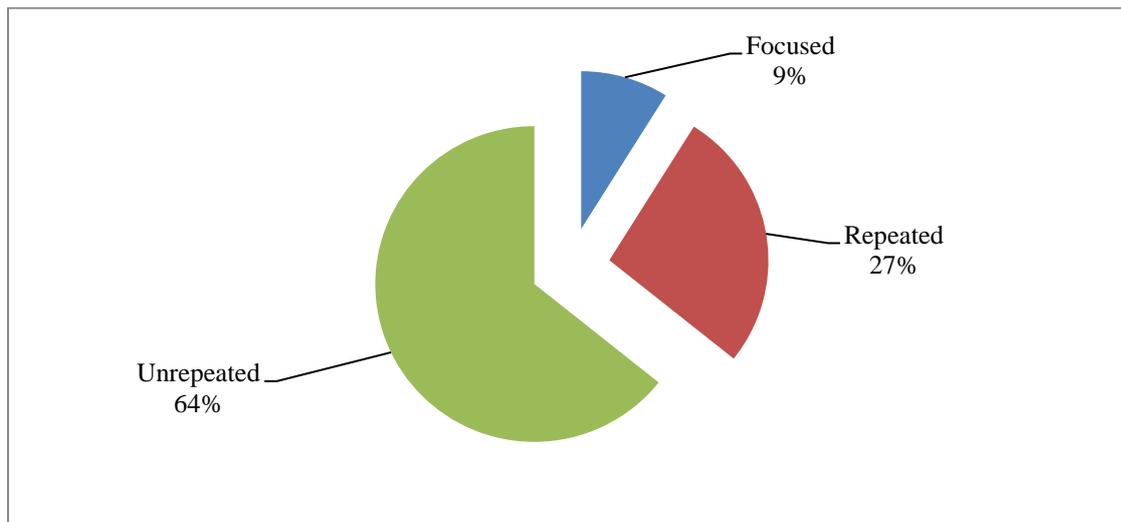


Fig 20: Concentration on Globalization in the contents of THT

Out of the 56 contents in THT, only 5 were focused on the issues of globalization while three of them "In the era of globalisation", "Rahul Gandhi counts perils of globalisation" and "Two decades of Nepal's affiliation to globalization" had globalization mentioned in the headlines or titles. As like in other papers, much of the contents have unrepeated use of the term 'globalization' which shows that globalization was being referred to depict certain result or cause of something else. Similarly, 15 contents had repeated use of the term globalization and these contents had little more concentration on globalization. However, this number is very less when compared to unrepeated category that has 36 contents. Since 64 percent of contents were with unrepeated use of the term globalization, 27 percent of the contents appeared with the repeated use of the term globalization while the focused contents were just 9 percent among the total contents.

Perceptions in favor, against or neutral view on globalization

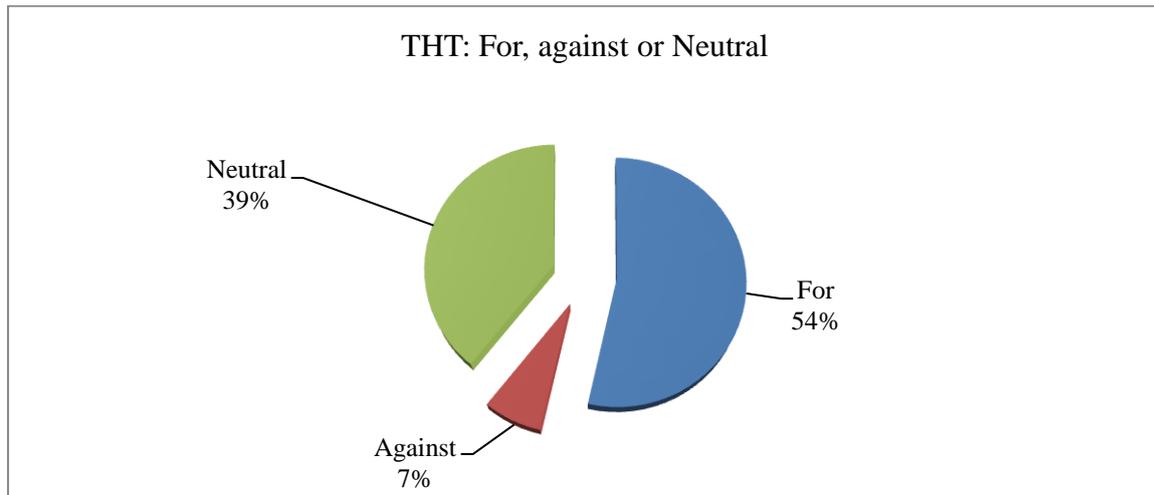


Fig 21: Perceptions in favor or against of globalization in THT

In The Himalayan Times, 30 contents related to globalization were found under the 'For' category which brings the viewpoints supporting globalization. In contrast only 4 contents were found with viewpoints under the 'Against' category. There were 22 contents with the neutral viewpoints. Quite the opposite of the case with other newspapers, THT has a correlation in between impacts and favor of globalization perceived in its contents.

The viewpoints supporting globalization is found 54 percent while only 7 percent is perceived to be against the favor of globalization. This shows that the perceived positive impacts of globalization and views that globalization is essential for the overall development are comparatively greater than the negative impacts and viewpoints against globalization. It means, globalization has been regarded to have positive changes and is always fruitful.

Interestingly, the neutral perceptions on both cases are close to each other in THT when it comes to the perceived impacts and favor of globalization.

4.2 Positive Impacts of Globalization

Overall sectors

Arun Kumar Srivastav¹ writes that Nepal's education system has transformed to a greater extent due to globalization. In his words, "In today's world of convergence of technologies, globalisation and free economy, modern educational facilities in Nepal should not surprise anyone." But to benefit from this, he claims that one needs to have an appreciation for local things. Srivastav emphasizes that 'Think global act local' is the essential message of a globalised economy. New educational infrastructures have come up across the country, which are offering realistic and meaningful educational programmes at a cost many times lower than in popular foreign destinations. He says, "If you can set aside the clutter made by foreign education, you will find education scene in Nepal is vibrant and full of buzz."

Economic Sector

Poonam Puri² in "Leading Change: The winning Edge for Global competitiveness" writes that the globalisation has made the world boundless by creating an interaction and integration among people, organizations, and different countries, giving a faster pace to the international trade and investment, aided by the information technology. This process has made the business organizations and entrepreneurs more competitive and energetic. It has also posed a challenge for their business as a race that requires them to "Stay put where they are." Giri

¹ Srivastav, A. K. (2010, June 19). Education in Nepal: Vibrant and full of buzz . *The Himalayan Times*.

Available at:

<http://www.thehimalayantimes.com/fullNews.php?headline=Education+in+Nepal%3A+Vibrant+and+full+of+buzz&NewsID=247353>

² Puri, P. (2011, February 5). Leading Change: The winning Edge for Global competitiveness. *The Kathmandu Post*

Available at: <http://www.ekantipur.com/the-kathmandu-post/2011/02/05/money/leading-change-the-winning-edge-for-global-competitiveness/218112.html>

says that many Nepali companies still believe in 'slow and steady wins the race' or maximum 'Survival of the Fittest'. She also claims that new global perspectives like 'Run as Fast as You Can to Stay Where You Are', 'Excel or Exit' and moreover 'Survival of the Fastest' will be a real-eye opener for sluggish Nepali Economy.

Likewise, Bijendra Man Shakya³ in "Two decades of Nepal's affiliation to globalization" writes that due to globalization many sectors were opened up for foreign direct investment (FDI) and technology transfer. Since then, the Nepalese economy is being steadily integrated globally as the cross-border trade grew unprecedentedly as well as the investment and service transactions have changed. Shakya believes that no country can remain aloof from globalization if it wants to maintain economic growth by enhancing productivity and raising living standards. He also remarks that Nepal's integration to globalization has conspicuously boosted the external trade than investment inflows, but failed to pursue the export-led growth. Nevertheless, globalization still offers a myriad of scopes for export promotion, because it appears more durable as the driving forces seem to outweigh the restraining forces of globalization ahead.

Suman Kumar Regmi⁴ in his "Globalization in Service Trade" writes - "Nepal has significant cost advantages in service sector as compared to developed countries and in many cases more than the neighboring countries." He thinks it is possible because of cheap labor- "Despite the fact that we are lagging behind in the sectors of technology and there are clear indications

³ Shakya, B. M. (2011, November 29). Two decades of Nepal's affiliation to globalization. *The Himalayan Times*.

Available at:

<http://www.thehimalayantimes.com/fullNews.php?headline=Two+decades+of+Nepal%27s+affiliation+to+globalization+&NewsID=311013>

⁴ Regmi, S. K. (2011, November 8). Globalisation in service trade . *The Himalayan Times*.

Available at:

<http://www.thehimalayantimes.com/rssReference.php?headline=Globalisation+in+service+trade++&NewsID=308543>

that foreign presence in various firms will stimulate tough competition, and will shape the domestic market through competition."

In an economy that is affected by remittance and globalization, sociologists opine that the style of shopping has been transformed. Due to improvements in literacy, employment and rise in remittance the people have become more prosperous than in the past. Sociologist Shambhu Kattel ⁵ observes that earning has made people consumers and at the same time their needs have also multiplied. Now people have to buy things based on their economic status.

Political sector

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⁵ Kattel, S. (2011, October 1). Yasto Chha Dashain ko Kinmel. *Kantipur Daily*. Available at: http://www.ekantipur.com/kantipur/news/news-detail.php?news_id=253479

Cultural sector

Bhuvan Thapalia has a different perception regarding globalization. In his writing 'Global Love'⁶, he believes that the globalisation of love is the cry of this century. "You may well exclaim in astonishment: can the globalisation of love ever be realised? My answer is yes. Let us love each other, and light the lamp of universal solidarity to lift the darkness from every corner of this world."

A news 'Celebs rejoice'⁷ states that cake mixing has been started by the hotels in Kathmandu in the recent years as a result of arising of old tradition as a new culture celebrated across nations. In Nepal it has been started to celebrate it among the people following different religions though it primarily was the festival of Christians. The participants of the ceremony opined that such kinds of festivals no doubt create peace and harmony. For them, cake mixing ceremony is all about togetherness and a quick preview of Christmas which is a traditional thing for Christians. They perceive that such a trend is the result of globalization and they regard it as a good means to learn different cultures.

In a review of 'Tales from a distant land'⁸, Mahesh Poudel presents an interesting case of some illiterate village folks in the remotest hinterlands about how perceive and react to technological advancement and globalization-

An elderly village man, like Mr. Bennett in Austen's *Pride and Prejudice*, with aged unmarried daughters, finds a mobile phone helpful in finding a husband for his daughter. Within a few days of his buying a cell phone for his daughter, she has a husband.

⁶ Thapalia, B. (2010, June 15). Global love. *The Kathmandu Post*
Available at: <http://www.ekantipur.com/the-kathmandu-post/2010/06/15/oped/global-love/209441/>

⁷ Himalayan News Service. (2011, November 29). Celebs rejoice. *The Himalayan Times*.
Available at:

<http://www.thehimalayantimes.com/fullNews.php?headline=Celebs+rejoice+&NewsID=310997>

⁸ Poudel, M. (2011, January 21). Tales from a distant land. *The Kathmandu Post*.

Available at: <http://www.ekantipur.com/the-kathmandu-post/2011/01/21/books/tales-from-a-distant-land/217516.html>

4.3 Neutral Impacts of Globalization

Overall sectors

There are also opinions with neutral viewpoints on the overall sectors affected by globalization. Some writers perceive that globalization is now unavoidable and has both negative and positive impacts. Narayan Khadka in his article "Geopolitics and world relations"⁹ argues that due to globalization, investment for the development of transportation and communication as well as technical and scientific assistance, political and ethical support are being used as weapons. It is said in the article that globalization has changed the dimensions of world relations and thus the geopolitics has contributed to balance the power relations between the powerful and developing nations. However, it has also made the world relations more complex. Along with it, he concludes that even though a nation is so powerful, it alone can't control the threats of increasing terrorism. That is the reason he focuses why the policy of 'attraction and gluttony', often called as 'soft power', has become effective weapon in the world relations.

Media/Technology

In the article "In the era of globalisation", Prabin Manandhar¹⁰ well represents the Nepalese perception of globalization as a notion of interconnectedness that has brought societies more closer to each other but at the same time he focuses on the challenges created by its process - "On the one hand it works towards the global unification while on the other hand it is associated with destruction of local identities." He questions whether the social costs are

⁹ Khadka, N. (2011, November 8). Bhurajni ra Viswo Sambandha. *Nagarik Daily*.<http://archives.nagariknews.com/2011/archive/32931-2011-11-08-05-40-01.html>

¹⁰ Manandhar, P. (2010, December 15). In the Era of Globalization. *The Himalayan Times*.

Available at:

<http://www.thehimalayantimes.com/fullNews.php?headline=In+the+era+of+globalisation+&NewsID=269570>

worth the economic gains from foreign products, technologies and investments. Manandhar further writes, "Identity politics, with the recent growth of political movements in many societies in all continents, are seeking to strengthen the collective sense of uniqueness, often targeting globalisation processes, which are seen as a threat to local distinctiveness and self-determination." It is generally observed that globalisation is largely driven by technological and economic processes, while identity is related to less visible aspects of life, such as self-image, self-esteem and individuality. However, the politics of identity is gaining momentum in the current Nepal largely arguing that the 'melting pot' concept of inclusion is not a pragmatic approach in the face of Nepal's diversity and disparities. The challenge is to build national identity in the face of a changing global identity. There is thus a challenge for the society to deal with this uneasy balance between the inevitability of globalisation and the paradoxical addressing of identity.

Another instance from news presents that globalization has become a concern even for the judicial bodies. According to the news¹¹, Supreme Court Justices panel has suggested promulgating a separate Mutual Cooperation Act between Nepali and foreign courts.

Submitting a report to Chief Justice Ram Prasad Shrestha, the panel made such suggestion in order to expand the assistance of the courts with various countries with diplomatic relations to Nepal, which could help adopt the concept of globalisation. Stating that the country lacks legal provisions to implement foreign courts' verdicts, the panel suggested promulgating an Act to accept the concept of globalisation in Nepal by amending Acts related to judicial administration.

¹¹ Himalayan News Service. (2010, October 27). Act sought for tie-up with foreign courts. *The Himalayan Times*.

Available at: <http://www.thehimalayantimes.com/fullNews.php?headline=Act+sought+for+tie-up+with+foreign+courts&NewsID=263362>

Economic

In a news 'NRNs to invest in tourism development'¹² general secretary of NRN Ratan Jha has claimed they were worried about Nepal though they are living abroad. Opining that it was impossible to stop migration due to increased globalisation, he said the country should be able to benefit from the migrating population. An another news from Hong Kong¹³ states that the model where the West did the development work and the East took care of production with cheap labour is dead. It says, adding that innovation will increasingly originate from the East. "Unless European business confronts the implications of the re-balancing of economic power and the growth of Asia, business opportunities will be lost and business threats will increase. However, as the influence of the West declines, the importance of business relationships in Asia will grow. The story of globalisation and the integration of the world economy aren't turning out the way many people expected.

In an instance, 'Nepal's growing middle class takes to the malls', consumers, especially middle class ones, are becoming increasingly brand-conscious due to globalisation and increased Western influence. Sociologist Dilliram Dahal is quoted in the news, "Their shopping habits are also changing rapidly; they prefer to buy goods in malls rather than in stores."

¹² Himalayan News Service. (2010, October 12). NRNs to invest in tourism, development. *The Himalayan Times*.

Available at:

<http://www.thehimalayantimes.com/rssReference.php?headline=NRNs+to+invest+in+tourism%2C+development&NewsID=261494>

¹³ AFP. (2010, June 30). European businesses must engage rising Asia: HSBC . *The Himalayan Times*. Available at:

<http://www.thehimalayantimes.com/fullNews.php?headline=European+businesses+must+engage+rising+Asia:+HSBC&NewsID=248313>

Cultural

This is an instance from the news by AFP which was published in the THT¹⁴, "'Uni' study probes why 'Aussies' shorten words", an Australian university is probing one of the most prominent features of Australian life: the national habit of shortening words. From "barbie" (barbeque) to "arvo" (afternoon) and "rellies" (relatives), University of Tasmania (or Uni of Tassie) researchers are hoping to find out what lies behind the widespread abbreviations. Doctor Nenagh Kemp states that it might tell us more about whether people think it makes you sound friendlier or more intelligent or more casual, and also differences. Kemp said while abbreviations were present in all forms of English, they were more common in Australia, where tradesmen are "tradies", firemen are "firies", ambulance workers are "ambos" and service stations are "servos". These sets of abbreviations have become worldwide due to gradual globalisation of the short forms.

4.4 Negative Impacts of Globalization

Overall Sectors

In an article "Kasari Samjhane Maolai" Narayan Khadka¹⁵ discusses that extreme line of Maoism no longer exists in the world. The process of globalization, democratization along with the revolution in the sector of information technology has created negative impacts upon the ideologies discussed by the greater thinkers like Marx, Lenin and Mao. "In this scenario, globalization has not been able to solve the problems of capitalism and thus poverty, monopoly, economic and financial hazards, unemployment, recession etc have emerged as crisis in the world."

¹⁴ AFP. (2011, February 20). Nepal's growing middle class takes to the malls. *The Himalayan Times*. Available at: <http://www.thehimalayantimes.com/fullNews.php?headline=Nepal%27s+growing+middle+class+take+s+to+the+malls&NewsID=277074>

¹⁵ Khadka, N. (2011, March 19). Kasari Samjhane Maolai. *Kantipur Daily*. Available at: http://www.ekantipur.com/kantipur/news/news-detail.php?news_id=233297

In the face of opportunities, there are serious threats to societies mainly perceived as the results of globalization. Govinda Thapa¹⁶ writes, "One of the most serious unintended consequences of the globalization that we have been experiencing for the last few years has been the rapid rise of transnational organized crime groups." He argues that Nepal has to suffer from the spillovers of globalization. Thapa believes the organized criminals are engaged in such felonious activities as illicit drug trafficking, smuggling, kidnapping, money laundering, the use of violence and extortion, acts of corruption, human trafficking in Nepal. Narayan Khadka in his article "Deshbahira ra Bhitraiko Nepali Samaj"¹⁷ opines that the nation and societies are bearing changes, due to globalization, which are more than required. Not all these changes are positive. Rather, these changes are creating conflicts among the nations. Due to globalization of science and technology the terrorism has become boundless and more dangerous. Environmental degradation is going beyond control. These types of problems are together attacking Nepal. But we aren't yet being able to come out of the illusion of changes and transformations.

Another concern over the impact of globalization is worth discussing on the issue raised by Samira Poudel, in her article "The hardest workers"¹⁸, where she explores the negative impacts of globalisation on Nepalese women. She claims that the structure of the economy in the present scenario of globalization gives less priority to agriculture, a sector in which mostly women are engaged. Due to this reason women's roles are currently beginning to

¹⁶ Himalayan News Service. (2011, May 22). Five Bangladeshis nabbed for human trafficking . *The Himalayan Times*.

Available at:

<http://www.thehimalayantimes.com/fullNews.php?headline=Five+Bangladeshis+nabbed+for+human+trafficking++&NewsID=288900>

¹⁷ Khadka, N. (2011, August 7). Desh bahira ra Bhitraiko Nepali Samaj. *Kantipur Daily*.

Available at: http://www.ekantipur.com/kantipur/news/news-detail.php?news_id=249048

¹⁸ Poudel, S. (2011, March 21). The hardest workers. *Kantipur Daily*.

Available at: <http://www.ekantipur.com/the-kathmandu-post/2011/03/21/oped/the-hardest-workers/219694.html>

shift from the private to public sphere, but most women who engage in work outside the home play a double role, doing their second shift inside the home.

Sumeet Sharma Sameer in his article "Reshaping globalization"¹⁹ brings an example of World Trade Organization Director-General, Pascal Lamy, who, in his speech, "Whither Globalisation" at the Council of United States and Italy Conference in Venice, gave an impression that he had realized the importance of the values enshrined in 'fair trade.' Sharma presents that Lamy had accepted the legitimacy of concerns and questions raised against a 'one-sided' view of globalisation forwarded by neo-liberals but still seems to be hesitant in accepting the importance of national interest; thereby placing the agenda of reforming international systems and practices as a panacea to a nation's liberation and prosperity. Thus, Sharma finds that globalisation is a multi-faceted issue and has deeper and wider repercussions' on any nation state. He perceives that focusing only on reforming the international system without taking stock of national issues as put forth by neo-liberals, cannot uproot the negative repercussions of globalisation;

The shrinking of time and space and the fluid borders is not a new and planned process as put forth by anti-globalists, but a natural process of human civilisation which can serve the values enshrined in humanism. This is provided that globalisation is localised to fit the interest of local contexts. Hence, reforming the international system as proposed by Pascal Lamy without taking national interest into consideration is not likely to reshape globalisation, but would rather create more crisis in the international system. On the other hand there are anti-globalists who view globalisation as a planned and new phenomenon which began alongside global democratisation and

¹⁹ Sameer, S. S. (2011, June 23). Reshaping Globalization. *The Kathmandu Post* . Available at: <http://www.ekantipur.com/2011/06/23/oped/reshaping-globalisation/336148.html>

further believe that mere distribution of wealth can guarantee prosperity for all.

Economic

Apart from the people who welcome the opportunities and prospects provided by globalization, there are people who consider it as a serious threat to the national economy and specially the economic lives of the poor and the middle class. Hari Roka in his article 'Desh Tat Paltine Dishatarfa'²⁰ writes- "An economy that has no connection with the mass citizens can't be sustainable and the developing nations can't openly compete with the developed ones."

People with this kind of perception believe that policies of liberalization, privatization and globalization which were accepted with an open heart have brought this deteriorating condition. They think that it has made the middle class farmers dependent upon other multinational companies and thus they have to suffer a lot. Roka says, "Apart from generating profits, these farmers find it very hard to even yield their investment."

Similarly, Lok Nath Bhusal in his article 'Pitfalls of a liberal economy'²¹ explores the worsening impacts of globalization. Referring to the neo-liberal globalisation as the main cause of 2008 economic recession, he writes that globalization deepens and spreads economic crisis. He mentions that all economic contractions are painful but the rich are usually secured against both booms and busts while it is the poor who lose the most during such crisis. To his perception, for most Nepalese, a liberal market policy has not borne any fruits-

"Rather, it has induced inequality, insecurity, disharmony, deindustrialization, poverty and conflict. Over this period, inequality

²⁰ Roka, H. (2010, January 14). Desh Tat Paltine Awasthama. *Kantipur Daily*.

Available at: <http://www.ekantipur.com/nep/2066/9/30/full-story/305126.html>

²¹ Bhusal, L. N. (2010, November 5). Pitfalls of a liberal economy. *Kantipur Daily*.

Available at: <http://www.ekantipur.com/the-kathmandu-post/2010/11/05/books/pitfalls-of-a-liberal-economy/214569/>

has skyrocketed; industrial sector has declined from 22 percent of the GDP in 1990 to 17 percent in 2009; human insecurity has increased as the government removed agricultural subsidies; and net exports and balance of payments are historically low.

Bhusal in his next article 'How to become Rich'²² states that an economic nationalism emphasizes domestic control of the economy, labour and capital formation even if it requires the imposition of tariffs and other restrictions on the movement of labour, goods and capital. For him, in many ways, economic nationalism stands opposed to globalisation, or at least it questions the benefits of unrestricted free trade.

Mukesh Khanal in his article 'Job to do'²³ pinpoints the reasons for Nepalese labour going overseas for employment and sending back remittance money not being desirable - "Though some use it to send their children to school and some invest it, most of the remittance money that enters Nepal has been spent on consumption of goods and services, and does not contribute much to the economic and social growth." Khanal also observes that Nepalis who go to work overseas are going there as a cheaper substitute of the local labour force. Nepali workers have complained that their passports get taken away. In many instances, the workers have not been paid for months, and have returned with no savings at all.

²² Bhusal, L. N. (2010, June 5). How to become rich. *The Kathmandu Post*. Available at: <http://www.ekantipur.com/the-kathmandu-post/2010/06/15/oped/how-to-become-rich/209440/>

²³ Khanal, M. (2010, August 15). Job to do. *The Kathmandu Post*. Available at: <http://www.ekantipur.com/the-kathmandu-post/2010/08/14/oped/job-to-do/211596/>

Likewise, in a news,²⁴ Former National Planning Commission (NPC) member Dr Dilli Raj Khanal said that the LLDCs should get separate treatment as they are additionally handicapped due to the process of globalization. Experts opine that balanced on a knife edge between sorrow and hope, the case of the LDCs poses the next big globalisation challenge.

Political

Amrit Bhandari in an article "Aparipakwa Netritwo"²⁵ writes the gulf between the haves and have nots is expanding in the age of globalization. In this context, most of the people gathered my Maoists in the capital belong to the working class. These people have been in exploited from the higher and middle class since the time immemorial. These high class people of Kathmandu (mostly) behave indifferently to those people who have come to the program from far village. They call them illiterate, dirty, "pakhe" etc. This shows that the Kathmanduties have become indifferent to their own context, background and identity due to globalization.

John N Parajuli in "Decision Point"²⁶ writes about decision-making environment - Not just foreign policy decision making, even seemingly domestic decisions are fraught with dangers too. With the increasing intensification of globalisation and all its attendant processes, no decision is purely local any more. Many decisions must be made in a relatively short time-frame, under stress and an ambiguity of information. By nature, leaders, especially

²⁴Himalayan News Service. (2011, March 30). Landlocked LDCs need special care. *The Himalayan Times*.

Available at:

<http://www.thehimalayantimes.com/fullTodays.php?headline=%E2%80%98Landlocked+LDCs+need+special+care%26acute%3B+&NewsID=282046>

²⁵ Bhandari, A. (2010, May 18). Aparipakwa Netritwo. *Kantipur Daily*.

Available at: http://www.ekantipur.com/kantipur/news/news-detail.php?news_id=217344

²⁶ Parajuli, J. N. (2011, August 10). Decision Point. *Kantipur Daily*.

Available at: <http://www.ekantipur.com/the-kathmandu-post/2011/08/10/oped/decision-point/225047.html>

politicians, are risk-averse and refrain from taking a decision that has the potential to bring changes to their political capital. They are constrained; not just by the moves and countermoves of their opponents, but also by the actions of their domestic constituencies, who may be resistant to changes in the status quo. Politicians rely on support from their ranks and file and in its absence, something seemingly common sense may be equivalent to suicide. In a news "Yahi Tal Ho Vane Ma Partyma Basdina"²⁷ covered by Nagarik, Mohan Baidhya, the then vice president of UCPN Maoist accuses his party president against not adopting the appropriate party line saying that colonialism, globalization and transitional republican can't exist otherwise.

John Narayan Parajuli in his "Where are our Spooks?"²⁸, writes, in this age of globalisation, nothing is purely local anymore. If we can't keep our house in order, its consequences spill over into our neighbour's house. We can only keep our neighbours from nakedly interfering in our affairs if we can assure them in practical terms that our internal weakness will not become their security headache. But our neighbours need to be mindful of our security and national interests too. How will the undermining of the Nepali institutions serve them?

Cultural

Sheeba Shah in "The charade that is Teej"²⁹ points out that many Nepali youths attracted by the western styles of life continue to celebrate their local festivals, not believing in them entirely and even altering many norms and rituals to suit themselves. She presents an example of an urban woman who has chosen western garb, keeping aside her traditional saree for

²⁷ Bhat, B. (2011, November 23). Yahi Taal Ho Vane Ma Partyma Basdina. *Kantipur Daily*. <http://archives.nagariknews.com/2010/ucpn-maoist-extended-plenum/20613-2010-11-23-03-45-28.html>

²⁸ Parajuli, J. N. (2011, March 15). Where are our Spooks? *The Kathmandu Post*. Available at: <http://www.ekantipur.com/the-kathmandu-post/2011/03/15/oped/where-are-our-spooks/219480.html>

²⁹ Shah, S. (2010, September 4). The Charade that is Teej. *The Kathmandu Post*. Available at: <http://www.ekantipur.com/the-kathmandu-post/2010/09/04/oped/the-charade-that-is-teej/212398/>

occasions such as Teej and Dashain becomes become a mere travesty with a grotesque imitation of the precise origin of such rituals. Likewise, CK Lal in his writing "Sukha,³⁰ Sukharati ra Diyabati", brings similar instances from Nepali festivals specially from the cultural context of Dashain and Tihar. He talks about the commercialization of festivals through modern western products consumed to celebrate the indigenous festivals of Nepali society which is merely an imitation to western culture. He blames Nepalese for their stupidity that they have been lightening their homes and surroundings with the electrical bulbs even with inverters and generators spending huge amount of money that has entered the country through remittance from the west. He laments that such growing trend has replaced the 'diyos' and 'battis' which carry the traditionally values of Nepalese society. To his observations, festivals in the recent years have become merely the business opportunities. Krishna Acharya in his article "Cultural Alien"³¹ writes; in a developing country like Nepal, the capitalistic system of economics is harboring cross-cultural transmissions through globalisation. The increasing rate of migration from rural areas to the industrial centers has further intensified cultural transmission. With this trend, ethical values are dying day-by-day as people are in tough competition to succeed. The sharp contrast between individual expectations and social atmosphere is imperative to the increasing sense of cultural alienation in a multicultural society. Capitalism on one hand is promoting cultural assimilation through globalisation; while on the other hand, it is widening the gulf between the haves and the have-nots. Therefore, many people have become victims of such cultural alienation. In the article "Dancing his way to glory" Ujjwal Pradhan³² collects an instance of Deepak Koirala who has visited many countries performing traditional dances of remote Nepal.

³⁰ Shah, S. (2010, September 4). The Charade that is Teej. *The Kathmandu Post*. Available at: <http://www.ekantipur.com/the-kathmandu-post/2010/09/04/oped/the-charade-that-is-teej/212398/>

³¹ Acharya, K. (2010, August 3). Cultural Alien. *The Kathmandu Post*. Available at: <http://www.ekantipur.com/the-kathmandu-post/2010/08/03/oped/cultural-alien/211179/>

³² Pradhan, U. (2010, August 4). Dancing his way to glory. *The Kathmandu Post*.

Koirala perceives that Nepali culture and traditions are being replaced by the imitation of the western culture in the name of modernization. He believes that modernization has made people forget their culture and traditions but they are the elements that identify them on the international stage. Similarly, in another instance³³, Umesh Pokharel writes about the meaning of body Image explored by 'modern youths':

A flock of girls in college uniform was busy with chit-chat over coffee on the key topics of fitting body image, dieting and beauty. ...In a while they concluded... that getting a compliment from handsome guys is directly proportional to your fit body and stylish look.

According to anthropologist Theodore Zelding, the 21st century features the triumph of thin girls over the fat. This reference corresponds to the representative figures of teenagers' current state of mind in urban Nepal. Due to increased exposure to globalised media predominantly from the West, ... girls and women worldwide wish to be deemed 'beautiful' by a set of indicators, such as being thin, as defined by the male eyes of West. Pokharel believes that such psychology makes girls and women compare their body makeup with their role models and leaves average or below-average girls and women dissatisfied with their own body look causing despair, lack of confidence, frustration and suicidal tendencies.

Nepali literature has not been able to reap even little advantages of free global market but has instead been suffering. Dr. Taranath Shrestha in his "High high Nepali-Angreji"³⁴ has said that Nepali-English language and literature proves poor and thus need to be taken seriously in the globalized and capitalized global market. He mentions that Dr. Sanjeev Upreti in his papers "Problematic of Nepali writings in English" has introduced this serious issue in an

Available at: <http://www.ekantipur.com/the-kathmandu-post/2010/08/04/metro/dancing-his-way-to-glory/211198/>

³³ Pokharel, U. (2010, August 12). Body Image. *The Kathmandu Post*.

Available at: <http://www.ekantipur.com/the-kathmandu-post/2010/08/12/oped/body-image/211519/>

³⁴ Shrestha, T. (2011). High High Angreji. *Kantipur Daily*.

Available at: http://www.ekantipur.com/kantipur/news/news-detail.php?news_id=238744

appropriate way. It is clear here that Nepali writers are left far behind in the competition of writing in English. The writers have to suffer with this situation because of the dominance of English literature that comes from the developed nations.

Alok Lamsal, in his opinion article 'My beautiful country'³⁵ presents his perceptions regarding negative impacts of globalization. For him globalization means the diffusion of practices, expansion of relations across continents, organisation of social life on a global scale and growth of a shared global consciousness. But he criticizes that Nepalese are fully assuming that Westernisation is all about globalization. He considers that the values and cultures which are practiced presently in the name of globalisation are the cultures of the elite countries. "We the so-called Third World countries have become a place for experimentation of their beliefs. We are being hypnotized or persuaded to follow their ways", he opines.

In another instance³⁶, 'Words & ideologies' Photographer Satish Sharma believes that globalisation is creating a single universal culture which may be destructive in that the cultural variation and diversity present globally is lost. Similarly in another instance 'Nepali artists in Bangladesh' globalisation is perceived to have marked its effects on almost every aspect of the human life. Some call it a positive influence; others don't like the homogeneity that is associated with globalisation.

Nirjana Sharma in a news 'Valentine's day: TeenAGERS ape adults; go bananas'³⁷ brings an instance of an eighth grader boy at a private school in Bhaktapur who opined that the following Feb. 14 was the most awaited day for him as a seventh grade girl in his school had

³⁵ Lamsal, A. (2011, December 3). My Beautiful Country. *The Kathmandu Post*. Available at: <http://www.ekantipur.com/the-kathmandu-post/2011/12/03/oped/my-beautiful-country/228933.html>

³⁶ Post Report. (2011, September 26). Words and ideologies. *The Kathmandu Post*. Available at: <http://www.ekantipur.com/the-kathmandu-post/2011/09/26/et-cetera/words--ideologies/226737.html>

³⁷ Sharma, N. (2011, February 13). Valentine's day: TeenAGERS ape adults; go bananas. *The Kathmandu Post*. Available at: <http://www.ekantipur.com/the-kathmandu-post/2011/02/13/metro/valentines-day-teenagers-ape-adults-go-bananas/218397.html>

recently accepted his proposal. He had bought a beautiful dress for her. Likewise, Subechhya Shrestha, a 14 year old girl said she borrowed money from a girl staying on rent in her house to go to movie with her boy-friend. “Sharing of feelings is being adopted as a fashion by the youths and even the middle-aged. Not surprisingly, teenagers imitate it,” said sociologist. they argue that it is due to globalization the teenager and youths have been indulged into the imported culture which undermines the values and norms of the west.

In another news³⁸ which presents an example from Bhutan, kids now wear jeans and leather jackets and gel their hair into spikes. They eat Lay's potato chips, drink Pepsi and listen to infectious Korean pop songs they pass around on cassettes and thumb drives. Due to such influence Bhutanese have perceiving that they are being carried out by the influence of foreign cultural stuffs. This is not only the case in Bhutan but with all the developing countries. In Nepal too such trend has replaced most of the original social and cultural values. For example, the western influence of fashion and the imported conception of beauty have replaced the domestic and indigenous beliefs regarding fitness and beauty. For example, being healthy and attractive was in true sense being considered as being fat and muscular. But these days, people especially girls choose to become lean and thin. Whatever be the definition, people have started relating slimness with beauty. Thus, weight loss is the most abused and misunderstood word in this globalized society. Thus, the notion of being lean still prevails and it is due to conditioning of mind by globalisation.

³⁸ AP. (2011, November 4). Bhutan Star much more than American Idol rip off. *The Himalayan Times*. Available at: <http://www.thehimalayantimes.com/fullNews.php?headline=Bhutan+Star+much+more+than+American+Idol+rip+off&NewsID=308005>

Media/Technology

The development of media and technology has no doubt proved to become a boon for the modernization. But at the same time, a sort of dominance and invasion over the socio-cultural values of the poor and developing countries has also grown with the advancement media and technological sectors. For instance³⁹, Bhesraj Lohani, an entrepreneur of Bhainsepati Lalitpur has his inbox filled with the best wishes during the festivals like Dashain and Tihar. These message, no matter, wishes for the happiness, prosperity and well wishes for the family members as well. In addition, such messages convey best wishes for the national security, unity, peace and development. Not only him many people exchange messages during special occasions through their mobile phones. It is all due to technology and media that have made it easy to get connected among family and friends. But such acts being an imitation to the western culture, replaces the values and significance of the Nepalese way of celebrating those special occasions. Sociologist Hareram Joshi perceives that materialism has increased in the name of globalization that promotes celebration of festival and ritual globally. Another news⁴⁰ which discusses about present state of the Kollywood movie brings a notion of digital divide. There has been rising a gulf between two classes of people...Haves and have nots, having access and lacking access, literate and illiterate.

When the world has been changed into a global village, the boundary between the centre and periphery is being erased. This factor has made those divided communities and made many people like outsider and powerless in front of those who are well familiar with technology.

³⁹ Shah, J. (2011, April 14). Naya barsa uhile ra ahile. *Kantipur Daily*.

Available at: http://www.ekantipur.com/kantipur/news/news-detail.php?news_id=240535

⁴⁰ Shrestha, T. (2011, February 26). Baudhik Samajsanga Najodiyeko Kollyhood. *Kantipur Daily*.

Available at: http://www.ekantipur.com/kantipur/news/news-detail.php?news_id=237433

4.5 Perception of globalization's impact in news and opinion sections

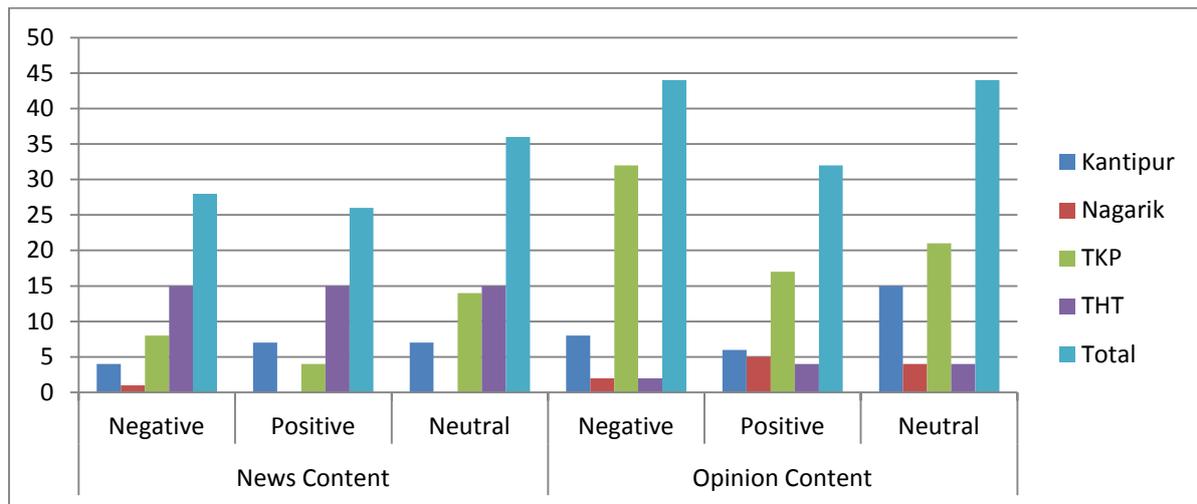


Fig 22: Perceived impact of globalization in different sections of newspapers

Globalization has been perceived to have negative impact more than the positive ones. Out of the total 214 contents found altogether, there were 28 contents with impacts of globalization perceived negatively in the news section where as there were 44 such contents in the opinion section. Compared to this, the positively perceived impacts were 26 in news section and 32 in the opinion. Thus, the overall scenario shows that there is a contrast in the number of contents representing positive impacts and negative impacts of globalization.

However, most of the contents in all the papers had more neutral perceptions regarding impacts upon Nepalese society because such contents appeared with unrepeated use of the term globalization and had no concrete viewpoints on its impacts. The Himalayan Times has equal number of contents in the news section with all kinds of positive, negative and neutral perceptions on the impacts of globalization while there are more positive and neutral contents against the negative ones in the opinion section. In contrast to this, there are more negative perceptions regarding impacts of globalization in both news and opinion sections. Nagarik has more negative perceptions on the impacts of globalization found in news section and less

on the opinion section. Kantipur has less number of contents perceiving negative impacts on the news section and more negative contents on the opinion section.

4.6 For or against of globalization in news and opinion sections

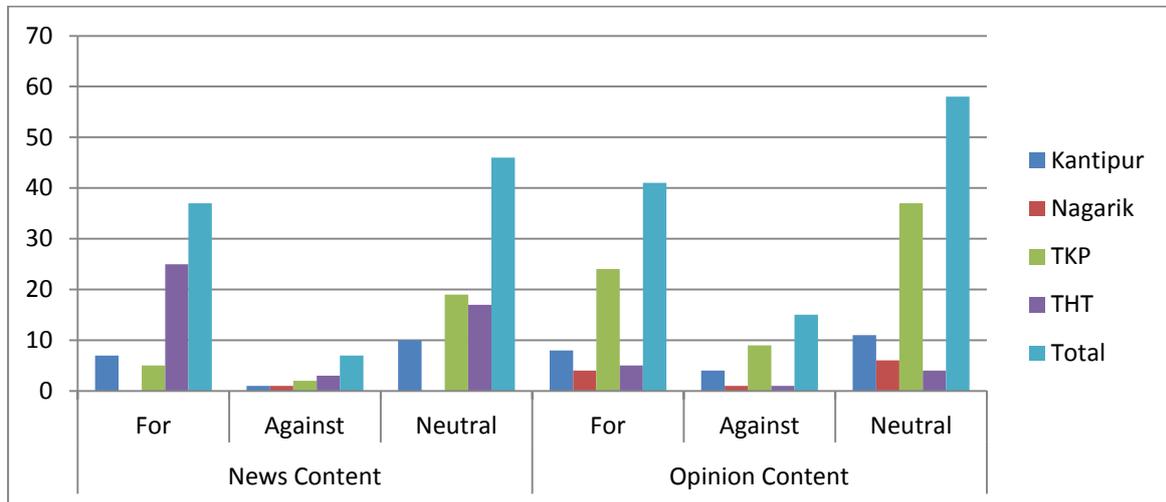


Fig 23: Perceptions For or Against of globalization in different sections of newspapers

Despite the negative impacts of globalization perceived more than the positive one, the viewpoints supporting the continuation of globalization exceeds those which are against it. Out of the total 214 contents found altogether, there were 78 of them were in favor of globalization while only 22 contents were in against of the viewpoints which support the continuation of globalization. This shows that more than 20 contents were found supporting globalization though they perceived globalization has negative impacts upon society. Such contents have the viewpoints that appropriate policies should be implemented for the globalization become fruitful in Nepalese context. 104 contents have neutral viewpoints regarding the favor of globalization. Compared to the news section which has 37 contents supporting globalization, there are very less number of contents with the anti-globalization perceptions. Likewise, similar is the case with opinion section as well but the number of anti-globalization perceptions has relatively grown in opinion sections.

Interestingly, THT and TKP has contrasting number of contents with viewpoints on favor of globalization. THT has 25 contents in 'For', 3 in 'Against' and 17 in 'Neutral' perceptions in news section while TKP has only 5 contents in 'For', 2 in 'Against' and 19 in 'Neutral' perception. Likewise, THT has 5 contents in 'For', 1 in 'Against' and 4 in 'Neutral' perceptions in news section while TKP has 24 contents in 'For', 9 in 'Against' and 37 in 'Neutral' perceptions. From this, it is crystal clear that, THT has been creating discourse in favor of globalization while TKP remains neutral in the coverage of information about globalization. Kantipur and Nagarik have relatively more contents supporting globalization through both news and opinion sections while they too remain neutral in majority of the contents.

4.7 Perception of impacts on different scapes

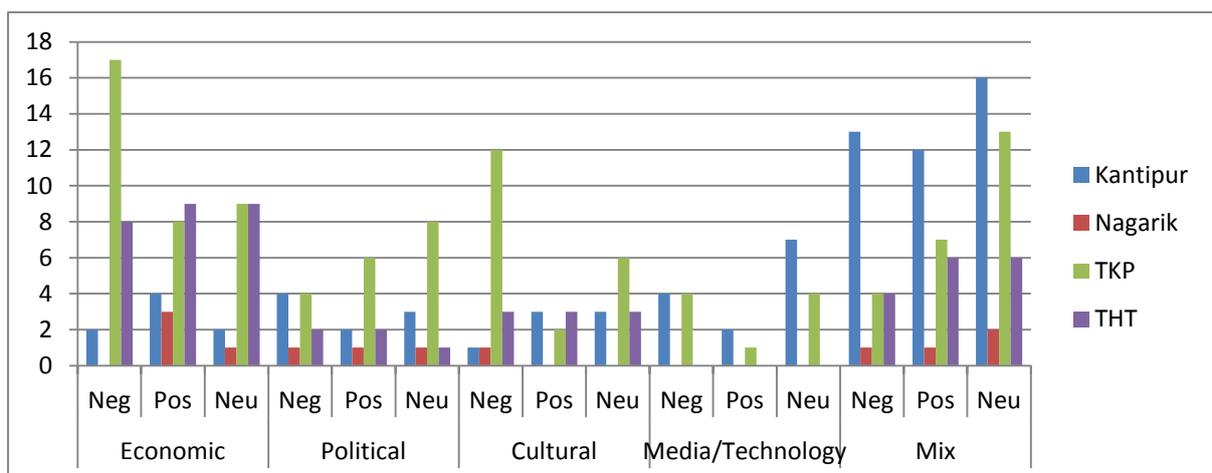


Fig 24: Perceptions of impacts in different scapes of globalization in newspapers

Globalization is perceived to have negative impacts on all scapes. Comparatively it has more contents with negative impacts perceived in the economic sector with 27 contents. There is also almost equal number of positive impacts perceived in this category with 25 such contents. Political issues have been perceived equally negatively and positively with each having 11 contents. But in case of cultural issues, there are considerably more contents on the

negative side than on positive. Same is the condition in case of media and technology sectors which have perceptions more on the negative sides. TKP presents more negative perceptions on cultural and economic issues while THT has almost equal number of positive, negative and neutral contents on both economic and cultural issues. Kantipur has more negative perceptions when it comes to overall sectors i.e. mixed contents. Nagarik has more perceptions with positive impacts on economic sector compared to its other contents.

4.8 For or against of globalization in its different scapes

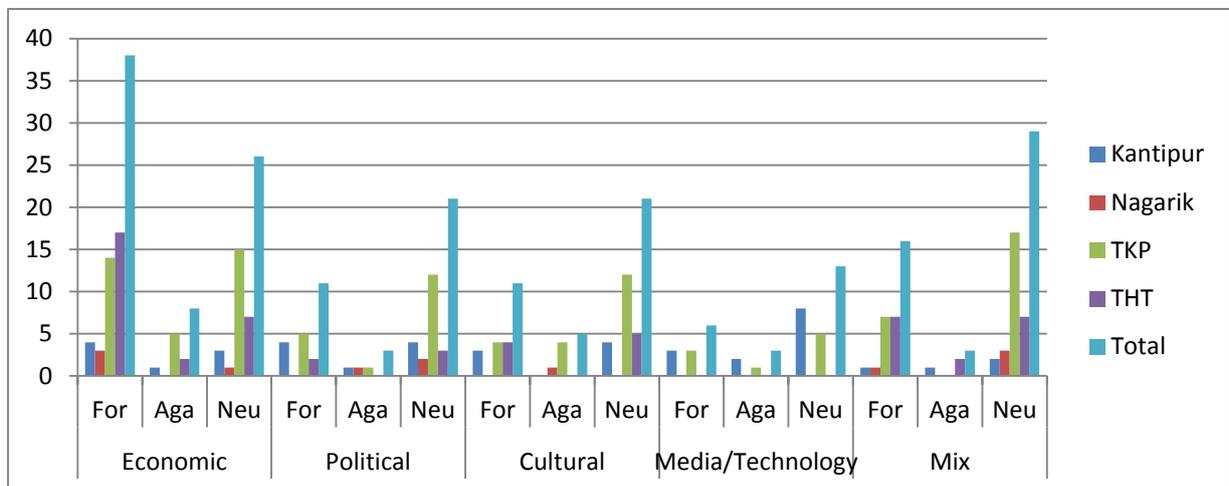


Fig 25: Perceptions For or against in different scapes of globalization

In every sector like economic, political, cultural and media /technology, globalization has been perceived as an essential phenomenon not only for the developed countries but also for the poor. However, there are anti-globalization perceptions and many contents remain neutral when it comes to support or go against of globalization. There are total of 38 contents on political sector which support globalization and have viewpoints that it should continue. 8 of the contents on politics are strictly against the globalization process while 26 have neutral viewpoints. Regarding politics, 11 contents deal with the prospects of democratic ideologies and a common ground for expression of varied political ideologies, but 21 of the contents

remain silent on the issue of both cultural and political. Similarly, regarding the cultural aspects, 11 contents stand for and 5 stand against of the globalization process. There are 6 contents for globalization while only 3 oppose the globalization when it comes to media and technology. Contents dealing with overall sectors also find continuation of globalization as a better option. This contrast in the perceptions regarding impacts and favor of globalization makes it clear that the existing assumed definition of globalization should be changed and thus, the developing country like Nepal should have a common sense of exchange and sharing in the sectors of economic, cultural and information flow.

Chapter V

Summary and Findings

5.1 Summary

5.1.1 Definitions in different perceptions

- ❖ Materialism has increased in the name of globalization and thus it promotes celebration of any festivals and rituals globally.
- ❖ People, especially girls choose to become lean and thin. Whatever be the real definition, they have started relating slimness with beauty. Weight loss has become the concern of new generation in this globalized society. The notion of being lean evolves from the conditioning of mind by globalisation.
- ❖ Globalization has affected girls and women worldwide that they wish to be deemed 'beautiful' by a set of indicators, such as being thin, as defined by the male eyes of West.
- ❖ Globalisation is creating a single universal culture which may be destructive in that the cultural variation and diversity present globally is lost.
- ❖ Nepalese are fully assuming that westernization is all about globalization.
- ❖ With the increasing intensification of globalisation and all its attendant processes, no decision is purely local any more.
- ❖ All economic contractions are painful but the rich are usually secured against both booms and busts while it is the poor who lose the most during such crisis.
- ❖ The structure of the economy in the present scenario of globalization gives less priority to agriculture, a sector in which mostly women are engaged. Due to this reason women's roles are currently beginning to shift from the private to public sphere, but most women who engage in work outside the home play a double role, doing their second shift inside the home.

- ❖ Due to globalization of science and technology, terrorism has become boundless and more dangerous. Environmental degradation is going beyond control. These types of problems are together attacking Nepal.
- ❖ The story of globalisation and the integration of the world economy aren't turning out the way many people expected.
- ❖ Globalisation is largely driven by technological and economic processes, while identity is related to less visible aspects of life, such as self-image, self-esteem and individuality.
- ❖ Globalization, on the one hand works towards the global unification while on the other hand it is associated with destruction of local identities.
- ❖ Cake mixing ceremony, for example, is all about togetherness and a quick preview of Christmas which is a traditional thing for Christians but people from other religions who participate in those events perceive that such a trend is the result of globalization and they regard it as a good means to learn different cultures.
- ❖ No country can remain aloof from globalization if it wants to maintain economic growth by enhancing productivity and raising living standards.
- ❖ New global perspectives like 'Run as Fast as You Can to Stay Where You Are', 'Excel or Exit' and moreover 'Survival of the Fastest' will be a real-eye opener for sluggish Nepali Economy.
- ❖ 'Think global, act local' is the essential message of a globalisation.
- ❖ Due to the effects of globalization style of shopping has changed. People prefer to go towards malls and department stores than buying things from tradition "Hat-bazaar", fairs, or footpaths.

- ❖ Globalization is the diffusion of practices, expansion of relations across continents, organization of social life on a global scale and growth of a shared global consciousness.
- ❖ Due to globalization of media and technology people are not only making friends across borders, but also are being able to find their life-partners with the help of such new media technologies.

5.1.2 Globalization as a Boon

Foreign presence in business firms stimulates tough competition and shapes the domestic market through such competitions. Thus, globalization has made Nepali economy move with more competition and energy. "Run as fast as you can to stay where you are", "Excel or Exit", and "Survival of the Fastest" are the new global perspectives which can gear up the sluggish Nepali Economy. No country can remain aloof from globalization process. Rather, it offers a countless scope for export promotion.

Globalization is a platform for the extension of love and solidarity worldwide. This can be like Nepalese, despite being the people of a poor country, helping the Tsunami victims of the developed country Japan through charity programs. Likewise, helping to fight against starvation in the countries of Africa by European, American and Asian people is another example of sharing love and care for each other. This is all about globalization of solidarity and love.

Similarly, sharing and celebrating festival of each other's culture creates a sense of rejoice, peace and harmony. This is all about the feelings of togetherness. Nepalese participating in such events believe that such a trend is the result of globalization and they regard it as a good means to learn cross cultural values.

Technology has made the world too close and connected everywhere. Due to globalization of media and technology people are not only making friends across borders, but also are being able to find their life-partners with the help of such new media technologies.

5.1.3 Globalization- a give and take process

Due to globalization investment by the powerful nations in various sectors of development of the third world countries like Nepal is being used as weapons. However, at the same time, geopolitics has contributed to balance the power relations between these nations. A nation despite being so powerful can't alone control the threats of increasing terrorism.

Globalization, on the one hand, works towards the global unification while on the other hand it is associated with destruction of the local identities. Globalisation is largely driven by technological and economic processes, while identity is related to less visible aspects of life, such as self-image, self-esteem and individuality.

In the age of globalization, it is very difficult to stop migration. It is rather, important for a nation to be able to benefit from such migrating population. There are also views regarding the western influences in the economies of the poor nations. Actually, the story of globalisation and the integration of the world economy aren't turning out the way many people expected. Thus, it is believed that the importance of business relationships in Asia will grow only when influences of the west declines. No matter even if it is due to western influences, even the middle class families are becoming increasingly brand-conscious which is a positive symptom of consumer awareness. And this trend, if it continues to grow, it will certainly challenge the domestic products to compete in terms of quality of the goods and services they provide.

The world is becoming a mix-up of several cultures. It is getting new abbreviated words and languages. For example, people have started calling tradesmen as "tradies", firemen as "firies", ambulance workers as "ambos" and service stations as "servos". This kind of trend

might tell more about if people think it makes one sound friendlier or more intelligent or more casual. These sets of abbreviations have become worldwide due to gradual globalisation of the short forms.

5.1.4 Globalization as a sin

Negative impacts of globalization were perceived more than the positive ones in the available contents and most of them evoked that Globalization has not been able to address the issues of capitalism and thus problems of poverty, monopoly, economic and financial hazards, unemployment, recession etc have emerged as crisis in the world. And it is due to globalization of science and technology that the terrorism has become boundless and more dangerous. Environmental degradation is going beyond control. These types of problems are together attacking Nepal. Another most serious unintended consequence of the globalization that we have been experiencing for the last few years is the rapid rise of transnational organized crime groups. Nepal has been suffering from such spillovers of globalization.

With the global concerns for women's status and freedom, their roles are currently beginning to shift from the private to public sphere, but most women who engage in work outside the home play a double role, doing their second shift inside the home. Globalization has taught them to imitate from others' but has not made them realize how they could emancipate from the stereotypes of social and cultural restrictions.

There are people who consider globalization as a serious threat to the national economy and specially the economic lives of the poor and the middle class. They believe that any economy that has no connection with the mass citizens can't be sustainable and the developing nations can't openly compete with the developed ones. Thus, globalization deepens and spreads economic crisis. All economic contractions are painful but the rich are usually secured against both booms and busts while it is the poor who lose the most during such crisis.

For Nepal, anti-globalisation perceptions regard that a liberal market policy has not borne any fruits. Rather, it has induced inequality, insecurity, disharmony, deindustrialization, poverty and conflict. Over this period, inequality has skyrocketed. Experts opine that balanced on a knife edge between sorrow and hope, the case of the LDCs poses the next big globalisation challenge. They have a claim that LLDCs should get separate treatment as they are additionally handicapped due to the process of globalization.

Quoting the leaders of Nepal, it can be well said that Nepal's key to politics and administration is in the hands of neighboring states. In fact, with the increasing intensification of globalisation and all its attendant processes, no decision is purely local any more. Many decisions must be made in a relatively short time-frame, under stress and an ambiguity of information in this age of globalisation, nothing is purely local anymore.

Many Nepali youths attracted by the western styles of life continue to celebrate their local festivals but they do not believe in them entirely and they even alter many norms and rituals to suit themselves. The commercialization of festivals through modern western products consumed to celebrate the indigenous festivals of Nepali society is merely an imitation to western culture. Such growing trend of imitation, for example, has replaced the 'diyos' and 'battis' which carry the traditional values of Nepalese society. Spending much for the imported values in the name of rituals and festivals are just the imitation to the western culture which replaces the values and significance of the Nepalese way of celebrating those special occasions. Materialism has increased in the name of globalization that promotes celebration of festivals and rituals globally.

Nepali culture and traditions are being replaced by the imitation of the western culture in the name of modernization. Globalisation is creating a single universal culture which may be destructive in that the cultural variation and diversity present globally is lost. Sharing of feelings is being adopted as a fashion by the youths and even the middle-aged. Not

surprisingly, teenagers imitate it. It is due to globalization the teenagers and youths have been indulged into the imported culture which undermines the values and norms the domestic cultures.

Likewise, the western influence of fashion and the imported conception of beauty have replaced the domestic and indigenous beliefs regarding fitness and beauty. The notion of being lean still prevails and it is due to conditioning of mind by globalisation. It is quite common to mention that 21st century features the triumph of thin girls over the fat. This reference corresponds to the representative figures of teenagers' current state of mind in urban Nepal. Due to increased exposure to globalised media predominantly from the West, ... girls and women worldwide wish to be deemed 'beautiful' by a set of indicators, such as being thin, as defined by the male eyes of West.

Nepalese are fully assuming that Westernization is all about globalization. We the so-called Third World countries have become a place for experimentation of their beliefs. We are being hypnotized or persuaded to follow their way. And the quest for such western fashion has made the people of Kathmandu indifferent to the people of remote villages. In fact they have become indifferent to their own context, background and identity. Globalization and modernization as such is a new phenomenon which started some 20 years ago. But the people living in the capital feel proud that they are the only civilized and disciplined citizens.

Globalization brings a notion of digital divide in the developing countries. It increases a gulf between two classes of people...Haves and have-nots, having access and lacking access, literate and illiterate. This factor has made those divided communities and made many people like outsider and powerless in front of those who are well familiar with technology.

5.1.5 Need for appropriate strategies

Economists suggest that Nepal, being a less developed country, can attain growth by adopting an effective marketing promotion strategy. Some believe that there should be a shift in domestic and international approaches away from finance-led globalisation to development-led globalisation. This way the marginalization of LDCs in the global economy will be reversed and it will assist them in their catching-up efforts. In future, successful businesses will need to understand how the dynamics of cultural change play out across different markets, how the geopolitical landscape is changing and how different models of capitalism are evolving in different parts of the world. There are people who recommend that Nepal should keep adapting to the new global realities and thus make efforts to make it beneficial. Since globalisation is not a planned process, it should be reshaped on one hand while on the other it needs to be realized for its positive impacts as well.

Like as James Fisher, who came to Nepal 49 years ago as a volunteer with the Peace Corps during the time of Tanka Prasad Acharya, believes, Nepal should rather become a transit point between China and India, not the buffer-state, which can build up tripartite relation among these countries. Some diplomats believe that Nepal should maintain a balanced relationship between China and India and thus to revise its policy, it should trace the ways about how these giant nations have been progressing.

5.2 Findings

- ❖ More contents on globalization are found in the opinion section than in news which shows that debate on globalization is increasing. There are opinion and news contents on globalization with 53% and 42% respectively. Comparatively English Newspapers have been creating more discourse on globalization than the Nepali newspapers.
- ❖ Discourse on globalization is more on the economic scapes than on culture, politics, media or technology. Nepali broadsheet dailies have covered 34% of the contents on economic issues of globalization, 17% on cultural issues, 16% on political and 10% on the issues of media. Likewise, 22% of the contents discusses overall issues of globalization.
- ❖ Globalization is perceived to have more negative impacts than positive in the Nepalese Context. There are 35% negative impacts and 29% positive impacts of globalization. More negative impacts were perceived in the opinion section than in the news section.
- ❖ There are 37 % of neutral viewpoints which do not concentrate on the issues of globalization because of unrepeated use of the term globalization. This shows that globalization has become a buzzword that is often used to denote modernization, connectedness and open market system.
- ❖ A majority of contents with 51% found on globalization say nothing regarding the continuation of globalization in Nepalese context. 38% of the contents stand for the continuation of globalization dominating contrastingly over the contents with viewpoints in against of globalization which makeup just 10%.
- ❖ Despite the greater number of contents with more negative impact of globalization, the contents with the viewpoints supporting globalization were more than those in

against of it. Comparatively, perceptions supporting globalization is more in news section than in the opinion section.

- ❖ Supporters of globalization however, have a view that Nepal should be able to position itself appropriately in the world market and thus implement effective strategies to get benefited more from the globalization process.
- ❖ The Himalayan Times has more support for globalization while The Kathmandu Post remains neutral in most of the cases while covering information regarding globalization. Kantipur and Nagarik have relatively more contents supporting globalization through both news and opinion sections while they too remain neutral in majority of the contents.
- ❖ Most of the contents in favor of globalization perceive that the assumed definition of globalization should be changed. They find that a country like Nepal should have equitable opportunities the sectors of economic, cultural and the flow of information.
- ❖ Globalization, on the one hand, is promoting cultural assimilation while on the other hand; it is widening the gulf between the haves and the have-nots.
- ❖ Globalization is destructing the local identities. It is mixing up the cultures and thus, accelerating homogeneity.
- ❖ Globalization has changed the way people think. Their perceptions regarding beauty, modernization and the ways of celebrating festivals have changed due to the dominance of western values. With this, Nepali original styles of shopping in the "Hat-Bazaar" have been replaced by department stores and shopping malls.

5.3 Conclusion/Recommendations

Since, globalization is unavoidable phenomenon in a democratic society; it is crystal clear that it continues with all its prospects and challenges. However, the country like Nepal, as perceived in most of the contents discussed above, should make appropriate strategies and policies to gain maximum and lose minimum from the changes invited by its process.

Yet another, very significant, attempt can be made by global communicators and especially the eastern countries to create a balance by redefining the process of globalization in the grounds of eastern philosophies. For instance, taking the viewpoints of the west, globalization can be regarded as a form of communication (even if it is a business, mobility of people, use of technology, or encountering the cultural values).

Thus, globalization, if understood in the grounds of eastern perspectives, can be defined in terms of attainment of Sahrdayata⁴¹, i.e. the attainment of oneness which requires understanding between the communicators. Principle of self-determination⁴² is yet another scope for redefining globalization at present context.

⁴¹ Sahrdayata is a new perspective derived from Sadharanikaran Model of Communication propounded by Nirmala Mani Adhikary. To read it in detail follow the link: <http://adhikary.wordpress.com/2012/01/19/sahrdayata-the-sadharanikaran-model-of-communication/>

⁴² For more information about principle of self determination, read this blog post: <http://chandiraj.blogspot.com/2011/04/principle-of-self-determination.html>

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