

Ministry of Education and Science of Ukraine
Sumy State University
Oleg Balatskyi Academic and Research Institute
of Finance, Economics and Management

SOCIO-ECONOMIC CHALLENGES

Proceedings
of the International Scientific and Practical Conference

(Sumy, November 3–4, 2020)



Sumy
Sumy State University
2020

330.3:005(063)

S62

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S62 Socio-Economic Challenges : Proceedings of the International Scientific and Practical Conference, Sumy, November 3–4, 2020 / edited by Prof., Dr. Vasilyeva Tetyana. – Sumy : Sumy State University, 2020. – 511 p.

Proceedings of the International Scientific and Practical Conference "Socio-Economic Challenges" are devoted to finding a systemic solution to multidisciplinary problems in the field of modern development, management, administration of various systems, corporate social responsibility, innovation management in various fields of environmental management.

For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

330.3:005(063)

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THE IMPACT OF GLOBALIZATION ON COMMUNICATION

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Globalization has impacted different aspects of human lives starting with business, governments, education, and so on. It had an influence on communication too. The way we interact with each other is completely different than it was even twenty years ago. The rise of technologies, invention of social media contributed to this too as they made happen communication faster and easier. However, there are some other negative consequences that appeared in communication due to Globalization as well. In this article, positive and negative impact on communication will be discussed and summarized. First, it should be addressed the concept of Globalization and communication, and how they are linked to each other. Globalization is a compound term that refers to different aspects of our life. Globalization is, according to the Cambridge Dictionary, "the development of closer economic, cultural, and political relations among all the countries of the world as a result of travel and communication becoming easy" [1]. Consequently, one of the indicators, that is included and has a direct influence on Globalization, is communication. Now the definition of communication will be scrutinized. In the website Thoughtco.com states, "Communication is the process of sending and receiving messages through verbal or nonverbal means, including speech, or oral communication; writing and graphical representations (such as infographics, maps, and charts); and signs, signals, and behavior" [2]. Putting the definition simpler, it is a creation and exchange of means between mediums. There can be a lot of them such as governments and intergovernmental organizations, business and transnational corporations, NGOs and Charity Foundations, and even more simple occasions like people with different backgrounds. In our era, this exchange of verbal, nonverbal, or written means is essential as it can build up transparent and accountable relations between, for example, a national government and an intergovernmental organization. The best exemplar is the relations between the European Union and Ukraine. They signed the Association, and the Ukrainian government is needed to prove and present all completed obligations by using Social Media or governmental sites to be transparent and communicate the completion well with its partners. On the other hand, it can turn out as a negative factor. Another example can be a bad influence by Social Media on young generations and creation of a new addiction as trends become almost the same everywhere and they are wanted to be followed like getting more likes or followers. So now let go deeper and analyze the impact of Globalization on communication closer. First, it should be said

Globalization has a direct influence on the way individuals consume information and news. With the rise of Facebook, Instagram, YouTube, Twitter, and other Social Media, it has become easier to post and reach a particular audience. Many News Media like BBC, CNN, the New York Times have launched their official pages on listed media above. It gives an opportunity for their readers to follow them and get informed easier. In the survey made by the Pew Research Center, it states that around four-in-ten American adults receive their news from Facebook. In percentage, it would be 43%. It allows to see that it is almost half of all responders. In the gender comparison, women are more likely to use Facebook and a news platform than men (61% vs. 39%) [3].

As information gets to the public quicker and follows by an enormous number of reposts, ill-minded people can use this feature and turn as a tool to share fake news and disinform people. For instance, a research team of Princeton University tracked Americans during the elections in 2016 and they realized that Facebook to be the referrer site for untrustworthy news sources over 15% of the time. By contrast, Facebook referred users to authoritative news sites only 6% of the time [4]. Moreover, such examples of spreading fake news across the world are a lot as there are 2.7 billion active users [5] on the platform, and global-concerned information like about the COVID-19 or new negotiations with North Korea can be reposted by million people on their accounts. If one share fake news and a lot of users would start to do the same, it can lead to massive disinformation. Therefore, it should be various tools to prevent such scenarios as Media Literacy for example. Furthermore, Globalization by impacting communication has created a favorable position for companies to enter the world market as entities were able to reach people across the globe and persuade them to buy/use their products or services. Before, they would utilize TV or national newspapers. However, those approaches would be too local and narrow. It would require investing more money to generate a different message to other cultures and countries and use very specific means to communicate it. Yet, it is still used but now companies have a main focus on audience in Social Media with kind of the same message but with an adaptation to local realities. To illustrate, there is an example of McDonald's who has opened 36,000 locations in more than 100 countries around the world [6]. It led to the creation of a trustful image that now can be easily recognized in any place. The slogan of the company "I'm Lovin' It" has become famous worldwide and has been translated into other languages as well. Moreover, they try to reach a different audience. Thus, they use various platforms to communicate it. For the young generation, Instagram, would be the best place as well as creating an app to give an opportunity to become a part of the community and show how they value every customer by giving coupons or discounts. For adults and seniors, they would still use TV or cities' billboards to attract attention and advertise their service. Yet, the US market represents half of the total revenue of the company. As for 2018, it had \$7.7 billion generated by the US

stores and \$7.6 billion internationally [7]. However, Globalization helped to establish a good communication within nations and doubled its revenue.

On the other hand, such an opportunity was available not for all entities. In fact, only big ones or who smelled a chance and first-jumped-in have received the most benefits. Nevertheless, local businesses were and still behind them. From the communication perspective, they do not really have enough resources to compete with international or national gains as their brands are not recognizable and trustful enough for public. According to the SmallBusiness.com, "Consumers generally buy off-brands for price benefits" [8]. It is said that there are a lot of reasons why clients choose well-known companies such as confidence in experience, social acceptance, and fitting in, customer loyalty to brands [8], and many others. Therefore, to have a solid name brand, local companies should invest more resources and establish better communication with their customers and prospective ones too as it is essential to attract not only by providing products but also by building up reliable Public Relations that involves communication.

Hence, Globalization has a direct impact on communication which has turned out to be a main factor and driver that shaped modern communication and brought negative as well as positive consequences like people to get more news from Social Media but fake news are spread too or opportunities for International Business but not for local ones. In the article, it is shown that communication and Globalization are correlated terms as they have a direct influence and shape each other. By only understanding both of them, we can predict the future development of humanity and their impact.

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Наукове видання

СОЦІАЛЬНО-ЕКОНОМІЧНІ ВИКЛИКИ

Матеріали Міжнародної науково-практичної конференції

(Суми, 3–4 листопада 2020 року)

Стиль та орфографія авторів збережені.

Організаційний комітет і редакційна колегія можуть не поділяти точки зору авторів.

Автори відповідають за точність, достовірність і зміст матеріалів.

Посилання на матеріали конференції обов'язкові.

Відповідальний за випуск Т. А. Васильєва

Комп'ютерне верстання С. В. Миненко

Формат 60×84/16. Ум. друк. арк. 29,86. Обл.-вид. арк. 38,58.

Видавець і виготовлювач

Сумський державний університет,

вул. Римського-Корсакова, 2, м. Суми, 40007

Свідчення суб'єкта видавничої справи ДК № 3062 від 17.12.2007.