

Synthesis Matrix

	Source 1: Longman Business English Dictionary	Source 2: Globalisation-an Alternative View	Source 3: <i>The No-Nonsense Guide to Globalisation</i>	Source 4: <i>The No-Nonsense Guide to Globalisation</i>	Source 5: <i>Financial Times</i>
definition of globalisation	Globalisation is the tendency for the world economy to work as one unit, led by large international companies doing business all over the world.		Globalisation is a new word which describes an old process: the integration of the global economy that began in earnest with the launch of the European colonial era five centuries ago.		
factors promoting globalization	Some of the things that have led to globalization are the ending of trade barriers, the free movement of capital, cheap transport, and the increased use of electronic systems of communication such as the Internet.		the process has accelerated over the past quarter century with the explosion of computer technology, the dismantling of trade barriers, and the expanding political and economic power of multinational corporations.		
advantage of globalisation		<ul style="list-style-type: none"> - These new channels of communication have helped spread a homogenous and largely commercial culture. Disney movies are children's food the world over. - In many ways it is a positive process, containing the seeds of a better future for all the world's people. Globalisation cannot help but be a positive force for good, as it allows us to recognize the common thread of humanity that ties us together. 			The company's one-size-fits-all strategy has been effective. The group makes items almost everyone in the world buys at one time or another, including shavers, batteries, and pens. It aims to dominate the markets it operates in; its share of the worldwide shavers market, for example, is 70 percent, which the company hopes to increase by the launch next week of a new razor for men.
Disadvantage of globalisation		<ul style="list-style-type: none"> - gaps between rich and poor are widening, decision-making power is concentrated in fewer and fewer hands, local cultures are wiped out, biological diversity is destroyed, regional tensions are increasing, and the environment is nearing the 		Globalisation is increasing inequality and poverty worldwide as national governments lose the ability to control their development strategies and policies.	<ul style="list-style-type: none"> - Being moved around places them in the role of 'idea ambassadors'... - Being transferred from country to country can be hard on staff. People in dual-career marriages, he says, probably should not work for Gillette. The company's commitment to

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		point of collapse. - we have a global economic system which feeds on itself while marginalizing the fundamental human needs of people and communities.			standardisation, moreover, costs it customers in niche markets within countries.
The solutions to the problems brought about by globalization				Political solutions are needed to reinvigorate democratic control both North and South. But political reforms need to be combined with particular mechanisms for structural reform. In combination, these should put meaningful employment and human rights at the heart of economic policy, boost local control and decision-making, and restore the ecological health and natural capital of our planet.	
Global company					- A global company views the world as a single country. - We sell them the same products, we use the same production methods, we have the same corporate policies.

Synthesis Writing

Globalization: Advantages and Disadvantages

Globalization refers to the increasing interconnectedness of economies, societies, and cultures through trade, investment, and communication technologies. While it has led to significant economic growth and cultural exchange, it also presents challenges that require careful consideration.

One of the primary benefits of globalization is economic growth. By opening up markets and encouraging trade, countries can access a broader range of goods and services, leading to increased productivity and higher living standards. For instance, the proliferation of multinational corporations has facilitated the spread of technology and innovation across borders, contributing to economic development in various regions (Longman Business English Dictionary, n.d.).

Additionally, globalization has promoted cultural exchange. The widespread availability of international media and communication platforms has allowed for the sharing of cultural practices and ideas, fostering greater understanding and appreciation among diverse populations (Globalisation-an Alternative View, n.d.).

However, globalization also has its drawbacks. One significant concern is the widening economic disparity between rich and poor nations. While developed countries often benefit from access to global markets, developing nations may struggle to compete, leading to increased inequality (Globalisation-an Alternative View, n.d.).

Environmental degradation is another issue associated with globalization. The expansion of industrial activities and increased transportation have contributed to pollution and resource depletion, raising concerns about sustainability (Globalisation-an Alternative View, n.d.).

In conclusion, globalization offers numerous opportunities for economic and cultural advancement but also poses challenges that need to be addressed. Balancing the benefits and drawbacks is essential for ensuring that globalization leads to equitable and sustainable development.