

Analysis on Globalization in Brazil

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Abstract

This report is based on one globalization theory: The Neoliberals. Brazil is the object of this study. The author would show some examples to support and explain the opinions further. These examples are all from Brazil, such as the World Cup which was held in Brazil in 2014, the 2016 Olympic Games, and Brazil agriculture. And author would discuss how the government and local communities respond to globalization. From these aspects of Brazil, the impact of globalization could be clearly presented to readers.

Key words: Globalization; Brazil; Neoliberals

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INTRODUCTION

Globalization is not a new affair in the contemporary world. It could affect many different areas, such as economic and social development. And globalization has been keeping developing in recent years. The world economy has been influenced by some risks in the past 50 years (Dicken, 2015). In the past, the world economy was depressed. However, there was a recovery occurring at the same time, the world economy globalization increased sharply and it turned out to be a new form which was quiet different from the past. And many productions we use today are designed and created from a complex geography (Ibid). At the same time, globalization could

also be influenced by several factors. For instance, climate change which has been paid much attention in many countries. On November 18, 2015, Obama (President of the USA) interviewed Jack Ma (Alibaba boss) for APEC to discuss the climate change. Both of them paid high attention to the environment problems instead of some business talk (Cendrowski, 2015). It is clear that globalization has greatly influenced Brazil in recent years. Although a large number of our lives are linked globally with IT and business more than before, more people would watch the Olympic Games and FIFA World Cup with interests and enthusiasm. It is better to treat the FIFA World Cup as a brand than a sport event, because it could increase incomes, audience ratings and attendance (Conchas, 2014). Here is just an argument that rapid globalization has advantages and disadvantages. Moreover, it is problems that developing countries should develop their technology to fit the increasing economic and rapid globalization but it would leave the burden to national policymakers.

This essay will focus on some examples from Brazil to support the theories of globalization. The first example is the impact of Brazil 2014 FIFA World Cup and 2016 Olympic Games. There will be some positive and negative examples. In this part author will explain the response of government and individuals. The next part is an example of Brazil's agriculture. The impact of globalization and response of government will be analyzed here. The last part is conclusive.

1. NEOLIBERALS THEORY

Neoliberals could be used here to analyze these two mega events. It is defined that many markets from different countries as a single global market. They could share information and the information on the internet is fair to every people in the world. People could exchange their source and products in the same global market, and this

is a borderless world. The Neoliberals is also a global civilization. And FIFA World Cup and Olympic Games are culture industry, it could be a platform for people to exchange their technology and experience, and create spiritual and material wealth.

2. FIFA WORLD CUP AND OLYMPIC GAMES IN BRAZIL

FIFA World Cup has been held in many nations every four years, and it provides a stage that many football national teams come to the host country to give the whole country a feast. To be more specific, FIFA is an international non-government organization which manages and conducts some important football events in the world (Sugden & Tomlinson, 1998). The athletes could enjoy the pleasure of the competitive sports, and they could connect with audiences from all over the world. It is said that there were at the least 715.1 million people watching the final game of the 2006 FIFA World Cup (Conchas, 2014). The 2014 Brazil FIFA World Cup was also one of the most successful football events. And it had been planned for many years. The budget of Brazil FIFA World Cup was over 9.8 billion dollars which did not contain the security cost (Ibid). Brazil gave the whole world a perfect FIFA World Cup to show that they had ability to hold these mega-events as a developing country (Buarque, 2015). A recent survey showed that Brazil had become the 20th most well-known countries in the world because of people culture, and some other aspects, such as investment and government (Anholt, 2010). It is a suitable opportunity for Brazil to rebrand the country, and showing its national strength (Buarque, 2015). As can be seen from Brazil World Cup, the Brazil's international influence was increased which was the positive news in the road of internationalization.

By holding the World Cup and the 2016 Olympic Games in Brazil could enhance the reputation of the country. Analysis of some other events which were held in China, South Africa, Germany and some other countries has shown that these great international events could decrease the negative news of host countries in the international media after these sport events, and following with rising positive news (Yao, 2010). Because in the early 20th century, some Europeans and North Americans treated Brazil as a backward South American country that the weather was hot, the government was unstable, and the finances were unsystematic, but the only advantage was its excellent geographical location (Buarque, 2015). It could lead Brazil to a globalization way because of these mega sport events. So the World Cup is a sport event for athletes and spectators, and the symbol of strength for a country.

Organizing Olympic Games and FIFA World Cup have turned to be a symbol of culture and economic development in the host country (Silva, 2013). At the same time, by holding these international events could increase the core competitiveness of tourist attractions in this developing globalization and global competition (Borja & Castells, 2013 cited by: Silva). During this World Cup in Brazil, 12 cities had been chosen to be the host cities respectively. In these cities, a large number of investment went into the competition venues, tour guide in the case of athletes and tourists from the whole world, and transportation between airports, competition venues and hotels. In addition to these investments, the most important was the security and order of this World Cup (Silva, 2013). By strengthening and rebuilding these software and hardware facilities, the city government had opportunities to start the city renewal project, and there would be more a large number of foreign and local companies investing these cities by competitive bidding. These behaviors could be beneficial to both local government and companies. On the one hand, it could reduce the financial burden and enhance visibility. On the other hand, such benefits could include reputation enhancement of these companies (Ibid). According to survey, the government planned to invest US\$ 14.8 billion and the prediction of investment was US\$ 71.19 billion in Brazilian economy (Oilveira, 2015). During these events, it would spend a lot of money and manpower. Many new technologies such as GPS would be invented to help athletes and tourists. Macroscopically speaking, it would increase national income and science technology. To be more specific, employment problem could be decreased.

In 1950, Brazil used to be the host country to organize FIFA World Cup. And there are many differences between 1950's and 2014's World Cup.

From the table, we could see that the trend of most of indicators increase. As a developing country, Brazil is more international than before. These mega events are not only sports events but a global civilization.

Brazil was very lucky to be the host of the 2016 Olympic Games. It was also a great international sport event which was focused by the whole world (de ALmeida, Marchi, & Pike, 2014). The host cities and countries treat these international sport events as an opportunity to enhance their local and foreign images (Black & Janis Van Der, 2004). The former president of Brazil announced that it was a good chance for every Brazilian to show the world their economy was developing and steady (de ALmeida, Marchi, & Pike, 2014). Because the 2014 Brazil FIFA World Cup had a perfect ending, there were some resources that are left by the World Cup, such as transportation, hotel areas, and some security policies. These legacy resources would help the government formulate some newer and more complete

policies. The Olympic Game is one of the most important mega events through the world, it could bring benefits to the host cities and countries. Because 2016 Brazil Olympic Games will be held in the future. So there will be some analysis of the Beijing 2008 Olympic Games and expectation of Brazil 2016 Olympic Games.

Table 1
Analysis of Mentions of Brazil During the Two World Cups in the Country

CONTENT ANALYSIS	1950	2014
Total articles mentioning "Brazil"	424	3,733
Articles with focus on Brazil	24%	45.5%
Use of stereotypes	41.5%	80%
FRAMES	1950	2014
Politics	17%	54%
Culture	38%	28%
Investment	10%	13%
People	10%	8%
Tourism	2%	7%
Exports	25%	0.4%
STONE OF COVERAGE	1950	2014
Positive	56.5%	41%
Negative	20%	47%
Neutral	25%	14%
STEREOTYPES	1950	2014
Social Unrest/Protests	1%	32.5%
Passion for Football	21%	32%
Corruption/Cup Expenses	1%	21.5%
Carnival/Party/Samba	2%	13%

Source: *International Journal of Communication*, 9 (2015).

3. RESPONSE OF PEOPLE AND GOVERNMENT

As can be seen from earlier, FIFA World Cup is a great international sport event. As a developing country, Brazil would also face some challenge when it win bid. Some conflicts and demonstrations appeared soon when the government of Brazil announced the winning of bid. Because the income distribution indexes in Brazil are very bad. To be more specific, education, health care, medical treatment, real estate and transportation are lack of attention and investment. A big demonstration was started to against the increase of public transport tariffs. A large number of people from the country went to the street to vent to the government with their dissatisfaction about government policy and for two weeks. Especially, most people in Brazil were opposed to host the World Cup. Unfortunately, two buses of FIFA were attacked by protesters in the city of Salvador. The slogan that protesters used is that they protested the high cost of mega

event, and many protesters thought that government paid less attention to social development and domestic culture industry, however, it only focused on vanity project (Silva, 2015). Nowadays, many protesters do not care about mega events, they focus on some livelihood issues, such as heavy tax, education, health care and social welfare (de Onis, 2014). Especially because of these two international sports events, the response of governments was to organise a joint operation involving the army, police, and over one hundred agents to maintain the security of events. The government had paid much attention to the enhance social security, however, the homicide rates in Brazil were one of the highest in the world (Ibid). It is a negative influence for Brazil to walk a globalization way. Many well-known foreign would not choose Brazil as a choice to invest in. The Brazilian people's responses were different. Some football fans and other sports fans treated these mega event as an exchange platform which could be beneficial to the development of sports, however, some protestors disaffected with their government, and they thought that the dreams of Brazil's policies were strong but lacking of meaning and action (Ibid). The Rousseff government had responded to the pressure to order private banks to reduce their rates, and force electric company to decrease rates to home consumers and increase rates to poor people. The government had also subsidized many social areas, such as transportation, and oil companies. Unfortunately, these seemingly important actions did not meet public needs (Ibid).

4. AGRICULTURE IN BRAZIL

In a global economy, agriculture is an important part and form of globalization market, and it is closely associated with the export and it is also a core issue with sustainable development. The development of agriculture could achieve mutually beneficial coexistence if the country treats it as one of the major target (Kostić, Simonović, & Momirovic, 2015). The globalization theory which is named neoliberals is related to the Brazil agriculture's actual situation. With the development of agriculture, there would cause some serious problems for the environment. It would cause deforestation, forest fire, soil erosion, and some natural disasters. So the government of Brazil makes policy recommendations for agriculture.

Brazil has 3.88 billion hectares high quality farmland and 2.2 billion hectares pastures. The number of rural labors is 17.7 million which takes up 37% of total employment. And the value of agriculture productions is 1,802 billion dollars which account for 33% of GDP. As can be seen from the data, agriculture is regarded as the leading industry in Brazil (Medina, Almeida, Novaes, Godar, & Pokorny, 2015). Furthermore, family farming occupies a large proportion in Brazil. These

small farms produce tobacco, wood, food crops and sugar cane. According to the survey, less than 10% of farmers could success in agriculture, because most family could not get closed to modern system but keep staying in the countryside (Ibid).

Brazil is the world's largest exporter of coffee, and it played an important role in the International Coffee Agreement (ICA). By exporting coffee, Brazil could increase and maintain the price of coffee through the world. In the past, the subsidy was came up with to increase the exports of Brazil's coffee (Jarvis, 2012). These coffee were exported all over the world, so we could see that our world was the borderless world in market aspect. Brazil owns perfect climate and high quality soil to produce different kinds of coffee which is popular in the world.

5. RESPONSE OF GOVERNMENT

With fast development of agriculture, there will be accompanied by the destruction of the environment. Brazil's Forest Code limited the deforestation restrictions of government. Dinamica Environment for Geoprocessing (LUCC) was came up with to relate to government policy. Deforestation will be decrease in the near future. And it required cooperation between the government and the people (Stan, Sanchez-Azofeifa, Espírito-Santo, & Portillo-Quintero, 2015)

CONCLUSION

In this new epoch, globalization is an inevitable trend, and many countries, organization and individuals pay more attention to it than before. Globalization could bring benefit with all countries, big and small. As can be seen from Brazil, globalization could rebrand the image of the country, and it could also bring business opportunities. The direct impact of globalization is economic development, so the economic development and national conditions should be consistent. If the process of globalization is very fast but the national quality is low and the national science and technology are insufficient, there will be opposition and protest among people, which are harmful to national sustainable development. In general, globalization has advantages and disadvantages when it works on some countries, how to use it most reasonably should be taken into consideration in many countries.

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