



GLOBALIZATION AS SEEN THROUGH THE LENS OF WORLD LITERATURE

Agarsana T K

M A English Literature Kongu Arts and Science College(Autonomous)

Email: agarsana299@gmail.com

Abstract

When one can think of the internet, social media, movies, television shows suddenly the term globalization. However, contrary to common assumption, literature plays an essential role in the flow of entertainment media that runs through globalized world's veins of public consumption. Technological advancements that connect people all over the world through shared information are also being used to disseminate books across national and cultural borders. Souls are now in a totally different era, with considerably bigger sectors of the people opposing the concept of empire. The impact of globalization on international literature is the subject of this paper.

Keywords

Globalization, world, literature, entertainment, information

Introduction

Johann Wolfgang von Goethe, a German writer and statesman, coined the term world literature to describe the exchange of writing between countries. "National literature is now a pretty meaningless concept; the epoch of world literature is at near, and everyone must try to speed its approach," Goethe famously said in 1827. In the modern meaning, world literature refers to literary works that have been translated into many languages and distributed to an audience outside of the author's own nation.

Globalization has a history, but whether or not contemporary globalization signifies the development of anything truly unprecedented is a point of contention. People began to argue in the later two decades of 20th century that this convergence of increasingly tightly linked economic, technical, and environmental changes marked something truly new, which they dubbed globalization, a newly formed term to define a new imaginary.

Globalization is a term refers to an economic fantasy that is related with modernity, capitalism, colonialism, imperialism. It sees the globe as a unified, interconnected unit open to the ever-expanding impulse of capitalist progress, as well as the numerous economic, cultural and social processes that enable and are enabled by it. These processes are defined as multi-scaled Transworld actions and experiences that are strongly inter connected with one another. It also holds analysts, champions across all the disciplines, and how it appears depends on where the observer is within the system.

"Over the centuries, an unusually shifty work can come in and out of the sphere of world literature several different times; and at any given point, a work

may function as world literature for some readers but not others, and for some kinds of reading but not others. The shifts a work may undergo, moreover, do not reflect the unfolding of some internal logic of the work in itself but come about through often complex dynamics of cultural change and contestation. Very few works secure a quick and permanent place in the limited company of perennial world masterpieces; most works shift around over time, even moving into and out of the category of the masterpiece”, stated by scholar, David Damrosch.

The study of literature is a useful instrument for global studies since it covers a wide range of topics relevant to globalization. Literature from throughout the world can show how information is conveyed between cultures and nations. It sheds light on how cultural items change as they travel across languages and borders. It can also assist the souls to comprehending how new media technologies can aid globalization by providing a public place for the transmission of literature and other information around the world.

In many ways, the World Wide Web is the most logical medium for the global transmission of world literature. Today, world literature exists in symbiosis with national literature, allowing writers from small countries to reach global audiences and readers from all over the world to gain a better understanding of the world as it has been reflected and refracted in the world’s literature over the past five millennia. Military and environmental cooperation are made possible by globalization.

Conclusion

In certain ways, the definition of what a novel is has been narrowed. It was only when people began to think more broadly about migration, travel and the collisions of diverse types of persons who had never previously come into contact with one another that novels regained a sense of epic purpose. It must be accepted and admired that a sense of possibilities and something new was one of the reasons why writing from new areas took off. Postcolonial areas have produced some of the most exciting new efforts in the previous several decades in terms of style, structure and what the novel can do. Both linguistically and philosophically, there is a wonderful blend of English and Indian traditions. One must realise, whether consciously or unconsciously, that the imprint of globalized literature can be seen everywhere.

References

1. <https://kkoworld.com>
2. www.onlinelibrary.wiley.com
3. www.insights.som.yale.edu
4. <https://publish.illinois.edu/globalcurrents.com>
5. www.degruyter.com
6. <https://newramblereview.com>