

INTERNATIONAL COMMERCIAL DEVELOPMENTS

GLOBALISATION

NATURE OF GLOBALISATION

- Globalisation: trend for people, firms and governments around the world to become increasingly dependent and integrated with each other
- Globalisation is driven by the:
 - o Liberalisation of world **trade** and reduction in **protectionism**
 - o Improvement in **ICT** (technology and communications)
 - o Reduced cost of **transport**

HOW AUSTRALIA BECAME GLOBALISED

- **Expansion of new markets** - foreign exchange and capital markets
 - o Strengthened when the Australian dollar was floated (1983)
- **New technology** – allows global purchases, increases spread and speed of knowledge

GLOBALISATION AND AUSTRALIA

Benefits	Detriments
<ul style="list-style-type: none">- Lower tariffs and greater access to international capital, meaning:<ul style="list-style-type: none">o New technology, increased training and additional export marketso Economic growth and living standards have accelerated- Higher levels of world competition → increased pressure for reforms in labour and taxation	<ul style="list-style-type: none">- Offshoring jobs – low level manufacturing work is cheaper in low cost economies<ul style="list-style-type: none">o More skilled people required to produce output efficiently → skilled migrants- Australia still relies on agricultural and manufacturing industries and lowly in information technology (IT), which is required for continuing growth of economy

GLOBALISATION AND THE WORLD

Benefits	Detriments
<ul style="list-style-type: none">- Stronger trade and wages growth, globalised businesses (transnational companies)- Increased education, defence and aid- Improved living standards – ↓ poverty- Lower production costs	<ul style="list-style-type: none">- Environmental impact of industries- Instability and depression of salaries in economy- Outsourcing jobs to other cheaper countries- Loss of culture due to transnational companies- Greater instability (inflation, due to demand > supply)

AUSTRALIA'S POSITION

- **Currently**, Australia is in a good position for **continuing its growth**.
 - o **Openness** – tariffs are under 5%, open financial, communication and foreign investment
 - o **Information Technology** – ranked second in the world (after US)
 - o Has **global industries** – mining and agriculture, and **global services** - distribution, logistics, transport, financial services
 - Global services: Toyota (car), Westfield (real estate)

NORTH AND SOUTH KOREA

SOUTH KOREA (SK)

- Globalisation allowed SK to **rapidly modernise** mainly through changes in **government links** and **trade**
 - o **↑ Trade** (esp. with US) – exports manufactured goods (labour intensive industries)
 - o **Free-enterprise** economy – allows creation of businesses with less government intervention
 - o **↑ Education** and **health** (life expectancy)
 - o **↑ Employment** – broader range of jobs available
- Recently, SK's economic growth has slowed due to **aging population** and **slowing global economy**.
- SK growth has led to a **degradation of its natural environment**
 - o Pollution of its rivers of Han and Nakdong

NORTH KOREA (NK)

- NK has **few trade links** (recently **↑** with SK)
 - o No funds gained from exporting goods
- **Lack of money being spent** on modernised industries and **mechanism** of agriculture
 - o Lack of spare parts and poor maintenance, loss of jobs from agricultural and industrial
 - o Overspending on weapons and defence
- Effects include **diminished food supplies, malnutrition, poor living conditions**
 - o Large-scale international food aid deliveries allowed NK to escape starvation in 1995

MEDIA IN CHINA

HISTORY OF TELEVISION

- **Republican period (1911-49)**: Start of television: Beijing Television, Shanghai Television Station
- **Great Leap Forward (1958-61)**: Television as propaganda – communism by Mao Zedong
- **Cultural Revolution (1966-76)**: Severe setback, content becoming more political
- Since **1979**, China increased involvement in globalisation process
 - o ICT (technology) reforms, opening up of policies – economic prosperity, desire to know about China
 - o 'Turning point' for television – **CCTV** (China Central TV) broadcasts international satellite feeds – national broadcaster
 - o 4 levels – national, provincial, prefecture and county
- By 2005, 370 million TVs (95.29% population), 3 hours TV a day – TV drama, news, special programs, movies

TELEVISION STRUCTURE

- All stations **owned by the state** (State Administration of Radio, Film and Television – SARFT), under control of the **Chinese Communist Party (CCP)**
- However, **reduced state funding** for media to a minimum – more like profit-making enterprises
- Financial autonomy and dispersion helped growth of TV stations and programs became more entertaining
- Separation of program production and broadcasting – outsource and purchase other programs from production companies

TELEVISION NEWS PROGRAMS

- Most important for TV stations, second most popular for viewers
- CCTV-1 – each station must broadcast news – “CCTV-News Channel” 2003, 24 hr/day
- Guidelines: serve as a mouthpiece of gov’t and CCP, cover the successful aspects of political reform, do not spread negative thinking and low morale
- News magazine – 1 hour report on a single issue with depth
 - o Significant social impact, interest to both government and public, e.g. corruption, social disparities

TELEVISION ENTERTAINMENT PROGRAMS

- Television dramas were 29.4% of program ratings – dominates Chinese television
 - o ‘A Veggie Cake’ was the first Chinese TV drama, 1958
- Direct Telecast Period (1958-66): produced and telecast dramas live onto television
- Most popular genres – romance, domestic drama, martial arts, history
- CCTV’s Spring Festival Gala – pop culture forms such as hip-hop songs, traditional opera, folk music

THE INTERNET AND NEWS

- The internet provides China:
 - o New forms of **culture and social interaction**
 - o Closer to the **world economic system and market**
- Large increase of internet use – China had 11% of worldwide internet users (2006)
 - o Used for **reading news, writing emails, BBS chat rooms, information services**
- Most importantly as an **alternate news medium** – crosses state, global, local boundaries
 - o BBS (bulletin board system) for **political and socioeconomic issues**, allows discussion and commentaries
 - o Media coverage of SARS crisis, NATO bombing, tension over Taiwan Straits

INTERNET AND PHONES FOR YOUTH

- Provides self-expression for young generation – shapes their values and lifestyles
 - o Chinese youth born since 1980s – confused and have lost values and ethical norms
 - o Replaced with consumerism and egotism from global icons, styles and values
- **Internet** – self-identity, consumer culture, global fashions and cultural trends
 - o E-fiction sites – publishing books online
 - o Internet slang (‘cool’ language’ invented by youth)
 - o Blogs – more personalised, customised than BBS, greater freedom for self-expression
- **Mobile Phones** – instant, flexible, affordable for communication and entertainment
 - o Not only communication, but exchange of information and entertainment
 - o **Text messaging** – personal communications, comic passages, jokes (political or sexual)
 - o Provides market with large social space and potential
 - o Difficult to screen, filter and censor content

CENSORSHIP

1. Control of media organisations – internet providers and websites (central + provincial levels)
 2. Control access to internet websites
 3. Censorship of internet content
- Temporary Regulation for International Computer Information Network 1993 – CCP

Coming Soon