

# **A Look Through Globalism in Japan and South Korea**

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## Proposal

As a traveler, I always enjoyed to tour and get a sense of healing from Japan. Japan is one of my favorite places to go, because there are many delicious foods and beautiful buildings that I love to watch. One day, as I was walking through the streets in Japan, I realized one thing: no matter what country you are in, you still see people eating cheeseburger at McDonald's and drinking coffee at Starbucks. This made me gain interest in how countries are open to globalism today, especially the countries in Asia, and how those Asian countries started eating food that are from the opposite side of the world.

As I pondered my interest towards globalism, I realized different people accept globalism all differently. To some, it might be a grand gift, where they can benefit tremendously, getting only bigger and bigger. To some, who were smaller, might be getting even smaller and smaller, less important, and becoming an economic slave. Globalism effects our world with many different aspects. This includes economic factors, cultural factors, governmental factors, and endlessly with every aspect globalism affects us. This shows how much we accepted globalism, or some by force.

Even though globalism has affected almost every country in the world, different countries have accepted globalism to a different extent. While some entirely accepted and favored globalism, some others preferred to stay to a certain extent isolated. As we study about the nature of globalism and its effects towards specific regions and people, it is crucial to consist of an unbiased perspective towards the look of globalism.

In times of globalization influencing almost every country to a high extent, we are now facing the era of globalism, where every nation is interconnected to each other, forming a sense of light unity to all.

## I. Introduction

For South Korea, globalization started to take a significant role after the end of Korean war. Even though there are records of international trade during the “Koryo” period and a process of Westernization with the impact of Japan’s Globalization during the Japanese Occupation, it was nearly reset by the devastating effects of the War. As South Korea required a big shift after massive destruction during the war, the country started planning on earning international monetary in order to develop economically. Globalization of the country was the fundamental process for Korea’s fast development in the past 50 years.

Japan, on the other hand, had a more gradual process through globalism. The first trade between Japan and Western countries took place in 1543, where they shared religion, economic styles, and their products. With no major barrier against the process of globalization like Korea, they have developed through a considerable amount of time with globalism that they were able to secure their own cultures without altering it with a dramatic drift through globalization. Japan also have a history for showing dominant nationalism through the event of World War 2. With its emphasis in strict nationalism impacted the way they developed their own globalization in their country.

Question: What is globalization?

->Globalization is a topic of thorough consideration and research before stating a word about it. Misunderstanding caused by biased perspective view of globalism is what mistakes us to satisfy with how globalism exists today. Oxford dictionary gives a definition that the process by which businesses or other organizations develop international influence or start operating on an international scale.

In this paper, we define that the globalization as a broad aspect; globalism is a way how countries and nations go beyond their regions and connect with the outside world. Globalism in some terms can be regarded as a natural process from the development of human, as scientific revolution and westernization of the world spread throughout the global network.

## Giving Problems

1. Does Globalization give positive influence to the economic system in Japan and Korea?

Almost every country in today is influenced by Globalism. Globalization exists both in Japan and Korea from trading internationally. They are also similar, in terms of products. The common economic benefit that countries acquire from globalism is that they are able to send off their products internationally, gaining broader audience towards their market. For Korea and Japan, both considered well developed economically, they are probably gaining positive influence to their economic systems via globalization.

2. How does globalism differ in Korea and Japan? Which of them are more globalized?

It is not easy to claim which is clearly more globalized than the other, since they are both considered well developed countries that adopted globalism to a huge extent. However, in terms of the history of adapting globalization, we can say South Korea had a more direct and stronger acceptance of globalization prior to the end of the Korean War.

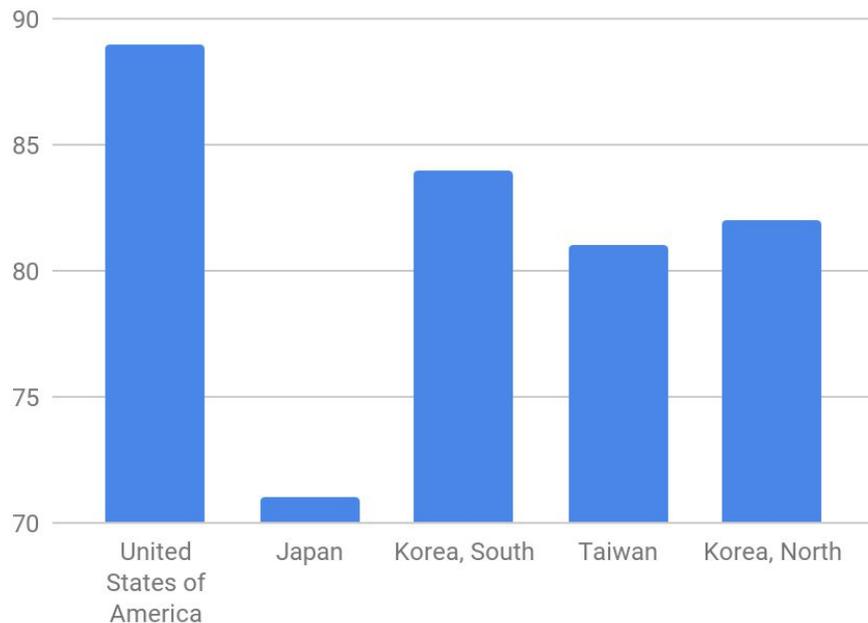
## How Japan Lacks in English Language

TOEFL test—a standardized test brought by ETS—has been initiated in 1964 in order to determine English reading, listening, speaking, and writing abilities for international students willing to study in English. With its test centers placed globally, more than 30 million people have taken the test.

The average score by country of TOEFL tests shows how the nations are open to globalism. This is because, in order for countries to be more open to globalism, they require the acquisition of secondary languages, being mostly English for the purpose of its wide use around the world.

| Country                  | Reading | Listening | Speaking | Writing | Total |
|--------------------------|---------|-----------|----------|---------|-------|
| United States of America | 21      | 23        | 23       | 22      | 89    |
| Japan                    | 18      | 17        | 17       | 19      | 71    |
| Korea, South             | 22      | 21        | 20       | 21      | 84    |
| Taiwan                   | 21      | 20        | 20       | 20      | 81    |
| Korea, North             | 21      | 20        | 20       | 21      | 82    |

**Average Total TOEFL score by country (2016)**



The information from the ETS database for 2016 Average TOEFL score by country shows significant difference to Japan, compared to other Asian countries. Korea, having an average total score of 84, and Taiwan's score of 81 shows clear distinction between the Japan's 71. It is also shocking to see how North Korea has an average score of 82, beating Japan with their strict learning in English, but regarding the fact that North Korea have far less test takers since they do not have test centers in their country, it is understandable that limited people with hard access to the test shows higher scores.

This data serves as a significant evidence showing how Japanese individuals consider the necessity of primary secondary language: English. By looking at individuals and a linguistic perspective of Japan, we may consider Japan to be more isolated compared to other Asian countries with higher average scores of TOEFL.

Korea, on the other hand, is not only known for its strict education, but its education further stresses on foreign languages. From elementary school, English is one of the mandatory classes, and most schools have English class every day. As Korean take international languages quite seriously, parents are also focused on teaching their kids English from a very early age; it had been a popular trend of parents sending their kids to kindergartens oriented in English. The support of the Korean education's focus explains the result of these average scores in Korea.

The data explaining the higher TOEFL scores for South Korea shows that Japan is overall less accepting the importance of learning a second language and therefore shows linguistically and individually that Japan is less globalized.

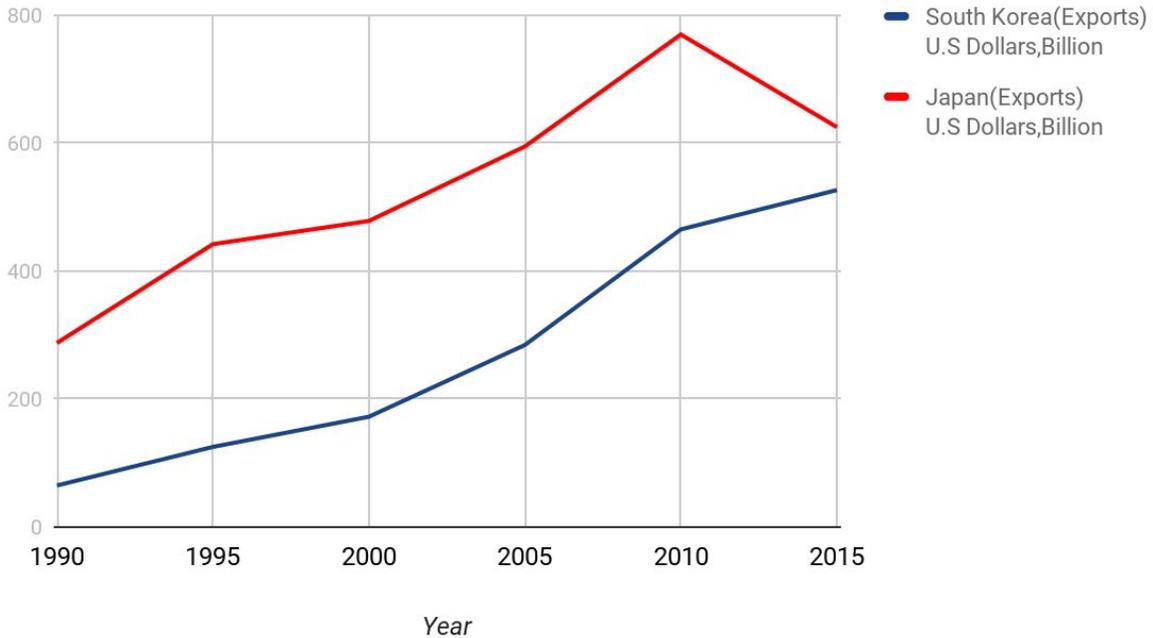
## **Exports and Imports of Korea and Japan: Positive Correlation towards the extent of their acceptance to Globalization**

The amount of imports and exports in a country have a strong positive correlation with the extent of the country's acceptance to globalization. The relative increase and decrease of imports and exports also work as a variable showing the country's effort towards globalization.

### **Exports of Japan and Korea**

| <b>Year</b> | <b>South Korea(Exports)<br/>U.S Dollars,Billion</b> | <b>Japan(Exports)<br/>U.S Dollars,Billion</b> |
|-------------|---|---|
| 1990        | 64.94   | 287.69  |
| 1995        | 125.29  | 442.19  |
| 2000        | 172.46  | 478.43  |
| 2005        | 284.58  | 594.88  |
| 2010        | 465.31  | 769.9   |
| 2015        | 526.75  | 625.13  |

## South Korea and Japan Exports

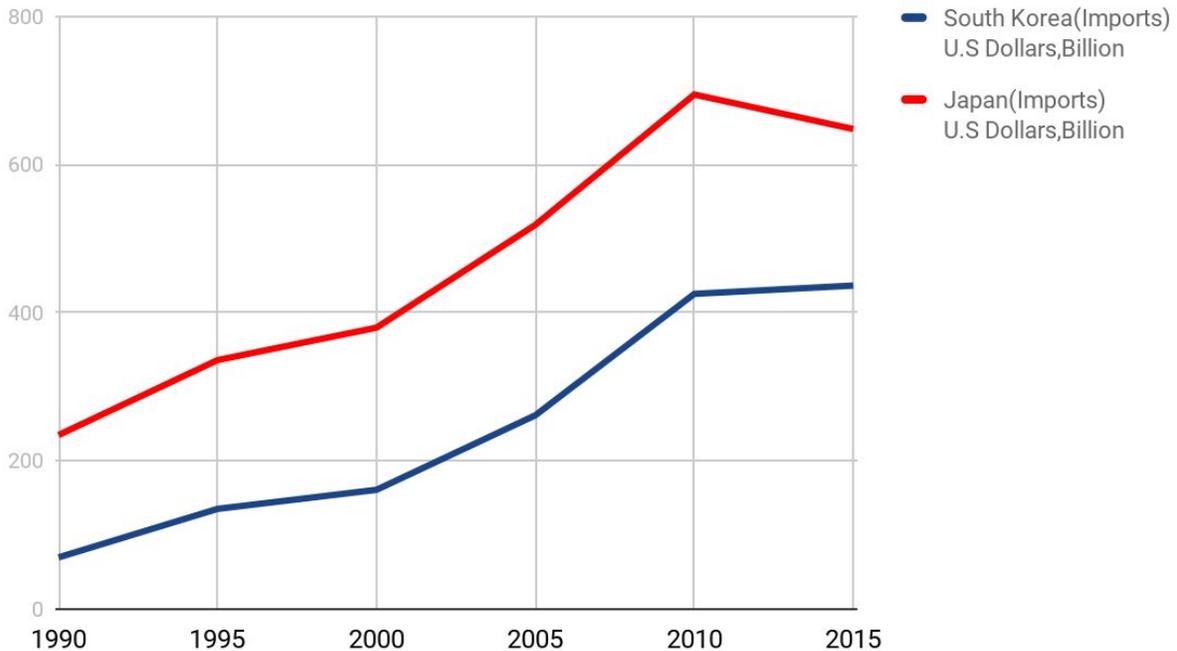


Japan is showing significantly higher amount of exports compared to Korea. With Korea's export from 1990 to 2015 averaging 273.22 billion US dollars, Japan is showing an average of 533.04 billion US dollars. The data also shows both countries with fair relative increase on their exports. Japan is showed a slight decrease in exports since 2010, however still maintaining higher amount of exports compared to Korea.

## Imports of South Korea and Japan

| Year | South Korea(Imports)<br>U.S Dollars,Billion | Japan(Imports)<br>U.S Dollars,Billion |
|------|---|---------------------------------------|
| 1990 | 69.87                                       | 235.07                                |
| 1995 | 135.37                                      | 336.17                                |
| 2000 | 161.08                                      | 379.98                                |
| 2005 | 261.69                                      | 518.76                                |
| 2010 | 425.61                                      | 694.69                                |
| 2015 | 436.80                                      | 648.12                                |

## South Korea and Japan Imports



The imports show similar trend with one from the exports. Japan, keeping significantly higher amount of imports compared to Korea, has an average import from 1990 to 2015 of 468.80 billion US dollars, which is 220.06 billion higher than Korea's 248.74 billion US dollars.

The data shows that Japan have significantly higher imports and exports at all times. Also, they have relative increase overall for their imports and exports, except 2010 where they show sudden decrease on both of their imports and exports.

Korea, on the other hand, with its low imports and exports compared to Japan. Even though 436 billion dollars worth of imports and 526.75 billion dollars worth of exports in one year is a huge amount and considered as a very developed country, it still can not catch how much Japan is influencing the world. The data shows that Japan is in a not level of scale in terms of economic globalization.

## Global Markets in South Korea and Japan

As both countries show significant influence to other countries worldwide, they are as much influenced by their outside world with foreign brands and products entering their market. Through viewing how much a country is open to accepting foreign fast food and cafe brands, such as McDonalds, or Starbucks, it is possible to see how much the country is open to globalization.

### Number of Starbucks Stores in Different Countries

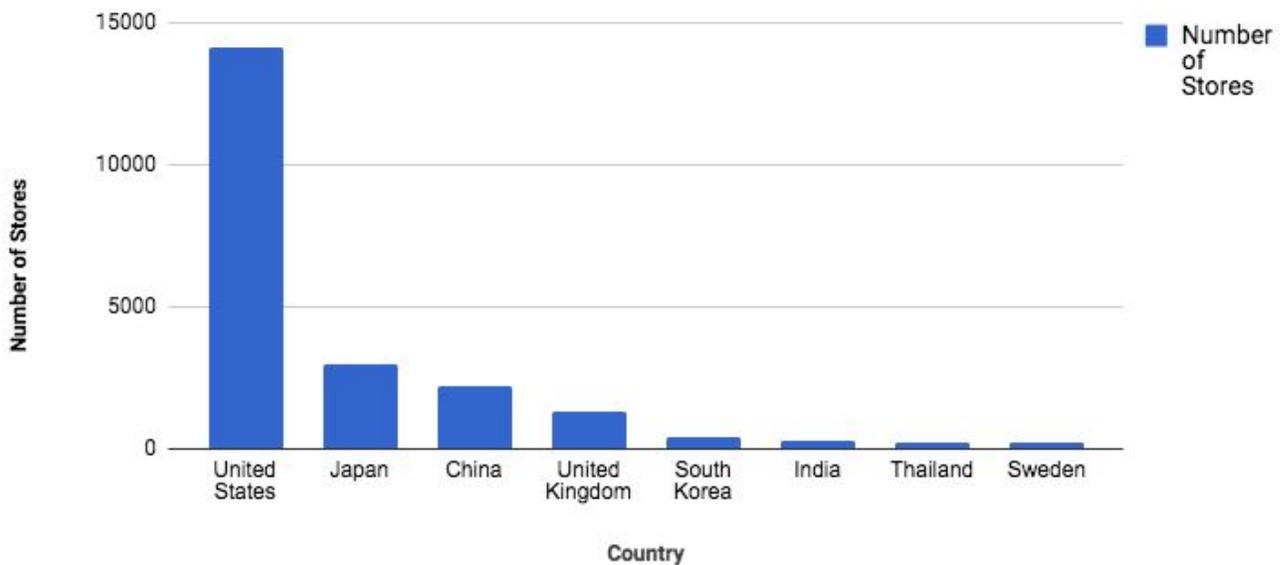
| Rank | Country        | Company Operated Stores | Licensed Stores | Total Number of Stores |
|------|----------------|-------------------------|-----------------|------------------------|
| 1    | United States  | 7880                    | 5292            | 13172                  |
| 2    | China          | 1272                    | 1110            | 2382                   |
| 3    | Canada         | 1035                    | 364             | 1399                   |
| 4    | Japan          | 1140                    | 0               | 1140                   |
| 5    | South Korea    | 0                       | 952             | 952                    |
| 6    | United Kingdom | 366                     | 532             | 898                    |

The data shows the number of starbucks stores in different countries. With the lead of the US having 13172 number of stores in their country, Japan and South Korea take 4th and 5th with 1140 stores and 952 stores respectively.

The high rank for both Japan and South Korea show how much the two countries accept international markets to their home land. With Japan, having 1140 company operated stores, reveal Starbucks Co.'s efforts towards entering the Japanese market. Whereas in South Korea, all of the 952 stores are licensed stores with it's operation powered by a Korean company, Shinsegae.

Yet, this data shows that both Japan and Korea has adopted globalism to a huge extent. Regarding the fact that the top 3 countries US, China, and Canada having uncomparable difference in geographical size, Japan and Korea can be considered having the most number of starbucks per area. In fact, the capital city of Korea, Seoul, is shown to be the city that has the most number of Starbucks stores of 284.

## Number of McDonalds Stores by Country



Another data from a different well known franchise restaurant, McDonald's, shows another interesting result. The number of McDonald's franchise restaurant, with the total of 36,899, have the highest number of stores in the United States, with the number of 14,157 stores. Surprisingly, out of all the other countries in the world, Japan was second for the most number of McDonald's stores in the world, carrying 2975 stores. Korea, on the other hand, is the 14th in rank.

McDonald's is a good representation that relate to each country's globalism. The McDonald's high correlation to globalism can be shown through the coined term 'McDonaldization'. The term explains the correlation between the number of McDonald's stores and the acceptance of globalism in the region through the acceptance of foreign fast food products.

With the United States being the exception as the home country of the franchise, Japan leads its role as carrying the most international McDonald's stores in the world. In fact, Japan was the first Asian country that opened a McDonald's store, which was at 1970s.

Compared to Japan, South Korea is incomparably holding less amount of McDonald's stores. Withholding 430 stores—which is still higher amount compared to most of the other Asian countries—Korea yet only have nearly one seventh of the amount that Japan carries. This shows the dominance of Japanese globalization and its massive scale with the foreign market and products.

## Conclusion:

Globalization is different in South Korea and Japan in that South Korea is more globalistic towards linguistic and individual, whereas Japan is more globalistic as a country as a whole. By looking at the first data from ETS shows that linguistically, Korea is more adapted to the international language English. On the other hand, the remaining three data, for exports and imports, Starbucks, and McDonald's show that Japan is way off the league for South Korea.

What is important to realize from this study is that Japan and South Korea are not only examples of well-globalized countries in the world, but they are also one of the top ranks in terms of the extent of globalization in their countries.

The world has never been globalistic as it is today. In fact, the process of globalization will ever increase, as our world is aiming towards unified mind and peace to all nations. The impact of this process of globalization created many new things and gave us diverse opportunities to achieve greater goals throughout the years. The process of globalization is one thing that gradually happens by itself as human-kind evolves.

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