

はしがき

今、世界ではグローバリゼーションが着実に進行しつつある。通信技術の進化と自由市場経済がもたらしたこの壮大な変化の波は、国境の壁を越え、私たちを取り巻く世界を大きく変えようとしている。確かに個人レベルで考えても、インターネットに接続すれば世界中のウェブサイトにアクセスし、あらゆる種類の膨大な情報を瞬時に、しかも無料で手に入れることができる。まさにインターネットに国境はない。しかし、これはグローバリゼーションのほんの一例にすぎない。ビジネスの世界では、アウトソーシングやサプライチェーンに見られるように、サービスや製品が国境を越えた共同作業を通じて提供されている。また、世界中で移民や留学生の数が増え続けている。さらには、欧米風の物質主義的なライフスタイルの浸透やセクハラ対策や禁煙の広がりに見られるように、価値観や倫理観までもがグローバルなものになりつつある。

本書は、グローバリゼーションという現象が世界の様々なシステムをどのように変え、人々の生活にどのような影響をもたらしているのかを、上述のような具体例をあげながら論じたものである。グローバリゼーションの華々しい「光」の部分だけではなく、「影」の部分を取りあげることも忘れていない。例えば、アマゾンの熱帯雨林では森林を伐採し、大豆の栽培を行っているが、その大半は中国に輸出されているという。中国ではグローバリゼーションの恩恵を受けた人々の生活水準が向上し、肉の消費が急増しているため、飼料用の大豆が大量に必要なのである。グローバリゼーションがもたらす環境破壊の一例である。また、多国籍企業のスーパーやファーストフード店の進出によって地元の商店や食堂が消えていき、その結果、多様な生活環境が失われ、地域住民の連帯感も次第に薄れていっているように思われる。

著者のPaul Stapleton氏はこのように、グローバリゼーションの個々の事例がどのような意味や影響を持つのかという、より深いレベルでの分析を提示することによって、グローバリゼーションの「真の意味」を明らかにしようとしている。本書を執筆するのに著者が参考にした主な著作は、全米でベストセラーになったニューヨーク・タイムズ紙コラムニスト、Thomas L. Friedmanによる*The World Is Flat* (邦訳『フラット化する世界 (上・下)』、

日本経済新聞社)やLester Brownによる*Outgrowing the Earth* (邦訳『フード・セキュリティ―だれが世界を養うのか』, ワールドウォッチジャパン)などである。

これからグローバリゼーションの時代を生き延びていかなければならない学生たちには, 単にこの現象がどういうものであるかを知るだけではなく, それが意味するものを理解し, それを利用するためには何が必要なのかということを考えてもらいたい, というのが著者のメッセージである。負の文脈で語られることが多いグローバリゼーションだが, この巨大な力から逃れることはできないであろう。であるならば, この波に押し流されることなく, うまく利用していくことがグローバリゼーションの時代を生き抜くために必要なことだろう。

本文は比較的平易な英語で書かれているが, 注釈に関しては, 英語の苦手な学生でも使いやすいうように丁寧につけるよう心がけた。精読の授業で辞書を使いながら読むことを前提として, 通常の英和辞典で見つけにくい語義や記載されている語義が適切でないもの, 日本語ではその語句の意味が伝えにくいものなどを取り上げ, 必要に応じて学習者用の英英辞典における定義や例文をあげた。また, 背景知識が必要な語句には簡単な解説をつけた。

各章のExercisesでは内容理解の設問として, 本文の要約と正誤問題を用意した。また, 教授用資料には, 語彙と文法の問題を用意したので, 小テストなどに活用していただきたい。

最後に, 本書の編集と出版にあたり, 成美堂編集部の小林トシ子氏には折に触れ貴重な助言や励ましをいただき, 大変お世話になった。この場を借りてお礼申し上げたい。

2007年秋

大野 公裕

Preface

“Globalization” is a word we often hear in the news and conversation these days. Sometimes the word is used positively referring to new opportunities in business, education, and technology. Other times we hear it in a negative sense when jobs are lost or when languages and cultures disappear. These positive and negative aspects help us realize that the concept of globalization is a complex one. 5

So what does globalization really mean? Simply stated, globalization is the free integration of markets, people, and ideas across borders. However, such a simple definition does not really capture the whole meaning of globalization. For example, free markets bring great efficiency, which leads to higher living standards. A higher quality of life, however, can produce more consumption which puts stress on the environment (Chapter 10). Through this chain of events we can see that globalization’s influence can often trigger changes that are both good and bad. 10 15

When people think of globalization, they often consider its economic impact, and this makes sense. New terms such as “supply chains” (Chapter 13) and “outsourcing” (Chapter 3) have come into our vocabulary because of the globalized economy. However, globalization has had more than an economic effect. As we will see, globalization has also increased our potential to increase our knowledge (Chapters 5 & 6), rethink our standards and ethics (Chapter 12), and even change the diets in some 20

countries (Chapter 9). Another key aspect of globalization is the high speed and volume at which goods and ideas now travel around the world (Chapters 2 & 14).

As mentioned above, not all of globalization's effects have been good (Chapter 11). And there are also parts of the world that have missed out on its benefits (Chapter 4).

Nevertheless, for better or for worse, the economies, people, and ideas of the globe are being integrated like never before. Although the 15 essays in this book are not enough to cover all implications of globalization, they explore some of the more important areas of concern. With a better understanding of this phenomenon sweeping the globe, readers can make efforts to take advantage of its benefits and avoid its downsides.

Although the passages in this book are meant for learning about globalization, they are also written for English language study. The vocabulary and grammar are controlled in order to avoid overly difficult words and complex sentence structure; however, difficult concepts have not been avoided in order to make the language simpler. Notes and exercises are included in each chapter to help improve understanding as well as check comprehension. Photos have been carefully chosen to reflect each chapter's content and also stimulate discussion. Thus, this book is designed to both inform about the latest trends in globalization, and encourage better English language skills.

Paul Stapleton
Sept. 2007

Contents

| | <i>Page</i> |
|-------------------------------------------------------------|-------------|
| 1. Introduction: Understanding Globalization | 1 |
| 2. Containers: Making Transportation Cheap | 6 |
| 3. Outsourcing: Call Centers in India | 10 |
| 4. The Unglobalized World | 15 |
| 5. Knowledge: The Internet as Equalizer | 20 |
| 6. Universities | 24 |
| 7. Wikipedia | 30 |
| 8. Immigration: Integrating People across Borders | 35 |
| 9. Globalizing Our Diet | 40 |
| 10. The Brazilian Amazon Rainforest | 45 |
| 11. The Downside of Globalization | 50 |
| 12. Ethics and Standards: Changing the Way the World Thinks | 55 |
| 13. Supply Chains: Bringing Peace | 60 |
| 14. Jet Airplanes: Challenges for Globalization | 65 |
| 15. The Big Picture | 70 |
| Notes | 75 |

2. *Containers: Making Transportation Cheap*

CD
1-06

One of my favorite foods is broccoli. In Japan, I am sometimes lucky enough to be able to choose between two different kinds, domestic and imported. Often at the supermarket where I shop, the two are side by side. Although nothing seems unusual about this, I have noticed something rather odd. The imported broccoli, which often comes from the United States, is sometimes about half the price of the domestic variety. Given that the cheaper one has to travel halfway around the world, how can this be possible?

One well-known reason is that farm workers in the U.S. and many other parts of the world are low-paid laborers from developing countries. These workers are attracted to America from countries such as Mexico by high wages compared to what they could earn back home. On the other hand, Japan tends not to import farm labor, which makes it more difficult for Japanese broccoli growers to compete with American growers. Another reason concerns the decrease of trade barriers, which has reduced tariffs on imports. However, these reasons are only part of the story.

CD
1-07

Consider how goods were shipped overseas 50 years ago. First, workers carried the product onto a truck. The truck was then driven to the nearest port, where the product was removed



from the truck and taken to a warehouse while waiting for a ship to arrive. After the ship arrived, workers loaded the product onto it, often taking several days. Then the ship headed to its destination. Upon arrival at a port in the foreign country, the whole process was reversed until the product reached its final destination several weeks or even months later. 5

Now consider modern container ships, the largest of which can carry a load equivalent to a train 71 kilometers long. Products are immediately put into containers, and trucks take these to ports. There, the container is loaded directly onto a waiting ship by huge cranes. The ship leaves port, often within a day, with thousands of these containers aboard, and arrives at its destination weeks later. Then, the containers are put onto a truck, 10

and driven to their final destination. This system requires much less labor. Air transport works in a similar way. In fact the shape of the Boeing 747 was designed with containers in mind. This great efficiency means that the cost of transporting products, such as broccoli, has been greatly reduced. It now costs just a few yen to ship a head of broccoli halfway around the world.



Now, whether a product comes from halfway around the world or is produced locally has little effect on the price. Modern transportation methods have advanced to the point where products, even food, can arrive fresh and at minimal extra cost.

It is true that some people in Japan still buy the expensive domestic broccoli. Perhaps they think it is fresher, better-tasting, or produced with fewer chemicals. Or they may want to support Japanese farmers. However, in the future it may be more and more difficult for domestic farmers to compete with such low prices unless they also use cheap migrant labor.

This story about broccoli reflects today's globalization. Huge container ships with high-tech temperature control now allow food products to be shipped cheaply anywhere in the world without a loss of quality. When the cost of transportation is minimal, stores and supermarkets will buy from the cheapest suppliers, even if they are in a faraway country.

But in the new globalized world, it is not only imported products that are cheaper than the local ones. Services can also be performed anywhere in the world, and this is where even bigger changes may happen. In the next chapter, we will see how this works.

EXERCISES

I. Summary

—Choose the most suitable word or phrase from the choices below.

Huge (1) ships can now carry goods around the world very (2). This means that food and products from faraway countries can (3) with local ones. Therefore, the (4) a product travels no longer has very much effect on its (5).

cheaply compete container cost distance

II. Comprehension Questions

—Choose *T* (True) or *F* (False) for each statement.

1. In Japan, domestic broccoli is sometimes double the cost of the imported variety. ()
2. The shape of a Boeing 747 and the shape of a container are related. ()
3. Shipping a product by container makes it much more expensive. ()
4. Containerization enables a great variety of products to be carried at the same time. ()
5. Because of containerization, products can be shipped long distances without being expensive. ()