

Literature and Globalization and its Impact on Contemporary English Fiction: A Qualitative Study

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Abstract

This qualitative study investigates how globalization has affected modern English fiction, paying particular attention to how literature and globalization intersect. Globalization has substantially impacted many facets of contemporary literature, including topics, narratives, and literary styles, as a result of the growing connectivity and interdependence of cultures and communities worldwide. This study looks at how perspectives and experiences are portrayed in English literature, as well as how the genre's form and substance have been influenced by globalization. This study aims to identify the ways in which globalization has impacted the creation, reception, and interpretation of English literature by using qualitative research techniques including textual analysis. The results offer insight into the changing nature of contemporary fiction and deepen our understanding of the complex relationship between literature and globalization.

Keywords: Contemporary English fiction, globalization, literature, novel, postmodernity

Introduction

Globalization has begun to have an impact on how civilizations and cultures are shaped all over the world. Its effects can be seen in a number of facets of human existence, such as the arts and literature. Globalization in the literary world has significantly impacted the creation, reception, and interpretation of contemporary English fiction. This qualitative study intends to investigate the complex link between literature and globalization, particularly emphasizing how it has affected modern English fiction. Significant changes have occurred in the world due to globalization, which is characterized by the growing interdependence and interconnection of nations. Technology developments, the expansion of multinational organizations, and the ease of travel and communication have produced a global village where concepts, cultures, and experiences may be exchanged without regard to national boundaries. Due to the way that authors have responded to and engaged with the complexity of a globalized society, this interconnection has had a significant impact on modern English literature.

Thematic content is one of the main ways that modern English fiction has been impacted by globalization. Since literature has always been a reflection of society, authors are increasingly influenced by the varied cultures, experiences, and viewpoints of society as a whole. In contemporary English fiction, themes like hybridity, displacement, migration, cultural identity, and the conflict between traditions and modernity have become more prevalent. Authors examine the difficulties and opportunities presented by cross-cultural engagement and trade as they investigate the complexity of life in a globalized world. Additionally, the storylines and storytelling methods used by modern English fiction writers have been impacted by globalization. Geographic lines are becoming less distinct, and storylines now cut across many different places and civilizations. More fragmented and non-linear narratives that mirror the fragmented character of a globalized world have replaced the traditional linear pattern of storytelling. To represent the complexity and diversity of the global experience, authors experiment with a variety of storytelling styles, including many voices, views, and languages.

This study offers profound insights into the changing character of literature and its function in a globalized society by putting light on the effects of globalization on current English fiction. The study

also emphasizes the value of literature as a tool for intercultural communication that promotes comprehension and discussion among many cultures and societies.

Literature Review

Siskind believes the novel generated privileged tales of the global creation of a bourgeois world during the latter part of the 19th century when bourgeois reason (with its financial, political, and cultural institutions) was believed to dominate every region of the earth. Since the novel was the hegemonic form of bourgeois creativity in the 19th century and because of the aesthetic appeal and political influence of the social totalities it was able to create, the majority of novels set in distant lands produce compelling depictions of the globalization of bourgeois culture. The first, the novel's globalization, combines the historical development of the novel form with Western Europe's colonial endeavors rather than specific textual constructions. Assessing the historical and philosophical frameworks that were employed to investigate the historical propagation of the novel to the margins from Europe, in addition to the development, towards the conclusion of the 19th and into the 20th centuries, of an international system of novel translation, creation, and reception, would be possible through the implementation of this idea. The creation of visions of the globalized world as they are produced in particular novels is the subject of the second paradigm, known as the novelization of the global (SISKIND, 2010).

According to O'Brien, Marx and Engels acknowledged the presence of a global literature that developed as a result of the ongoing revolutionization of bourgeois production when they wrote during one of the pivotal periods of European nationalism. They also noted how this literature had crossed national and cultural barriers. One of the first elites to be globally connected—materially and artistically—was a literary elite who had a grasp on exotic narrative confections produced beyond their own national and regional settings. Even prior to Marx and Engels or Goethe making explicit pronouncements about "world literature" in the 19th century, there were, however, additional indications. Early cultural migrations can be detected in literary genres like the fabliau, autobiography, and Mennipean satire; literature was global before it was ever national (O'Brien, 2001).

According to Lawrence Grossberg, "globalization" has supplanted "postmodernity" as the favored idea by which one considers the particulars of the modern formation, potentially as it is erroneously believed that the action itself suffices to avert the accusation of euro- or ethnocentrism (Grossberg, 1999). Globalization and literature are ideas that seem to go against one another, despite literary criticism's preemption of the discipline of globalization studies to itself, as noted by Gikandi. Rarely do discussions of globalization and culture address literature; instead, they tend to concentrate on the electronic mediums that transmit culture, which are thought to have a particularly strong and even determinative influence on both social and individual identities.

The novel was circulated throughout the world's peripheries throughout the 18th and 19th centuries via colonial and postcolonial means of symbolic and material interaction, starting in Europe and ending in Latin America. A Creole bourgeoisie caught between its cultural and economic ties to Europe and its quest for political independence found novels to be alluring. The ability to imagine and model identities separate from the imperial metropolis was discovered by local elites in those stories of subjective independence (SISKIND, 2010). The most prevalent globalization-related phenomena include transculturation, various forms (from cultural to economic) and eras (from the time of Columbus to the present) of colonialism and imperialism, the violent and uneven interactions between sociocultural and economic systems, the erasure of traditional ways of life, and the spatial and temporal requirements of European modernism. How does literature express, enhance, and/or inhibit these processes? (O'Brien, 2001)

According to Sawhney (2015), the effects of globalization can be recognized in current writing while also being felt worldwide. The interchange of perspectives and worldviews has greatly influenced people's daily lives and living conditions on an international basis. The phenomenon of evolution is observed in recent years in Indian culture. One key aspect of a globalized community is the desire to doubt each and

everything, and this may be seen in modern fiction. India's vast cultural heritage is widely acknowledged around the world. Globalization has contributed to India's Westernization, but it has also had the reverse effect: Indian culture has made an important global impact. Sawhney studies the globalization's effect on English literature with reference to Girish Karnad's book *The Fire and the Rain*.

Among the most prevalent beliefs about globalization, a prime theory is that it commands the "end of history." Critics have connected globalization to the collapse in utopian envisions, notwithstanding the claims of others that stories of this consequence have been wildly exaggerated. In a parallel development, literature's efficacy as a tool for imagining a brand-new, better future has come under heavy investigation. These victims of postmodernity are haunted by the ghost of Marxism, which many critics continue to hold up as a trustworthy analysis of the present-day material and cultural circumstances and anticipated future change (O'Brien, 2001).

Objectives of the study:

To ascertain the challenges for men and women leaders in large business organizations

Research Methodology:

This study nature is empirical. 180 respondents were approached to give their view on the challenges for men and women leaders in large business organizations. The data was analyzed through frequency distribution and data was presented with the help of pie charts.

Data Analysis and Interpretation:

Table 1 Cross cultural diversity

Particulars	Agree	Disagree	Can't Say	Total
Respondents	164	13	3	180
% age	91.0	7.0	2.0	100

Table 1 represents the statement **cross cultural diversity** and 91.0% respondents admit with this statement.

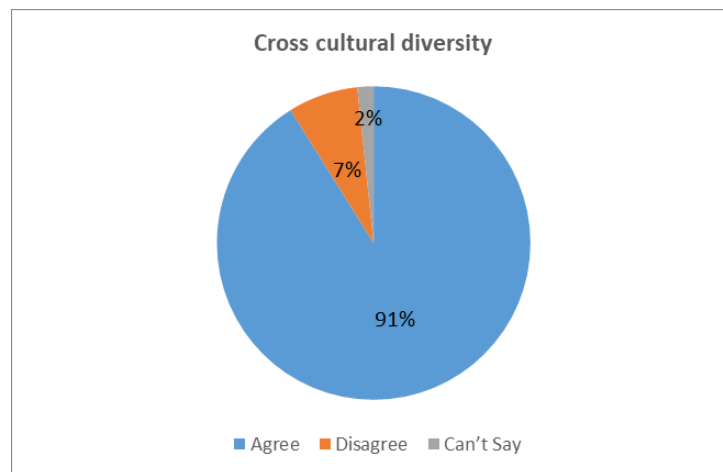


Figure 1 Cross cultural diversity

Table 2 Adopting other cultures

Particulars	Agree	Disagree	Can't Say	Total
Respondents	160	12	8	180

% age	89.0	7.0	4.0	100
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Table 2 represents the statement **adopting other cultures** and 89.0% respondents admit with this statement.

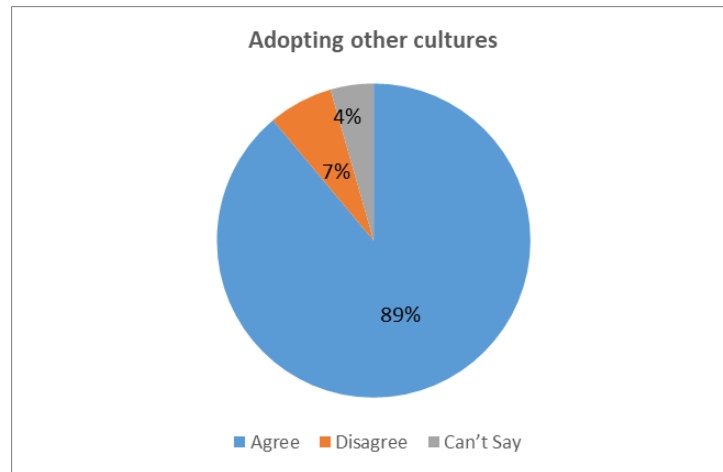


Figure 2 Adopting other cultures

Table 3 Adoption of different languages

Particulars	Agree	Disagree	Can't Say	Total
Respondents	156	15	9	180
% age	87.0	8.0	5.0	100

Table 3 represents the statement **adoption of different languages** and 87.0% respondents admit with this statement.

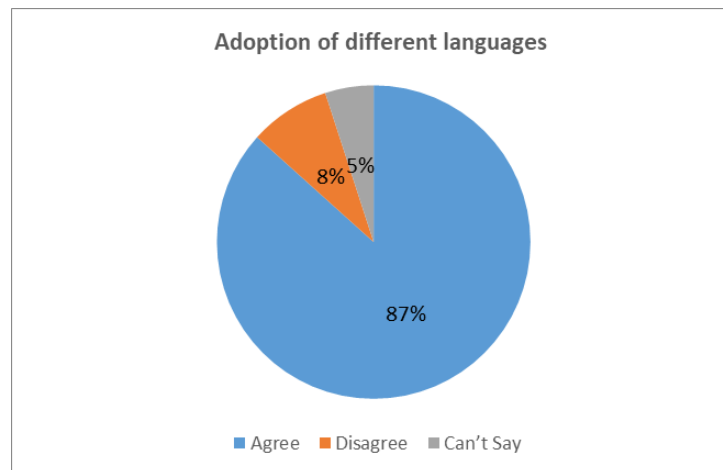


Figure 3 Adoption of different languages

Table 4 Interdependence and interconnection of nations

Particulars	Agree	Disagree	Can't Say	Total
Respondents	167	9	4	180
% age	93.0	5.0	2.0	100

Table 4 represents the statement **interdependence and interconnection of nations** and 93.0% respondents admit with this statement. Considering all the responses of the statements, it was found that to a good percentage, the respondents have agreed that above mentioned statements are challenges for men and women leaders in large business organizations.

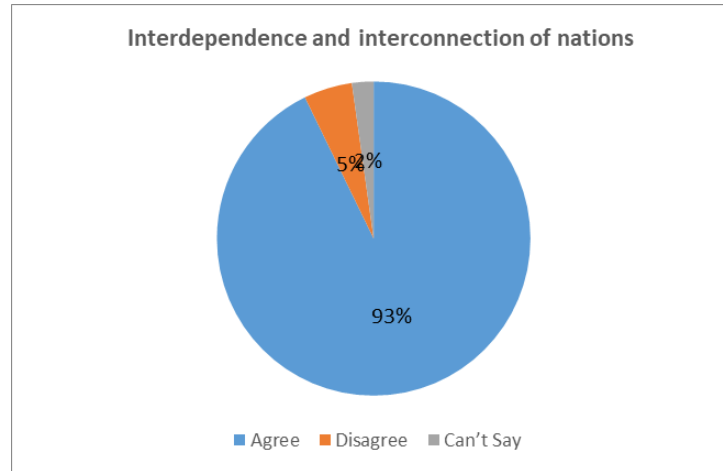


Figure 4Interdependence and interconnection of nations

Conclusion

In conclusion, this qualitative study investigated the connection between literature, globalization, and its effects on modern English fiction. Globalization has made it easier for authors to reach a worldwide audience by promoting literary works across national boundaries. As authors draw inspiration from other cultures and experiences, this expanded accessibility has led to a greater diversity of themes, viewpoints, and narrative techniques in English literature. Additionally, the rise of new hybrid storytelling forms has been facilitated by globalization and cross-cultural encounters. Secondly, the influence of globalization on English fiction goes beyond only the plot. Globalization has also had an impact on the publishing sector, which international publishing corporations now dominate. This has both advantages and disadvantages. On the one hand, it gives authors from many corners of the world a forum to be heard. On the other hand, it might cause literature to become more homogenized as publishers place a higher priority on marketability than diversity.

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