

REPRESENTATION OF GLOBALIZATION IN THE SELECT WORKS  
OF CHIMAMANDA NGOZI ADICHIE AND NOVIOLET BULAWAYO:

A COMPARATIVE STUDY

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(Dissertation submitted to the Nagaland University in partial fulfilment for the  
award of the degree of Masters of Philosophy in English)

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## CANDIDATE'S DECLARATION

I, Kedale Seb Rengma, hereby declare that the dissertation entitled *Representation of Globalization in the Select Works of Chimamanda Ngozi Adichie and NoViolet Bulawayo: A Comparative Study* submitted for the award of the Degree of Masters of Philosophy in English is a bonafide record of research done by me under the guidance and supervision of Prof. Jano S. Liegise, Professor, Department of English, Nagaland University, Kohima Campus, Meriema, during the period of my research (2018-2019) and it has not been submitted, either in full or in part, to any other university or institution for the award of any other Degree, Diploma or Title.

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## SUPERVISOR'S CERTIFICATE

This is to certify that the dissertation entitled *Representation of Globalization in the Select Works of Chimamanda Ngozi Adichie and NoViolet Bulawayo: A Comparative Study* is a bonafide record of research work done by **Ms. Kedale Seb Rengma**, Regd. No. 38/2019, Department of English, Nagaland

University, Kohima Campus, Meriema during 2018-2019. Submitted to the Nagaland University in partial fulfilment of the requirements for award of the degree of Masters of Philosophy in English, this dissertation has not previously formed the basis for the award of any degree, diploma or other title and the dissertation represents independent and original work on the part of the candidate under my supervision.

Ms. Kedale Seb Rengma has completed her research work within the stipulated time.

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“TO GOD BE THE GLORY”

Place- Kohima

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# Chapter-1

## Introduction



### **African literature**

Africa is made up of peoples with differing languages and with a variety of approaches to cultural expression in the verbal arts. There are 54 nations which make up Africa. Each of these separate countries have its own history, culture, tribes, and traditions. Though its history dates back thousands of years, it gained popularity in the 1950s with Chinua Achebe's *Things Fall Apart*. Chinua Achebe has become renowned throughout the world as the father of modern African Literature. Africa is divided into various ethnic groups and each group has its own rich tradition that they have been following since the beginning of human civilization. The rich traditions of African continent, the trials and tribulations of contemporary life induced by socio-political, and economic experience of colonialism and its agonizing neo colonial aftermath, permeates African literary texts. Every part of the continent has long standing oral traditions, while some countries like Egypt, have long established written traditions as well. Africa experienced several hardships in its long history which left an impact on its literature. African literature has been composed in English for Western and African audiences. It is also composed in African languages for African readers. This literature comes from all parts of Africa. Like many other literature, Oral tradition is said to be the backbone of African arts and letters. It is a living tradition that spans ancient and contemporary periods and the aspects of African life. It contains verbal and nonverbal forms such as poetry, oral narratives, riddles, proverbs, songs, dramas, music, dance, sculptures and different kinds of artwork made from various materials. Oral histories, myths, and proverbs additionally serve to remind whole communities of the heroic deeds of the past, and the precedents of the customs and traditions of their ancestors. African oral narratives were said to be first translated into European languages by anthropologists, missionaries, travellers, and colonists. In the early stages of the growth of African literature, many critics charged African narratives with primitive simplicity because their structures did not fit in with those of the West. However, as more researchers study the African oral tradition, it is possible to know more about the African narrative and understand the reasons for its simple structures and complex rhetoric. There was a clear interaction between the deeply rooted oral tradition and the developing literary traditions of the 20<sup>th</sup> century. This interaction is revealed in the placing of literary works into the forms of the oral tradition. African literature has a continuous tradition going back thousands of years and embracing both

oral and written forms. It is an artistic production through which writers do not only express the aspirations, frustration, and other experiences of the people of Africa but also exhibits their African culture. Africans have rich culture and they never fail to promote it in any literary texts. It can be seen that many writers even substitute some words in their own African languages and these substituted words today are being taken up by many research scholars in order to know and learn more about it. In their descriptions, categorizations, and explanations of human behaviour and wisdom, they often use animal anecdotes to naturalize their rituals and beliefs. The presence of animals in their folklore reflects the environment in which they live, which was not yet modernized by the European influence during that time. Most of the literary pieces include traditional games, festivals and celebrations, songs and folklores, traditional beliefs and practices of the ways of life. From one standpoint it can be said that African writers are very conscious of their culture and traditions. They make sure to preserve their African customs and values even through literary texts. Though the strength of European colonialism is strong, they are no less in fighting back against those forces, and hence it is seen that there is always a conflict between past and present, between tribal beliefs and modern expediency in the literary works.

African literature is mostly filled with truth of their own struggles. It forms a major part of twentieth century world literature. After World War II, as Africans began demanding their independence, more African writers were published. Writers like Wole Soyinka, Chinua Achebe, Ousmane Sembene, Kofi Awoonor, Ben Okri, Ferdinand Oyono, Ngugi Wa Thiong'o produced poetry, short stories, novels, essays and plays. All written in European languages and shared the same themes most of the time: the clash between indigenous and colonial cultures, condemnation of European subjugation, pride in the African past, and hope for the continent's independent future. These writers were artists cum political activists. African literature means different things to different people. Some consider it as a new world literature, others regard it as a political document, characterized by the protest against the European colonialism, while for some it is simply an addition to English and French literature. African literature is as diverse as the continent itself. During the colonization period, slave narratives became popular which documented European atrocities and the horrors of slavery. Some of the first African writings to gain attention in the West were the said poignant slave narratives, such as *The Interesting Narrative of the Life and Adventures of Olaudah Equiano or Gustavas Vassa, the African* (1789), which described vividly the horrors of slavery and the slave trade. Africans were treated in an inhuman way. It can be said that colonization led to slavery. Millions of African people were enslaved and brought to Western countries around the world from the sixteenth to the

seventeenth centuries. Their colour 'Black' is seen like a curse to them by the Europeans for which they are looked down. Many a times they are discriminated for their physical appearance and this discrimination is seen and presented by writers even today. The Europeans feel that since they were first westernized it is their duty to open the eyes of the other part of the world. The Africans in general were caught between the resisting and embracing change and they face the dilemma of trying to determine how to adapt to the change of reality. Many of the Africans were excited about the new opportunities and techniques that the Europeans introduced. This European influence, however, threatens to extinguish the need for the mastery of traditional methods of farming, harvesting, building, and cooking. Many of the modern novelists, poets and playwrights either eulogize their glorious past or speak of the devastation inflicted on the native societies by the colonial powers of Europe in terms of protest, conflict, anguish, anger or phobia. They make a fruitful use of the European literary forms in order to voice their strongly felt emotional turmoil, the offshoot of their encounter with the alien rulers. Their literature is full of history. It speaks of their people, their traditional roots, their hardships, their advancement and improvement of doing things and most importantly their encounter with the White people.

## **Contemporary African Literature**

Contemporary African literature blends the literary works of three major generations of writers which includes the first generation of Chinua Achebe, Christopher Okigbo, Wole Soyinka, Ngugi Wa Thiong'o, Ama Ata Aidoo, John Pepper Clark; the second generation comprising of Niyi Osundare, Jack Mapanje, Frank Chipasula, Mandla Langa and Tanure Ojaide; and the third generation consisting of Chimamanda Ngozi Adichie, Sefi Atta, Petina Gappah, Adaobi Tricia Nwaubani, NoViolet Bulawayo and other young writers. Some of the first generation writers are still writing and many of the second generation group are prolific as those in the third generation. Modern African literature comprises a range of writers with some dead, many others ageing and also the younger ones of different age groups from a variety of countries in the African continent. The first generation writers like Achebe, Thiong'o, Soyinka particularly writes on the themes like the effects of colonialism, lives of the Africans before and after colonialism, their traditional roots, culture and so on, but the contemporary African writers like Chimamanda Ngozi Adichie, NoViolet Bulawayo, Petina Gappah took a different turn in their writings. Although their themes are mostly similar, their way of writing and presenting is somewhat different. Although contemporary African literature includes new themes writers have not yet fully moved away from the early writers. Like early writers write about the

hardships they have faced with the White people, contemporary writers also touches those areas and their struggle for independence against those so called civilized people. Africa at present is rapidly expanding and moving on from classical preoccupations that shaped the generations of the 1960s and 1970s, and so is in the field of literature. It tries to catch up with the rest of the world. When we talk about literature, there are many ways to define, describe and label the content. Likewise, when we describe contemporary literature, we are describing writing during a specific time period. The word 'contemporary' means living, belonging to, or occurring in the present. In the same way when we talk about contemporary literature, we are talking about literature that is being written in the now about the now. Contemporary literature can be roughly defined as a literature that is written after World War II through the current day. Works of contemporary literature reflects a society's social and political viewpoints, shown through realistic characters that have connections to current events and socioeconomic messages. The contemporary writers look for trends that illuminate societal strengths and weakness to remind society of lessons they should learn and question they should ask. This wave represents something new. It differs from the postcolonial wave, roughly beginning in the 1960s, which brought international acclaim to Chinua Achebe and Nuruddin Farah, among others. With the emergence of globalization in Africa, the old traditions and customs have loosen up their hold. The impact of globalization can be clearly seen in the works of contemporary African writers. Contemporary African issues like social, political, economic, technological, cultural, environmental, global are portrayed in contemporary African fictions by the third generation of contemporary African writers. Their works are an example of the twenty-first century world where everything is globalized. Their works represents the lifestyles of the present generation people of Africa. Themes in the literary traditions of contemporary Africa are worked out frequently within the strictures laid down by the imported religions and within the struggle between traditional and modern, between rural and newly urban, between genders and between generations. Today in the twenty-first century where everything has become so easy, and that the world is really at our finger tip, literature too has turn the same. When we open the page of any literary texts today, it is seen that almost everything that is happening in our day-to-day lives, or the things that we are using or being connected with it, is visible and jotted down carefully by the writers.

Contemporary African literature deals with inequality, poverty, development, cultural imperialism and post-colonialism, migration, multi-culturalism, hybridization, racism, advancement in technologies, frauds and terrorism. It also touches the areas of gender, AIDS and some new issues. As in other areas of the world, gender is one of the key issues that both male and female writers in Africa must address. It deals

significantly with the gender gaps in education, basic rights, access to institutions of power, job availability, healthcare and the growing impact of the AIDS epidemic on Africa and Africans. Much of contemporary African literature reveals disillusionment and dissent with current events. For example, Adaobi Tricia Nwaubani's *I Do Not Come to You by Chance* (2009) explores a doomed love, disillusionment of life and a corrupt world of Nigerian email scams. She has also presented the advancement of technologies, the responsibilities and duties of a young man in this world where jobs are hard to find and people have to undergo several hardships even after owning several degrees. Because of over-population the world has become a small place and having many degrees and certificates does not assure any job. Degrees and certificates are just like pieces of paper lying everywhere. She also presents how one can get into illegal way of earning money because of over-population and limited jobs. The Zimbabwean novelist and poet Chenjerai Hove, wrote vividly in English and his native Shona of the hardships experienced during the struggle against British colonial rule, and later of the hopes and disappointments of life under the rule of Robert Mugabe. Adaobi Tricia Nwaubani's *Buried Beneath the Baobab Tree* (2018) is another example which portrays the real life incident that happened on the night of 14<sup>th</sup> and 15<sup>th</sup> of April 2014, where it is said that around 276 female students were kidnapped in the town of Chibok in the Borno State of Nigeria by Boko Haram Militants who wanted to institute an Islamic Caliphate in Nigeria. When the Nigerian Federal Government failed to fulfil their demand they began to target young girls from the year 2010 onwards and by killing hundreds of students by 2014. Boko Haram has also been known to kidnap girls, whom it believes should not be educated, and use them as cooks and sex slaves. They forced Non-Muslim students to convert into Islam. The girls were forced into marriage with members of Boko Haram with a reputed bride-price. This Boko Haram case is not yet solved even today. Many of the contemporary writers write from their own experience, like Mariama Ba, who is one of Africa's most influential women authors often address the issue of gender inequality in her works. She struggled for an education against her traditional grandparents, and was left to look after her nine children after divorcing a prominent politician. Her anger and frustration at the patriarchal structures which defined her life spill over into her literature: her novel *So Long A Letter* depicts, simultaneously, its protagonist's strength and powerlessness within marriage and wider society. Similarly, Aminatta Forna's *The Devil That Danced On Water* (2003) is an extraordinarily brave account of her family's experiences living in war-torn Sierra Leone, and in particular her father's tragic fate as a political dissident. She has also written several novels which critically acclaimed and juxtaposes personal stories of love and loss within the wider context of the devastation of the Sierra Leone civil war. Contemporary African

literature often documents how corrupt, modern African governments perpetuate the suffering of the African people. Writers studies the length, breadth and depth of Africa minutely and present them by mixing their creativity.

## **Globalization and its Dimensions**

Globalization has made countries to realize that nations can no longer be locked up in their own cultural or economic space but invariably be part of the larger picture which takes into account the competencies, interests and the dependencies of economies world-wide. Though many scholars are still doubtful about the emergence of a complete global culture, it may be fair enough to say that during recent decades, technology created the opportunity and even change of global culture. Generally in African fictions, cultural boundaries are swept away by fax machines, internet, satellites and cable TVs. Global entertainment companies determine the perception and dreams of ordinary citizens wherever they live. It is believed that such spread of values, norms, and culture tend to promote western ideas in African society. Twenty-first century African writing has indeed, come of age and it continues to expand its reach both in terms of readership and critical acclaim.

Globalization is the word that is used to describe the growing interdependence of the world's economies, cultures and populations, brought about by cross-border trade in goods and services, technologies, and flow of investment, people and information. It is a force for development and poverty reduction. Globalization is currently a popular and controversial issue. Although the word 'globalization' was not coined until the second half of the twentieth century, the origin of globalization can be traced back to the period between 1450-1500 A.D by many research scholars. According to Oxford English Dictionary, globalization is 'the process by which business start to operate globally.' Earlier, globalization was seen as an economic phenomenon and in fact some economist still defines it from a purely economic perspective. It was confined only with economic and political modes of capitalizing on international markets, labours and conducting international regulations but now it has far reaching effects of life especially in the areas of politics, cultures, technology and the environment. Sheila L. Croucher argues that "globalization can be described as a process by which the people of the world are unified into a single society and function together. This process is a combination of economic, technological, socio-cultural and political forces" (Croucher 10). It is considered as an ongoing process and not a static condition. It keeps on changing and is a continuous process. Although it is mostly considered as an economic means, it also has different dimensions. It is also a

political union of nations around the world, there are military political blocs existing which is a union among states that have agreed to unite, cooperate and have unified actions and responses to address common political, economic and military tasks. Globalization overall is a change, a transformation of things and life. It is a way of bringing up things and giving them a better side. It has replaced international relations by examining the interrelated areas of power and inequality, and technology and social change. Accordingly, globalization demonstrates contrasting qualities to international relations. It emphasizes a global rather than a national context. Globalization also suggests a processual approach to world affairs that we are dealing with realities in motion on the large scale of the globe and it is more dynamic than international relations and includes everything and, therefore, is much less precise than international relations. The historical significance of the concept of globalization is in close affinity with the changing perceptions of time and space because globalization is considered as an ongoing process and not a static condition. Globalization on the larger sense means communication and an access to the newest technology and internet. Many contemporary writers and researchers explore works of literature so as to find reflections of diverse globalization themes within the texts and contexts and also to verify the realities of globalization through literary forms. It implies the opening of local and nationalistic perspectives to a broader outlook of an interconnected and independent world. It is a process by which national and regional economies, societies and cultures have become integrated through the global network of trade, communication, immigration, transportation and cultural transaction. Globalization is another form of Westernization through new media and migration. It has led to migration from developing countries to developed countries which resulted in physical, social, cultural and other forms of dislocation. It is a handy form to describe the advancement of things in order to make the life of people easier. However, what people want to express or define by globalization is often much debated.

Globalization also includes the transmission of ideas, meanings and values among different communities and religions of the world in such a way as to extend and intensify social relations. It is a term used in many ways. It is driven by new technologies, new economic relationships, national and international policies of a wide range of people, including government, international organizations, business, labour and civil society.

## **Globalization and Literature**

As globalization has influenced all the spheres of the world, it allures literature as well. Globalization and literature are two different areas of studies. Yet, in today's world it is seen as a discipline that affects each

other interactively. Undoubtedly debates about globalization are relevant in literary studies and certainly existing ideas in literature and literary studies fit with the notion of globalization. Apart from that, it can also be seen how literary studies has evoked globalization as a broad discipline which is partly about the reflection of different themes of globalization in literature. "Literature comes as a response to the new global realities, encompassing the individual's anxieties to the rapid shifts of the world" (Gupta 65). Literature is defined in many different ways by many great writers. It remains as one of the disciplines that reflect the experiences, sensibilities, worldviews, and living realities of the people. As such, literature becomes one of the main tools for understanding globalization, because literary text deals with different political, economic and social aspects regarding the phenomenon. Literature can show us how information is shared between cultures and nations. World literature is one such tool for analyzing globalization because it provides a wonderful example of the ways that information is shared across languages and cultures. The study of world literature is a powerful tool for global studies because it encompasses so many themes that are important to understanding globalization. It provides insights into how cultural artefacts are transformed as they traverse across languages and boundaries. It can also help us to understand the ways that new media technologies could be facilitating globalization by creating a public space for the transmission of literature and other information across the globe. Both media and literature are complimentary to each other. They have a powerful impact on those who wish to truly realize and understand their message. Since the early 1990s electronic art and literature and information technology have continually gained importance both in artistic and in academic circles. Significant critical and theoretical attention has been paid to how new media allows the text to break with traditional power relations and boundaries. Use of electronic devices, social medias, CDs, DVDs in fictions by the contemporary writers clearly indicate how their life have been globalized. They present the characters like the people of today's world who are socially active in all aspects of media entertainments. Earlier, the use of email could be hardly seen in literary texts but at present it is seen that writers adopt different types of social media like facebook, youtube, and other means of networking that keeps connecting the people from different continent globally. The writers do not only use these sites for the sake of communication but most of all to voice out their emotions in the form of protest. Globalization is also a word which has quite recently become prominent in the ways in which changes are represented. The impact of globalization on language and literature is significant. As ideas and beliefs are spread to more parts of the world through information technology, culture undergoes several changes. Globalization definitely affects culture and literature. Language and culture are like contemporaries. They serve as an important symbol of social structures, enabling different

groups of people to know what ethnic group they belong to, and what common heritage they share. Books today have crossed socio cultural boundaries and borders creating awareness and connecting people worldwide through shared information. This creates a new version of what culture envelops and how literature is reflected. With globalization, it is nearly impossible to stop the spread of ideas, it brings to light the inter connectivity of all individuals. Globalization is not just simply westernization or modernization but it is also about exploring the new relations between global and local spaces. It is a word that has a connection with every word and can be studied from every different point of view with new ideas and visions which results in the formation of new concepts. Similarly, in today's twenty-first century world, it can be said that globalization and literature function together.

Viewing the world history from the fourteenth century it is seen that Africa is dominated by warfare, conquests, wars, slavery and dominations. This led to the establishment of the Global system. Likewise, early African literature is mostly written on these themes. These themes reflect the emotions of the African people in general. As new writers emerged, they gave birth to new themes, dealing with latest technologies, internet, real life issues, the impact of globalization on social, cultural and political, and the impact of the AIDS epidemic on Africa etc. As globalization brought changes in human lives, its effect is also reflected in literature. NoViolet Bulawayo, Petina Gappah, Adaobi Tricia Nwaubani are new young writers of contemporary Africa who blends trending issues of the society with fictional stories thereby giving us an overview of the world that is inter-connected with Various kinds of advancement in every field. Some of the contemporary writers deal with emigration, or home return, creating a diversity of themes. In Chimamanda Ngozi Adichie's novel *Purple Hibiscus*, Ifeoma from Eugene, leaves with her children to the United States from where her daughter Amaka writes: "...we don't laugh anymore" (Adichie 301). Although migration to the west seems to solve their economic discomfort that they suffer in their own native land, it also gives them other problems. They are often neglected and looked down as "other" in the new land. Racial discrimination is one of the main problems that they face in the western world. Due to globalization, the migrants confront number of issues and these issues are portrayed in diasporic literatures. Literature as a product of culture becomes the source by which we understand and interpret the global multiculturalism. Many Africans today is writing from abroad about Africa and African experiences. Ojaide writes:

While in the past a few African writers living abroad have written about Africa, never before now had such a large number of African writers, due to migration and globalization, been resident outside

the continent and writing about it. Despite the ongoing status of the phenomenon, certain conclusions can already be drawn from the available body of work by Africans in the West writing about Africa in their fiction, drama, and poetry. By virtue of living outside their African homeland and in the West in an age of globalization, there are changes in subject matter, themes, styles, and form in the various genres in which the writers engage themselves.

(Ojaide 37,38)

While the stories being told is sometimes set in Africa, often the writer's experiences of living, studying or working abroad is sketched. Adichie's *Americanah* is one such which chronicles the lives of Ifemelu and her lover, Obinze, whose adventures take them from Nigeria to America and Britain. In the United States, Ifemelu writes popular blogs about her growing racial consciousness and finds love with American men, both black and white, because of which her friends, back in Nigeria, use the word "Americanah" to tease her about her Americanized attitudes. Globalization is a social phenomenon and it keeps on growing day by day. Though it was less reflected in the works of Achebe and his fellows, as time progressed, it touched the lives of people in very many different new ways. As people now are more in touch with each other with the help of new means of communication, even new writers make use these things and they give the readers a trending vibe of the world around. The influence of globalization on African literature is immense. When we take a look at the contemporary African literature, globalization can be viewed by factors like the presence of new information and communication technologies, the emergence of new global markets and the mobility of peoples and levels of immigration, with their accompanying cultural displacement. With the emergence of globalization, Africa can be seen as a hybrid in every field. It became a mixture of African and European culture, tradition, ways of living, thinking, speaking and behaviour.

## **Globalization and Comparative Study**

Comparative study generally compares two things in an attempt to draw a conclusion about them. Researchers attempt to identify and analyze the similarities and differences between two different things, and these studies are most often cross-national, comparing two separate things or groups of people. Comparative studies can also be used to increase our understanding between cultures and societies. It brings out both the positive and negative side of two different things, and how they control one another. A comparative study is a must in today's globalized world. With the world mixing up with varieties of new and old things, customs and

traditions, language and beliefs, the world has become a hotchpotch of languages and cultures. India itself is a big example of it, where it is seen that most Indians do follow the western culture and embrace it happily as something that is giving them new and better side of life. According to Susan Bassnett, the simplest definition for comparative literature is that it “involves the study of texts across cultures, that it is interdisciplinary and that it is concerned with patterns of connection in literatures across both time and space” (Bassnett 1). Bassnett also asserts that the term comparative literature resembles some methodological process as that of science, where comparing or contrasting serves as a means of confirming a hypothesis. Historically, the term “Comparative Literature” is said to have been first used by H.M Posnett in 1886. But he used the term not exactly in the sense it is used now. The origin of “Comparative Literature” in the modern context must be attributed to Matthew Arnold who was a relentless advocate and practitioner of Comparative Literature. It is said that comparative literature is a reaction against the narrow 19<sup>th</sup> century nationalism. It is a study of intertextuality. The contemporary intellectual climate is in favour of the opinion that while the goodness of a literary work can be judged by absolute criteria, its greatness cannot be judged unless it is compared with other literary works. Comparative literature can widen our outlook both nationally and internationally. It is grounded on the possibilities of reading literatures of the country as well of the world. It studies the subject thoroughly from every aspect, bringing out the possibilities and similarities that can compare with the other subject being taken in comparison for. Comparative study or comparative literature is carried out between nations to nations, culture to culture or from writers to writers. In a county like India, which is multi-cultural, multi-lingual and multi-racial, comparative literature is more interesting to carry out as it compares and contrast so many different things that comes up from a single place. It is said that the study of Comparative literature began in the 19<sup>th</sup> century but some critics are of the view that comparative literature is as old as literary criticism. Comparative literature brings all the world literature as one. It has become an important field of study amongst students, teachers, and scholars everywhere. Some critics consider comparative literature as a subject and some do not. The main theme of comparative literature is comparison. It studies literary works, literary genres and styles, the work of different writers or literary trends. Although the main theme of comparative study is comparison, when it comes to carrying out the study, both the history of literature and theories and criticism of that particular piece of study should be studied thoroughly. In addition to comparison, various methods including the portrayal of characteristics, explanation, interpretation, description, narration, induction, deduction and evaluation should be taken into account. Comparative study is a broad discipline of study, as one has to be clear with the related things to that specific area. The study of

comparative literature has expanded and now the importance of comparative literature has been developed all over the world. It is a study that most researchers are in touch with.

The progress of comparative literature as a discipline in Africa has been slow. In the phase when comparative method of literary studies was gaining momentum in the west, Africa was still suffering under foreign dominion. It was only in the later part of the twentieth century that Africa began to step into the field of comparative studies. However, it was not until the beginning of the twenty-first century that comparative studies or literature reappeared as a serious area of discourse. Comparative literature is a branch of literary studies which examines affinities existing between texts written in different languages and between literary texts and the related art forms of music, dance, painting and even to other discipline of studies. The close reading of literary texts and other work from different cultures and period is fundamental to the study. It provides an opportunity to move beyond one particular boundary and cross various unexplored fields. Comparative study in Africa or comparative study about African literature is an ongoing study that many researchers are taking up at present because of its rich traditions and history.

## **The Writings of Chimamanda Ngozi Adichie and NoViolet Bulawayo with special reference to Globalization**

Chimamanda Ngozi Adichie and NoViolet Bulawayo are the two African writers hailing from Nigeria and Zimbabwe respectively. They are regarded as important figures in African literature in the contemporary age. Both these writers have been awarded and shortlisted for the brilliant literary pieces. Chimamanda Ngozi Adichie (September 15, 1977) born in Nigeria grew up in the university town of Nsukka, living for a time in a house once occupied by Chinua Achebe. After briefly studying medicine and pharmacy at the University of Nigeria, Adichie moved to the United States to attend college. She holds a master's degree in creative writing from Johns Hopkins and in African studies from Yale. She has been widely heralded as one of the new global voices in African literature. She is the author of award-winning and bestselling novels, including *Americanah*, *Purple Hibiscus* and *Half of a Yellow Sun*; the short story collection *The Thing Around Your Neck*; and the essay *We Should All Be Feminists*. She is from Enugu in Nigeria and her works drew extensively on the Biafran war in Nigeria. Her works has been translated into over thirty languages. She has been making Nigeria proud in the global scene with her various achievements of rare quality. Her first novel, *Purple Hibiscus* (2003), won the Commonwealth Writers' Prize and the Hurston/Wright Legacy Award. Her second novel, *Half of a Yellow Sun* (2006), won the Orange Prize and

was a National Book Critics Circle Award Finalist and a New York Times Notable Book. Her 2013 novel, *Americanah*, won the US National Book Critics Circle Award and was named as one of The New York Times Top Ten Best Books of 2013. Adichie has been invited to speak around the world for her outstanding and excellent works. Her 2009 TED Talk, *The danger of a Single Story*, is now one of the most-viewed TED Talks of all time. Her 2012 talk, *We Should All Be Feminist*, started a worldwide conversation about feminism and was published as a book in 2014. Her language has attracted many readers because of its simplicity. She touches upon the areas of war, love, contemporary issues like globalization, and feminism as well. She also makes her writings more interesting by using digital discourse, which is a unique way to catch the attention of young folks. Her novels focus on contemporary Nigerian culture, its political turbulence and, at times, how it can intersect with the west. She was inspired by seeing her own life represented in the pages, that people who looked like her could live in books too. Using that inspiration, she has been writing about the Nigerian experience throughout her career. Her works are primarily character-driven, interweaving the background of her native Nigeria and social and political events into the narrative. Her writing revitalizes contemporary African fiction. It also challenges the multicultural nature of the modern life. She has been honoured with numerous awards and multiple nominations for other literary awards, as well as noted for several other distinctions. It is interesting to see how she is exploring new things that are coming up with her connection to the United States. Her works are studied alone or comparatively with other works by other Nigerian, African, and modern authors of global literatures. Nigerian society has undergone different developmental stages, and in each era the fiction of the period reflects the dominant incidences of the period reflected in the work, no doubt from the artist's perception. Throughout the development of the Nigerian society and the accompanying metamorphoses of its fiction, modernization or globalization has assumed metaphorical dimensions due to the fact that at every point two divergent views are at war. Hence, Adichie seems to have a solution with the suggestion of moderation in her debut narratives. Adichie's career is still developing. She is a talented writer who has already gained a measure of success that eludes many writers, both in Africa and the U.S. Also her work to date expands our understanding and characterization of third generation Nigerian writing. While her fiction reveals various influences on Nigerian writers, particularly from the first generation, it also resounds with a wide range of texts, from Nigeria, other African nations, and throughout the black Atlantic. She established herself as a preeminent story-teller who uses her tales to give meaning to the totality of the world as she perceives it, producing in effect, narratives that seek to shape a new world of understanding as they give expression to realities the people know and human commitments and

awareness they need to know. She blends themes of passionate love, independence, freedom, moral responsibility with versatile narrative innovation. Through her writings, she has made herself relevant to people of different ages across racial and linguistic boundaries, whose needs, dreams, successes and failures, hopes and aspirations, she has come to represent. Her talks, blogs, using of social-medias, essays and commentaries, enrich her imaginative creativity as they expand and define her mission as a writer.

NoViolet Bulawayo, also known as Elizabeth Zandile Tshele, is a Zimbabwean author, born on the 10<sup>th</sup> of December 1981. She completed her education with a Master of Fine Arts in Creative Writing at Cornell University in the United States. She was a recipient of the Truman Capote Fellowship and also a Stegner Fellow at Stanford University, where she now teaches as a Jones Lecturer in Fiction. Her name “NoViolet” literally means “with Violet” which is her mother’s name, who died when she was just 18 months old. And “Bulawayo” refers to the city where she grew up, which is known as Zimbabwe’s second largest city. At the age of 18 she moved to America to live with her aunt. After 13 years she returned to her country only to find it in a devastating state. She was shocked to see the struggle her own people were undergoing. Her father aspired that she would become a lawyer but she slowly learned that her future is in writing. NoViolet’s writing has been recognised all over the world. In 2011 she won the Caine Prize for African Writing for her short story *Hitting Budapest* and in the year 2013, her debut novel, *We Need New Names*, made her the first black African woman and first Zimbabwean to be shortlisted for the Man Booker Prize. It also won the Hemingway Foundation/PEN Award and the Etisalat Prize for Literature. She is a brilliant writer and she writes on the themes like, immigration, political issues, friendship, health related issues etc. She also writes on AIDS, which is motivated by the fact that she lost her brother to AIDS when she was just 14 years old and later on lost her sister to the same disease. She is powerful and authentic and mixes imagination and reality in her works. She is one of the great storytellers of displacement. Her novel *We Need New Names* establishes her as a new and essential voice in the fiction of the contemporary African diaspora. The novel compels us to contemplate how Africa has been and can be represented in order to get the attention of a hegemonic Western audience. Her narratives allow the application of the notion that today literary criticism should focus on the structure and dynamics of a specific cultural mode. In person she exhibits the same intensity that comes through in her writing, as she talks about her life, her work, and the horrors that led her to write books engaged with reality. Her writings are filled with beauty and horror and laughter and pain. Her artistry is such that one cannot help to see oneself in that wider world.

To sum up in a nutshell it can be said that Contemporary African writers are intelligent, they are mobilizing the resources that are available to them, wherever they are they think with the world and redefine the contemporary in their own image. Much has been said about the rise of Africa in the twenty-first century. Over the past decades, the growth of African continent has been remarkable. The current spike in education, standard of living, health, and governance has taken a different turn. Indeed in the words of a Mexican proverb, 'They try to bury us; they didn't know we are seeds.' Similarly when we take a glimpse of African writers today, they are seen as successful writers, bagging many awards and prizes. African peoples, problems, and issues have shifted radically, as trans-national human mobility has intensified in a globalizing world. African fictions of the contemporary age cites contemporary developments in academics, technology, and the mass media to justify the shift in focus in determining the big issues of our time. The twenty-first century African writers are threshold of writers who perceive cultural diversity and the notion of global world. These new writers have come to the literary scene with a whole lot of self experience. Apart from that they are growing along with globalization and making things more transparent and clearer for the readers to see their world through books. In addition to that, the emergence of comparative study is growing at a high pace at this contemporary period which is a good way of assessing a work. This study brings out new trends in African writing. This dissertation seeks to bring up the representation of globalization in the select works of contemporary African writers Chimamanda Ngozi Adichie and NoViolet Bulawayo. *Americanah* (2013) and *We Need New Names* (2013) are the two select works on which the study will be carried out. A detailed study on both the novels will be done and a comparative study will be done keeping in mind the aspects of globalization.

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## Chapter-2

### Economic and Socio-cultural Dimensions of Globalization as Represented in *Americanah*.

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Globalization in the contemporary period is characterized by the growing forces of economic, social, cultural, political and the environment in the larger context. It is the development of these dimensions that changes the overall outlook of the world and enable people to stay inter-connected. As globalization touches the lives of people, it is also mirrored in literature, so that we can make an assessment of how it is bringing a change in the society. Globalization has different dimensions and each of these dimensions are represented by writers in their contemporary works. In this particular chapter the economic and socio-cultural dimensions of globalization in *Americanah* by the contemporary African writer, Chimamanda Ngozi Adichie, will be looked into. By economic and socio-cultural dimensions we mean the issues that are related to these two dimensions of globalization such as: global markets, mega and micro-business, labour, finance and other sources of money, and the socio-cultural factors are inequality, poverty, development and underdevelopment, cultural imperialism and post-colonialism, migration, multi-culturalism, hybridization, internet, race and so on. With the emergence of globalization every field of human life is experiencing a new side. The economic expansion of trade and commerce in the world, the growing up of small industries and business sectors, the ways of making money are the economic dimensions of globalization. On the other hand, the improvement of life for betterment; such as migrating to other countries, getting to keep in touch with new and better

technologies, the changing of lifestyles, moving out from poverty and getting a new prospect to improve life, finding a new means to fight their rights, are the socio-cultural factors of globalization. It is the impact of globalization on the life and work of people, on their families and their societies. Globalization cuts national boundaries, it involves the flow of goods, capital, people, information, ideas, images which is combined with the emergence of social networks and political institutions. It integrates and connects cultures and communities and makes the world a multi-cultured world. According to Friedman:

Globalization is the integration of markets, finance and technologies in a way what is shrinking the world from a size medium to size small and enabling each of us to reach around the world farther, faster and cheaper than ever before. Like all previous international systems, it is directly shaping the domestic politics, economic policies and foreign relations of virtually every country. (Friedman 110)

Thus globalization is a multidimensional phenomenon that involves different spheres of society- economic, political, social, cultural, technological, environment and so on. Globalization also affects the culture of people and community because of the flow of people due to migration, tourism and transnational institution.

*Americanah* a 2013 novel by the Nigerian author, Chimamanda Ngozi Adichie, is a love story of Ifemelu and Obinze who were childhood sweethearts. As they grew up and moved to the United States, they faced several challenges. Throughout their love story, with many ups and downs, there are several factors of globalization that one can see and relate. Adichie being a writer brought up in a contemporary age is aware of the changing world with the rapid growth of globalization. *Americanah* focuses on the lives of Nigerians, primarily the character, Ifemelu, who was born and raised in Nigeria, and moves to the United States in her twenties. The novel intensely scrutinizes race in the United States, as well as different spheres of life, love and wealth in both United States and Nigeria. Talking about life, love and wealth, the novel can be divided into two dimensions of globalization such as economic and socio-cultural aspect of human lives. Adichie has dealt in each and every chapter of the novel with minute detailing of the lives of characters and the society in which the characters live in. When Ifemelu and Obinze both moved out from Nigeria, they faced many hardships in adjusting with the western culture, they lost their heart and soul in trying to find the means for survival. Yet at the end of the novel when they unite after fifteen long years in Nigeria, it is seen that they both have learned how life is and how it has changed and how they have changed with the changing world.

## **ECONOMIC DIMENSION OF GLOBALIZATION**

Chimamanda Ngozi Adichie's novel *Americanah* is full of economic and socio-cultural dimensions of globalization. By dimensions we mean the aspects, features, length, breadth, depth or height of globalization. Adichie in this novel has mentioned the emerging and ongoing economic dimensions, such as micro-business set-ups and mega-business companies. Apart from that, she has also mentioned about people who runs their life through daily wages. Throughout the novel she mostly writes about money. Her characters are in a way that goes in and around after money all the time. In each and every chapter of *Americanah*, it is seen that the characters talk about money or it has words that is connected with business or trending companies. "Globalization takes the whole world as a single economic unit and the market as its instrument. The economy in a globalized world is characterized by open, liberal, free market and free trade with less regulatory barriers" (Steger 133).

## **Global Market**

From the very beginning of the novel itself Adichie portrays the elements of globalization such as global market. Global market or global marketing is the process of promoting business' products or services in the world-wide market. It is a planned marketing system that deals with selling goods and services internationally. It tries to satisfy the customers by fulfilling each and every demand. The company make sure of what their consumers want, and determine whether they can make it to the right price. In the past, global marketing was mainly the domain of multinational corporations. But since the emergence of the internet and e-commerce, even small firms can reach customers across the world. The internet and e-commerce is making it easier, for example, even if one stays in the eastern part of the world and the other stays in the western part, they can still buy goods from each other's company with the help of internet through online store and credit/debit card payment facilities. *Red Bull*, the Austrian drinks company has done a fantastic job with global marketing. In fact, many Americans, Britons, Germans, etc, think that it is a local brand. One of the most successful strategies of growing internationally rapidly is by hosting sports events at several venues across the world. Similarly in the first chapter itself Adichie highlights the global marketing system where she writes:

She liked watching the locals who drove with pointed courtesy and parked their latest model cars outside the organic grocery store on Nassau Street or outside the sushi restaurants or outside the ice-cream shop that had fifty different flavours including red

pepper or outside the post office where effusive staff bounded out to greet them at the entrance. (Adichie 3)

The mentioning of latest model cars, restaurant or ice-cream which has fifty different flavours including red pepper is a clear indication of global marketing system. The word “latest model cars”, “fifty different flavours” or “red pepper” indicate that these things are more in demand by the customer or consumers and therefore the companies are making sure that these things reach the customers. Adichie puts together these words to represent how the economic or marketing system is changing with the changing world. When we take a look at chapter two of the novel it is said, “He had only to drive to a gate in his BMW and the gatemen would salute and open it for him, without asking questions” (Adichie 27). “BMW” that Adichie mentions is a car which is produced by the German multinational company which currently produces automobiles and motorcycles, and also produced aircraft engines until 1945. In 2015, BMW was the world’s twelfth largest producer of motor vehicles, with 2,279,503 vehicles produced according to the WORLD MOTOR VEHICLE PRODUCTION-OICA correspondents survey. Today BMW holds an important position in ranking of cars, and as a demanding brand globally Adichie did not miss out the chance to mention it in her novel. Again in chapter fifty-three Adichie writes, “By the time Ifemelu drove into her compound, Obinze’s Range Rover was parked in front of her flat” (Adichie 452). Range Rover is a full sized luxury sport utility vehicle from Land Rover, a marquee of Jaguar Land Rover. The Range Rover was launched in 1970 by British Leyland. The Range Rover company has grown with time and now at present it is at its fourth generation of production. With time the demand is increasing at a high rate everywhere around the world. Writing in a contemporary period, Adichie is well aware of the present trending things and therefore makes a brilliant use of it in her literary career. Apart from that the words “chocolate bars” or “ice-cream cones” are words that can be equated with global marketing. As people in the contemporary age are more attracted towards these stuffs, so the global marketing system are aware of these attraction and thus they produce varieties of these stuffs all across the world to meet the needs of people.

### **Mega-business and Micro-business**

Mega-businesses and micro-businesses are elements of economic dimension of globalization which can be seen in *Americanah*. All through the novel, Adichie has mixed words that is connected with mega-businesses and micro-businesses. The word “mega” itself is clear that it means something huge or big,

whereas “micro” means small or tiny, therefore mega-businesses refers to businesses that are big, or businesses that are being run by big companies and has branches all across the world and micro-businesses refers to small scale businesses that are run by individual or families to look after oneself. It does not look for big or huge amount of profits like the mega-business companies nor does it think of promoting its business across the world. There are many mega-businesses and micro-businesses that Adichie presents in this novel. Adichie writes:

It was, also, her summer of eating. She enjoyed the unfamiliar-the McDonald’s hamburgers with the brief tart crunch of pickles, a new taste that she liked on one day and disliked on the next, the wraps Auntie Uju brought home, wet with piquant dressing, and the bologna and pepperoni that left of salt in her mouth. (Adichie 113)

When Ifemelu was travelling to Trenton, Adichie writes, “The ice-cream-eating man sat beside her on the train and, to discourage conversation, she stared fixedly at a brown stain near her feet, a spilled frozen Frappuccino, until they arrived in Trenton” (Adichie 5). At another time when Auntie Uju tells Ifemelu, “I was doing retail at the mall, and a research assistantship, and I even did some hours at Burger King” (Adichie 109). McDonald and Burger King can be categorised under mega-businesses. They are food franchise companies that runs all over the world. Frappuccino is also a trademark brand of the Starbucks Corporation for a line of iced, blended coffee drinks. It was purchased by Starbucks in the year 1994 and since then it has been made available world-wide making good money every year. Next thing that falls under this category is airports, and train stations. When Adichie writes, “Often, she would sit in cafes, or airports, or train stations, watching strangers” (Adichie 5). Airports or train stations are one of the mega business centres all over the world. In airports there are even big big shopping brands available, which makes the travellers easy to grab on things that they want. Similarly, in railway stations too there are stalls that runs

under partnerships with big companies. “BlackBerry,” “BMW,” “Range Rover,” “Volkswagen,” “Google,” “Facebook” and news channels like “BBC,” “CNN,” or “Cartoon Network,” that are mentioned in the book by Adichie, fall under mega-businesses. These companies or channels run almost everywhere on the planet in today’s contemporary world. It can be said that these words are the other names of globalization. Adichie also touch upon micro-businesses in her writing. This refers to the small “salon,” “restaurants,” “ice-cream bars,” or “cafes” in the town where the characters go to get their braids done, or to chill themselves in the cafes and restaurants. These are small business centres or shops that do not make much money in

comparison to the mega-businesses. These shops are private and are run by people who are not into any secure jobs. It is through these small shops they earn everyday and live their lives.

## **Labour and Finance**

The next thing that can be seen in the novel is labour and money. When the novel begins, it is seen that Ifemelu wants to go to “Mariama African Hair Braiding” salon to get her braids done. In order to reach the salon she needs to get a taxi. Adichie here also portrays the life of taxi drivers. The Nigerians in America really face many difficulties in order to sustain their lives. Some Nigerians even change their name so that they will not be rejected when looking for jobs, even Ifemelu does so, hence Adichie writes, “Nigerians took all sorts of names here. Even she had once been somebody else” (Adiche 8). Drivers in America are often chatty, not because they really want to communicate with the passengers but in order to be good to the passengers so that they can continue their business smoothly. Even the driver that Ifemelu took was such a driver. Adichie jots down, “Mervin Smith was upbeat and chatty. He talked, as he drove, about how hot it was, how rolling blackouts were sure to come” (Adichie 9). Mervin Smith utters, “This is the kind of heat that kills old folks. If they don’t have air conditioning, they have to go to the mall, you know. The mall is free air conditioning. But sometimes there’s nobody to take them. People have to take care of the old folks” (Adichie 9). Though Ifemelu was silent and didn’t speak to the driver, he was speaking to her like they have known each other for really a long good time. Another work of labour and making money can be seen at the salon. The girls who run the salon were Africans, and it can be seen that many Africans do run salon in America and it makes good money too:

Like all other African hair braiding salons she had known: they were in the part of the City that had graffiti, dank buildings and no white people, they displayed bright Signboards with names like Aisha and Fatima African Hair Braiding, they had radiators that were too hot in the winter and air conditioners that did not cool in the summer, and they were full of Francophone West African women braiders... (Adichie 9)

By this, it is clear that African women are good workers, and their names on the signboards are a clear indication of their identity and as well as a good way to attract customers who are in need of making braids, as it is known to all that Africans are good at it. Throughout the novel, it is also seen that both Ifemelu and

Obinze go in search of jobs in order to earn and fulfil their dream, “She began to plan and to dream, to apply for jobs in Lagos” (Adichie 7). As for Obinze, he “began applying for jobs listed in newspapers...” (Adichie 23). Likewise, there are other characters in the novel who try to get employed in every way possible, Auntie Uju is one such. She is a lady who works very hard and fulfils her responsibilities very well. She says, “It’s not as if anybody was helping me and I just could not believe how quickly money went. I was studying and working three jobs, I was doing retail at the mall, and a research assistantship, I even did some hours at Burger King” (Adichie 109). When we take a look at them, they can be seen like every young people of this contemporary globalized world where everyone is busy trying to make their own future in order to march together with the rest of the world.

## **Internet and e-commerce**

The internet and e-commerce is another aspect of economic globalization. With the advancement of science and technology life has become easier and smarter. It is making our work easier with just a simple touch of screen in our hand in front of our eyes. With a single click of “ok” on the screen one can connect with people living in different parts of the world. The adding of internet to technology is helping everyone to stay connected as well as to carry out business by crossing national boundaries. It does not only deal with micro-businesses but also with big global companies. At this contemporary age, internet holds one of the highest positions in dealing with business. It is a good platform for everyone to earn. *Americanah* is full of internet. It deals with different kinds of internet things, such as Youtube, Facebook, e-mails etc. Everyone is so much into blogging and putting up stories of everything related to them. Blogging is one of the primary source of earning today mainly by young people. In the novel one can find that Ifemelu is also a young girl who keeps blogging about the things happening around her. Like other teenagers, she is also socially active and she voices out her insecurities about race through her blogs. Internet is indeed a very good stage to earn money, but people are so much into it that they are gradually distracted and alienated from the inner peace of one’s soul, which leads to greediness, easy money, cyber crime etc. Chief Omenka is one such man in the novel who is very rich and makes good money through internet, as Nneoma points out, “He even helped me with capital to start over my business after those children of Satan stole my money last year” (Adichie 23). This is a clear indication that he is a rich man and he even lends money to others. We also learn that although he does not earn money in a legal way. Ifemelu states that Chief Omenka is a 419 and everybody knows it, that the “church is full of 419 men” (Adichie 51). 419 refers to someone who makes money running e-mail

scams in Nigeria. The number “419” refers to the section of the Nigerian Criminal Code dealing with fraud, the charges and offenders. The scams involve someone overseas who will contact you out of the blue by e-mail, letter, text message or through various social media. The scammer will tell an elaborate story about large amounts of their money trapped in banks during events such as civil wars or so, often in countries currently in the news. Or they may tell about a large inheritance that is difficult to access because of government restrictions or taxes in their country. The scammer then offers a large sum of money to help them transfer their personal fortune out of the country. These scams are often known as “Nigerian 419” scams because the first wave of it came from Nigeria. The “419” part of the name comes from the section of Nigeria’s Criminal Code which outlaws the practice. Sometimes the scammers ask the bank account details to help them transfer the money and use this information to later steal his/her funds. Or they may even ask them to pay fees, charges or taxes to help release or transfer the money out of the country through their bank. These fees may even start out as quite small amounts, but will later make up new fees that require payment before you can receive it. The fees will go on but one will never receive any such deal. No doubt it will bring lots of money. Adichie says she, “did not understand why Laura looked up so much information about Nigeria, asking her about 419 scams, telling her how much money Nigerians in America sent back home every year” (Adichie 163). This is one way of making money which is illegal and not right although it falls under the economic dimension of globalization. Adichie has also kept in mind to spread awareness to the people around the globe that this kind of fraud and negative effect can also take place. *Americanah* is such that every single page of it deals with issues connected with money or business or the things that are in touch with business. The characters in the novel, often talks about money in some way or the other. Money talk can be seen very clearly, the Chief states:

They said the National Farm Support Corporation is bankrupt and they’re going to privatize it. Do you know this? No. How do I know this? Because I have friends. By the time you know it, I would have taken a position and I would have benefited from the arbitrage. That is our free market! (Adichie 26)

And he continues...

The corporation was set up in the sixties and it owns property everywhere. The houses are all rotten and termites are eating the roofs. But they are selling them. I’m going to buy seven properties for five million each. You know what they are listed for in the books? One million. You know what the real

worth is? Fifty million. (Adichie 26)

This talk between Chief and Obinze is very clear that their talk is all about money. They were talking about a property and making a deal with it. Similarly this type of money talk can be seen throughout the novel among the characters. Their talk is mostly related with business or how to earn money and set up business. Ifemelu and Obinze both try to find jobs in every way possible, going from one place to another, visiting every private business sectors to get themselves enrolled in it.

Thus, these development, advancement or changes, be it positive or negative, in the field of economy which is bringing a change within the realm of business is called the economic dimension of globalization.

## **SOCIO-CULTURAL DIMENSION OF GLOBALIZATION**

Socio-cultural factor is another dimension of globalization. Globalization has a wide role to play worldwide. It has left its footprints in every sphere of life. The interchange of world views and ideas has resulted in a major transformation of the lifestyles and living standard of people globally. There is increasing interaction between people of different countries. As a result the food habits, dressing style, lifestyle, and views are being internationalized. Globalization has influenced the localized culture of one country by another country. When we talk about social and cultural factors it has to be connected with people. Social dimension also includes security, culture and identity, the inclusion and exclusion from society, and the cohesiveness of families and communities. Concerns and issues are often raised about the impact of globalization on employment, working conditions, income and social protection. Analysing the overall social and cultural impact of globalization, both positive and negative outcome can be seen. For some, globalization has been an instrument of progress; it has created wealth, expanded opportunities and provided a nurturing environment for entrepreneurship while for others, globalization has created unemployment, poverty, and marginalization. Apart from that one can also find multi-culturalism and hybridization because of globalization. The cultural dimension of globalization explores the intensification and expansion of cultural flows across the globe. Roland Robertson states that “Globalization as a concept refers both to the compression of the world and the intensification of consciousness of the world as a whole” (Robertson 8). Many critics and research scholars

claim that the world is being “Americanized.”

## Migration

Migration is one of the major factors of the dimensions of globalization. It is not a new phenomenon, since the beginning of human civilization people have always left their homes in search of better opportunities, both within and outside their own nationality. Economic globalization has put a new spin on global migration, causing human displacement. Migration for many becomes not a choice but an economic necessity mainly because of the unequal development of nations, and between rural and urban centres. Urbanization is an important driving force because urban areas offer many economic opportunities to rural people. They get to switch jobs rapidly, the incomes are higher in comparison to rural areas. In the same way, in *Americanah* also it is seen that many of the characters are from Nigeria and they have moved to the U.S so that they find better means for survival. In fact, the main characters, Ifemelu and Obinze also moves away from Nigeria. Ifemelu grew up as a young girl in Nigeria with her mother and father. Her mother was a religious woman and her father was an intelligent man who regrets never having had the opportunity to pursue an education, so when Nigeria was under military dictatorship, and people were seeking to leave the country, her parents decided to send her to Auntie Uju’s place in America who lives with her son Dike, so that she can get better opportunities to make out her dreams. Auntie Uju was also from Nigeria and she always wanted to become a doctor, but when she met a wealthy man called “The General,” who pays for all that she needed, she decided to become his mistress. But luck did not favour her and unfortunately when Dike was born, “The General” passed away. And that is when she learned that she needed to move to America to keep up her dream and achieve it. On the other hand is Obinze, who also wanted to go to America to live with his lover Ifemelu, but he was denied a Visa due to the 9/11 terrorist attack. But after some years, he travels to England with his mother and stays there illegally. While his stay in England he worked very hard to keep everything in place. And at the end it is seen that he eventually becomes a wealthy man working with Chief Omenka. Just like these major characters, there were also some small minor characters who because of globalization, moved to America to earn their living. There were many taxi drivers and also others, who work in restaurants and parlours to meet their needs. Hence Adichie writes, “Nigerians took on all sorts of names here” (Adichie 8). By the word “Nigerians” Adichie here refers to all the Nigerian drivers who migrated from Nigeria to America to make their lives better, and hence they adopt all types of names, and fake their accent in order to run their business without any difficulties. Ifemelu’s lover, Blaine in America, is again another character who

migrates to America, who says, “I came to America because I want to choose my own master.” He adds, “If I must have a master, then better America than France” (Adichie 339). Blaine also thinks that America is far better than the other countries and therefore he chooses America. He is an African-American professor at Yale who is very principled and high-minded. Ifemelu dates him for a long time, and they share a same passion for Barack Obama. Ginika is another friend of Ifemelu, who also moves to America and then helps Ifemelu adjust there, finding her the job with Kimberly. Emenike who is a boy, is very ambitious and lies about being rich, is a friend of Obinze. He goes to England, gets wealthy, and becomes pretentious and patronizing. From all these examples one can assume it very clearly that it is because of globalization, migration takes place. Because of the changing and developing society that they live in, they are able to move forward for a thing that can really bring a change in their life.

## Hybridization

Hybridization is another socio-cultural element of globalization. By the term “hybrid” or “hybridization” one is clear that it refers to a product that comes out from a mixture of two or more different things. Hybridity, one of Homi K. Bhabha’s notion, is a key element of postcolonial identity which discusses how culture blends from its original tradition. In *Americanah* one can see different kinds of hybridization. When migration takes place and people from two different groups mingle, the outcome is always a new language, or a new culture, which is always somewhat similar to both the groups. In this novel particularly the hybridization of the communication cultures between the West and the Nigerian is an important one. From the very beginning of the novel itself, hybridization can be viewed. When Ifemelu enters the salon she notices that the barbers are not American, she also observes the interior of the shops and finds a television with a very graphic video being shown and then when one of the braiders response to the video, she does so in improper English. It is clear that she speaks English in Nigerian accent which is because of hybridization of the Nigerian and English language. Cultural hybridity is distinct when Adichie writes:

She sourced Nigerian websites, Nigerian profiles on facebook, Nigerian blogs, and each click brought yet another story of a young person who had recently moved back home, clothed in American or British degrees, to start an investment company, a music production business, a fashion label, a magazine, a fast-food franchise. (Adichie 6)

This passage from the novel illustrates a cultural hybridity in the electronic sources. Adichie says that Ifemelu

is finding information about young Nigerian nationals from these sources. Adichie's writing touches the changing traditions of storytelling and communication in this passage, and therefore she combines the Nigerian tradition with the globalized western world. There is a hybridization in the culture of storytelling occurring. In traditional African cultures, communication of stories, whether fictional or non-fictional, was done through oral tradition, but in the contemporary West this is now done through websites, Facebook profiles, mails, and blogs. Though these sources of information are initially foreign to the Nigerian culture, through hybridity, it both becomes a part of the new Nigerian communication culture.

The communication between Ifemelu and the salesperson that Adichie presents, is where we can see how Ifemelu was speaking English:

"May I ask who I'm talking to?"

"My name is Ifemelu."

He repeated her name with exaggerated care. "Is it a French Name?"

"No. Nigerian."

"That where your family came from?"

"Yes." She scooped the eggs onto a plate. "I grew up there."

"Oh, really? How long have you been in the US?"

"Three Years."

"Wow. Cool. You sound totally American."

"Thank you."

Only after she hung up did she begin to feel the stain of a burgeoning shame spreading all over her, for thanking him, for crafting his words "You sound American" into a garland that she hung around her own neck. Why was it a compliment, an accomplishment, to sound American? She had won; Cristina Tomas, pallid-faced Cristina Tomas under whose gaze she had shrunk like a small, defeated animal, would speak to her normally now. She had won, indeed, but her triumph was full of air. Her fleeting victory had left in its wake a vast, echoing space, because she had taken on, for too long, a pitch of

voice and a way of being that was not hers. (Adichie 175)

In this passage one can clearly see how Ifemelu has changed in the way she speaks when she was in America. After moving to the United States she has become a hybrid of Nigerian and American culture. When she became a hybrid, at first she feels proud of having become someone else. However, when she thanks the young man and put the phone down, she realises that she has betrayed herself and her origins. Being a Nigerian girl and living in America, she was mixed up with both the ways of talking and thinking and the outcome was that she herself became a hybrid. Living in the western world is challenging, especially when globalization is at its highest peak. With globalization people move across national boundaries and it is because of globalization that they feel they should march together with the rest of the world and it is because of this hybridization takes place. In the last section of the novel the first thing any of Ifemelu's Nigerian friends say to her upon her return is: "Americanah!" Ranyinudo teased her often. "You are looking at things with American eyes. But the problem is that you are not even a real Americanah. At least if you had an American Accent we would tolerate your complaining!" (Adichie 385). While this passage could be looked at as a throwaway joke between two friends who have been apart for a long time falling back into old patterns, the sentiment behind Ranyinudo's comment speaks to something much deeper. Even though Ifemelu grew up in Nigeria, now that she has lived in America for so long she exists in this strange hybrid space. She never completely could become American and fit into its culture, yet her time in America still altered her enough that she could no longer fit into the Nigerian culture either.

Ifemelu has been observing American culture and how citizens and immigrants behave. She knows exactly how to act and how others will respond to her in a variety of situations. Although she recognizes that sometimes people like the business man can surprise her, she generally has the ability to control or predict how people are going to act due to her understanding of American culture, which is why she can handle the hybridization of her Nigerian and Americans. With globalization, the idea of hybridity and combining two cultural traits is becoming more and more prevalent in today's everyday world. When Ifemelu was in America she was more into the American culture. She was even forcing herself to use harmful chemicals to straighten her hair. African-American women, including Ifemelu, are tired of feeling that their natural hair is not considered beautiful and in some cases, it becomes the reason for not getting a job in America. It is seen that Ifemelu decides to undo her braids and ends up scalding herself in the process of getting her hair relaxed in order to attend a job interview as advised, "My only advice? Lose the braids and straighten your hair.

Nobody says this kind of thing but it matters. We want you to get that job” (Adichie 202). The standard of beauty in America and Nigeria are different and she has to mimic it to blend in. These women are so obsessed with straight hair, and are even afraid that their hair might turn into the original one if it gets wet by sweat or rain. It is thus a proof that they are accepting themselves as hybrids in America.

Ifemelu’s blogs about racism in America is also an example of cultural hybridity because even though she talks about the negative sides of America she also compares it to that of her past. She uses her blogs as a way to cope and understand the differences of America and Nigeria. There is a cultural gap that she sees and understands, but she still cannot fix herself within any one culture. She chooses to use elements of both and becomes the example of cultural hybridity. She also pretends to have an American accent so she will seem more American. Her mimicry of American accent is also a form of hybridity. Ifemelu merges herself with the American culture. She adopts American eating habits, living a healthy lifestyles and drinking lots of water. Even when she returns to Nigeria she joins the Nigeropolitan club group:

The Nigeropolitan Club meeting: a small cluster of people drinking champagne in paper cups, at the poolside of a home in Osborne Estate, chic people, all dripping with savoir faire, each nursing a self-styled quirkiness- a ginger-coloured Afro, a T-shirt with a graphic of Thomas Sankara, oversize handmade earrings that hung like pieces of modern art. (Adichie 407)

This group of peoples are returnees from America who share the same experiences and they “list the things they missed about America” (Adichie 408). Ifemelu misses “fresh green salads and steamed still-firm vegetables” that she got used to eating in America, but she also “loved eating all the things she had missed while away, jollof rice cooked with a lot of oil, fried plantains, boiled yams” (Adichie 409). These lines from the novel explicitly describe Ifemelu’s cultural hybridity.

## **Cultural Imperialism**

Cultural imperialism is another factor of socio-cultural dimension of globalization. It is the process and practice of promoting one culture over another. This happens during colonization, where one nation overpowers another country, typically one that is economically disadvantaged. The dominant country forces

its cultural beliefs and practices onto the conquered nation. Cultural imperialism can also be seen as one of the important aspects in *Americanah*. Adichie in *Americanah* has presented cultural imperialism where the American culture conquers the Africans, particularly Nigerians. Cultural imperialism has come a long way and it can still be seen today. Cultural imperialism also occurs through programs designed to assist other nations, particularly developing nations. For example, this can be seen when small groups from Western nations help out communities and villages at creating positive change, by teaching students English, in the belief they are being better prepared for opportunities outside of their native country. Such a practice, along with the ways in which students are being instructed, reinforces western ideals and behaviours, often to the detriment of existing culture. In this contemporary period, globalization has created new ways by which cultural imperialism can occur. With globalization, things get better since people get to access new ways and means to improve life. When things get better, it is believed that cultural practices associated with those Western minds are better than other cultures, and hence they tend to follow their ideas and values. This can be seen on examining changes in consumerism, images and content of art, music, fashion and clothing, and other activities, due to the influences of globalization. In *Americanah*, too, Adichie presents how the Western style is influencing Ifemelu and her other fellow Nigerians. For example, the spread of McDonald's hamburger, Burger King, frappuccino or ice-creams, represents positive economic change as they bring jobs. Ifemelu's aunt Aunty Uju, is one such example who went to work in Burger King for a part time job before she became a doctor. Apart from that it also changes the living style. Like the Americans, the Nigerians too follow up this trend of hanging out and having fancy foods in restaurants. Similarly there are many ways of cultural imperialism seen in the novel. Ifemelu also follows up the western style of dressing, she goes shopping in shopping malls and visits parlours to straighten her hair. She also gets access to various social media and internet like the Americans, about which she did not have any idea about when she was in Nigeria. She also adopts the American style of speaking English by imitating their accent. Another example of this can be given by Aunty Uju in her son Dike's case. Though Aunty Uju is a Nigerian, when she moved to America with her son, Dike, after the death of her husband, she was so much in love with the American culture that she wanted her son Dike to become like the Americans. Therefore when Ifemelu came to stay with them in America, Aunty Uju tells her to talk with Dike in English and also to teach and raise him up in an American way. She wants to see her son like the Americans who are seemingly perfect in every way. Even the taxi drivers from other parts of the country who landed up and are working in America, also try to fit into the American culture. Apart from that there are also other influences of American culture on the Nigerians in the novel. For instance,

when Ifemelu was in Nigeria she was young and did not care about the new technologies. But when she landed up in America, she learned that she needed to adopt all the trending habits so that she will not feel left out. She is from a place where these things are still far away but once she came to America, she started to live like the other Americans. Although it was hard for her at first and she struggled a lot, later she is seen as a smart young lady like the Americans who knows how to voice out their feelings. She became a strong woman, with a voice of her own. She even tried to fight against racism, making use of various types of social-medias and blogging. She became an independent lady who knows exactly what to do. Generally when we look at the Nigerian women, they are not as smart as the Americans, and also they are not given the freedom to do things as they want. They are always under the control of the male gender. But when Ifemelu was in America, she was influenced by the American culture where women are independent and have the right to do things as they wish. Similarly we also see how Adichie's characters are Americanized. They talk about the latest trends, read books, talks about numerous types of fancy things, television shows etc. They drive fancy cars, visits cafes and malls. We can see that American culture has taken over them completely and even when they went back to Nigeria, both Ifemelu and Obinze carry the American culture with them.

## **Inequality**

Inequality is another factor which can be seen in *Americanah*. Inequality in the form of economic, social inequality, racial inequality and so on. Inequality can be categorized under the negative social dimensions of globalization. In many cases in the novel inequality can be seen. Though globalization is taking the people to a higher level, there are characters in the novel like Ifemelu, Obinze, Auntie Uju, and many minor characters who face this challenge. When they moved out from Nigeria to another states, they realized their own place. They saw that people who were in the U.S were quite advance in every field. Their economic status was higher in comparison, their standard of living and working were different. Apart from that, they were treated as inferiors by the white people because of their skin colour. When these young people arrived in England or America, their heads were full of dreams, but when they began to work on their dreams they were hit back by race. They were not treated as equal to those of the white people. To this Ifemelu said that she came from a country where race was not an issue and that she does not think of herself as black. She realized she only became black when she went to America. Similarly, in America when Auntie Uju went to the public library and had forgotten to bring out the unreturned book from her handbag, the guard treated her badly because of her skin colour and said that their race never does anything right. Adichie

also shows that there are different layers of inequality in racism. She describes the inequality of skin colours in one of Ifemelu's blog post where Ifemelu says:

There is no United League of the Oppressed. However, all the others think they're better than blacks because, well, they're not black. Take Lilli, for example, the coffee-skinned, black-haired and Spanish-speaking woman who cleaned my aunt's house in a New England town. She had a greater hauteur. She was disrespectful, cleaned poorly, made demands. My aunt believed Lili didn't like working for black people. Before she finally fired her, my aunt said, "Stupid woman, she thinks she's white" (Adichie 205)

Although this woman is an employee of Auntie Uju, she feels superior because of the skin colour. Similarly when Ifemelu goes to a spa to have her eyebrows shaped before a wedding,

the Asian receptionist denies her the treatment saying that they do not do curly. Adichie shows how skin colour can still be the reason for ignorance. White is always considered as good:

White is always on top, specifically White Anglo-Saxon Protestant, otherwise known as WASP, and American Black is always on the bottom, and what's in the middle depends on time and place. (Or as that marvellous rhyme goes: if you're white, you're all right; if you're brown, stick around; if you're black, get back!) (Adichie 184)

From the above passages it is clear that people with different skin colours are treated differently. They considered white to be always on the top ladder, where the blacks are on the lowest ladder. Another discrimination is seen in the form of inequality, where the behaviour of contemporary White females towards Black females is harsh and rude. For example, when Ifemelu attended Curt's cousin, Ashleigh's wedding reception, she felt the jealousy and envy of the white women around them. Ifemelu was insulted by Laura. She makes sure that the young black female is kept at the bottom of the ladder. Ifemelu is considered ugly because of her skin colour in America. Adichie also exposes how the Black female disappears in the media by giving the conversation between Ifemelu and her boyfriend. Ifemelu takes him to a bookstore to show the racial bias:

Let's start with the covers." She spread the magazines on the table, some on top of the others. "Look, all of them are white women. This one is supposed to be Hispanic, we know this because they wrote two Spanish words here, but she looks exactly like this white woman, no difference in her

skin tone and hair and features. Now, I'm going to flip through, page by page, and you tell me how many black women you see." [...] "Three black women," he said, finally. "Or maybe four. She could be black." "So three black women in maybe two thousand pages of women's magazines, and all of them are biracial or racially ambiguous, so they could also be Indian or Puerto Rican or something. Not one of them is dark. Not one of them looks like me. (Adichie.295)

From the given passage, it is seen how black women are not given importance even in the globalized world. From the discussion it emerges that only three black women are portrayed in more than two thousand pages of women magazine. Ifemelu said clearly that not even a single woman is dark and that none of them look like her. Blacks are neglected and are regarded as ugly. Even in the process of globalization there is inequality in this field. This example can be seen very clearly in the form of advertisement in televisions and magazines while promoting beauty products. In every advertisement of beauty products, a white woman is presented as an ideal woman. She is considered as beautiful where a black woman is considered ugly. In most of the advertisement they present both the black and white woman together and differentiate it in front of every viewer, making them realize how the world is in favour of the white people.

## **Internet**

Internet is another factor of globalization which falls under the socio-cultural dimension. Internet is always associated with people, and all types of societal activities are included or flashed on internet. Today, internet is one of the easiest ways of communication and reaching out people of different places for different purpose. It is a tool which connect people and promote several things. It is a place where one can voice out one's emotion. It is also a great platform to promote business and earn money. *Americanah* is full of internet; such as blogging, e-mails, facebook, Youtube etc. This advancement is interesting as it a place where one can put up numerous types of things without any hesitation. Likewise in *Americanah*, Ifemelu is seen to be active on internet, presenting all types of experiences she goes through. After leaving her native Lagos to study in the US, Ifemelu becomes famous as a blogger on racial issues from the point of view of a non-American black. Apart from that, when Ifemelu and Obinze moved out from Nigeria, they both keep in touch via emails. Life in the United States was not as easy as it was in Nigeria. Being Black in the US was hard for Ifemelu, Auntie Uju and other blacks. After graduation and having worked for a few years, and being unable to cope any longer with the harsh and unfriendly situation in America, Ifemelu was compelled to become a blogger. It was not out of curiosity but a necessity, in order to fight back the racial discrimination against her and her fellow

Africans. She found out that internet was the only source where she can express her emotions and also a way to make a move against racism. Her blogging activities brought her to limelight, and she became a renowned blogger. Part of her earnings and survival in America was due to the blogging activities. From the very beginning of the novel itself Ifemelu says, "I write a lifestyle blog" (Adichie 4). Blogging forms an essential part of the novel and readers get a picture of Ifemelu's life. For example, in her first post, Ifemelu writes:

Dear Non-American Blacks, when you make the choice to come to America, you become black. Stop arguing. Stop saying I'm Jamaican or I'm Ghanaian. America doesn't care. So what if you weren't "black" in your country? You're in America now. We all have our moments of initiation into the society of Former Negros. Mine was in a class in undergrad when I was asked to give the black perspective, only I had no idea what that was. So I just made something up. And admit it- you say "I'm not black" only because you know black is at the bottom of America's race ladder. And you want none of that. Don't deny now. What if being black had all the privileges of being white? Would you still say "Don't call me black." (Adichie 220)

From this blog Ifemelu wants to tell that Black people that no matter where they hail from, in America they will always be made invisible. Americans will not care about their origin. For them Blacks will remain Blacks forever, always at the bottom of the racial ladder.

Adichie's use of technology allows Ifemelu to break free from the isolation she has found in America. Through her blog she is able to keep in touch with people and find support:

The blog had unveiled itself and shed its milk teeth; by turns, it surprised her, pleased her, left her behind. Its readers increased, by the thousands from all over the world, so quickly that she resisted checking the stats, reluctant to know how many new people had clicked to read her that day, because it frightened her. And it exhilarated her. When she saw her posts reposted on another site, she flushed with accomplishment, and yet she had not imagined any of this, had never nursed any firm ambition. E-mails came from readers who wanted to support the blog. Support. (Adichie 303)

Adichie tries to show how one is ready to support the other even through social media. People from different parts of the continent come together for one reason. They like, comment, and share their views and experiences and speak for themselves.

Internet has always been a helping tool for Ifemelu. In America, Ifemelu shared most of her

problems through internet. Similarly, hair making forms part of the social issues discussed on the blog posts. She seems to be so concerned with the expertise of hair making and style, hence she writes about Michelle Obama's hair style and other similar weaving pattern. She also talks about her hair in the text messages through phone to Wambui: *I hate my hair. I couldn't go to work today.* To which Wambui replied: *Go online. HappilyKinkyNappy.com. It's this natural hair community. You'll find inspiration.* (Adichie 209). Even through text messages one can see the social issue. As a prominent blogger, Ifemelu tends to write about almost everything- matters and issues of great social concern which in most cases affect the blacks particularly. Facebook and E-mail is another social source of the dimension of globalization. In the novel, it is through these sites that Ifemelu keeps in touch with her friends. Adichie writes, "At first, they wrote infrequent letters, but as cybercafés opened, cell phones spread and Facebook flourished, they communicated more often" (Adichie 14). On one occasion Obinze had gone on facebook in search of Ifemelu though he could not get it because she was not on facebook at that time. She eventually joined on getting to Nigeria. It is also through facebook that Ifemelu gets to meet Kosi, Obinze's wife, and it is there that Ifemelu learns that Obinze was in relationship with Kosi and has a child too. In the same way readers can see how the novel *Americanah* is full of talks through e-mails, phone text messages, twitter, facebook, Youtube etc. These various sources of social media are the sign of globalization in the novel. The issues that the characters portray through this social media are the social and cultural issues which they face in America. Through these different media they are able to socialize their problem throughout the world and reaching out people at a large stage. These sharing and reaching out people to spread the awareness of problems faced by the Blacks is also a means of globalization as they are reaching out to people around the globe.

In *Americanah*, Adichie represents the economic and socio-cultural dimensions of globalization in details. Her characters undergo economic and socio-cultural effects of globalization. Being a contemporary writer, she illustrates things from the point of view of a Black immigrant. She represents her characters so brilliantly keeping in mind the issues of a changing world. As a contemporary African novelist, her major characters are from Nigeria like Ifemelu, Obinze, or Auntie Uju. Adichie presents them as real life characters who are ready to accept different types of changes that is taking place with the emerging world as well as the problems that follows up when they immigrate to another country. We see that the characters experience the economic changes happening around them, as they move to other big cities or countries. They see the development or the trending things, which in turn, touch their lives directly or indirectly. With the advancement in global marketing to running different businesses, working and earning, one can see how globalization is

taking place at a fast pace. As the world is moving to a different stage, Adichie's characters too move towards that stage.

Globalization, as said earlier, is the development of things as well as people across the globe. The word can be used as a synonym to westernization. In the same way one can see that Adichie's characters are moving towards westernization. When they moved out from Nigeria they experience many changes in the way to development. From migration to mixing with the mass-culture, they also go through hybridization. Adichie is aware of the culture around her and hence she brings out her characters towards a mass-culture like McDonalds, ice-creams or fast-food cultures, they also became part of various social- networking sites like Facebook, Youtube, Twitter, E-mails and so on. Globalization is bringing a change in every circle of human life, and in this contemporary age every individual is aware of this change and so is Adichie, who is able to present such a scenario very keenly. Adichie herself was an immigrant and when she moved to the United States for higher education she realized how it feels to be an immigrant in a new country. Thus, experiencing these things she learnt how and what life is, she presents her readers a story that is relatable to her own and as well as of many others who share a similar life as her's. The novel not only is the love story of Ifemelu and Obinze but a story that deals with different types of contemporary issues from economic to socio-cultural factors of globalization.

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## *New Names.*

Political and Ecological are significant dimensions of globalization. Globalization is a broad term and its meaning can be defined in many different ways. As discussed earlier in the other chapters, the word globalization here refers to the transformation or advancement of things connected to people. It is the development that takes place across the world globally with better facilities and improvement of things. Political dimension of globalization is the dimension which deals with the intensification and expansion of political interrelations around the globe. Ronald Robertson, one of the pioneers of globalization theory, described globalization as the compression of the world and rapid increase of consciousness of the world as a whole. The political dimension of globalization considers how these processes raise important issues pertaining to the principle of state sovereignty, the growing impact of intergovernmental organizations and the future prospects for regional and global governance, global migration flows and environmental policies affecting our planet. In the year 2001, at a conference held in Michigan State University, Spivak, in her paper titled *Globalcities: Terror and Its Consequences* describes politics of globalization in a straight line:

Globalization as urbanization seems to me one of the least speculative strands in the thinking of globalization. It is yet another example of assuming the most visible violence to be violence as such, an inability to perceive (or worse not to perceive) the invisible power lines that make and unmake the visible. We can see cities exploding their spatial outlines and virtualizing into nexuses of telecommunication, or indeed being halted from such easy virtualization. That is part of our everyday; that is the canonical account of globalization. (Spivak 74)

Africa, being made up of several countries, experiences different political conditions since the beginning of its formation. It is a nation that has different political system. Nation comprises people of common culture, history and tradition in a political system. When we take a look at the history of Africa, it can be seen that there were many ups and downs and there were no single path to prosperity. It is a nation where each country has undergone so many hurdles in order to achieve independence. Africa was ruled by power-hungry corrupt leaders relying on a patrimonial system of governance. The people of Africa has seen the worst than the rest of the world, they have suffered and felt it in their heart, mind and soul. Their suffering, fighting, political violence are reflected in the work of Chinua Achebe, Ngugi Wa Thiongo and other first generation of writers. Life was never easy for the people of Africa. They have seen their loved ones leaving them. They have seen wars, terrorism, slavery, violence and all the horrible sides of life. But as time progressed, there has

been enormous changes and development taking place. Today when we look at Africa, it is totally different from the Africa that one reads about in the books of 1950s and 1960s. Countries in Africa have changed and with the world turning into a global one, the political sphere has strengthened and globalization is taking place. Globalization has a profound impact on political institutions and discourse, nationally and internationally. In the process of changing the nature of the state and the interstate system, new political orders are coming up. Globalization being a process of interaction and integration among people, companies, and governments of different nations have its effects on the environment, on culture, on economy, on political systems all over the world. It is making the big world into a smaller world by bringing people closer together, a world closer in time and space by cutting off borders, where goods, services and ideas move faster driven by technology. Political dimension of globalization deals with imperialism, social movements, social conflicts, global NGOs and IGOs, war conflicts, terrorism, and political violence, democratic parties, multinational organizations, civil society, human rights and so on. Overall, it is the expansion of global political system, and its institutions.

*We Need New Names* is a novel written by the contemporary African writer NoViolet Bulawayo. She is a Zimbabwean writer and her novel *We Need New Names* (2013) was included in the 2013 Man Booker Prize Shortlist, making her the first Black African woman and the first Zimbabwean to be shortlisted for the prize. *We Need New Names* as a contemporary novel, deals with various aspects of globalization. The opening chapter, *Hitting Budapest* was published in *Granta* and won the Caine short story prize. The novel is an unflinching and powerful story of a ten year old girl, Darling and her journey out of Zimbabwe and to America. Though she is too young for her age to navigate a fragile and violent world she had to. She lived in poverty with her friends in Zimbabwe following political unrest. Their homes were bulldozed by Mugabe's paramilitary police. Bulawayo gives a child's eye view of a world where there is talk of elections and democracy but where degradation and chaos become everyday reality, where death and sickness and the threat of violence lurk in a shanty town misleadingly named paradise, where people try to hold on to dignity while family fracture.

## **POLITICAL DIMENSION OF GLOBALIZATION**

Politics and ecosystem dimensions of globalization can be represented in this particular novel as most of the things happening are connected to these two dimensions. Politics is constantly viewed in the novel all through Darling's eyes. When Darling and her friends were younger and living in Paradise, they help hang up political posters that promise change, watch adults leave to cast their votes in an election, and come back

proud and hopeful, dancing and singing long into the night. The children in the novel loves to play imaginative political games having to do with global dimension and the worldwide search for Osama bin Laden. When Darling moved to America, she became more aware of the political sphere, she even witnessed the election of Barack Obama. There is a whole lot of political things which Bulawayo presents the readers. Ecosystem is another dimension which deals with environment in global context, urbanism, climate change, global health, sustainability, growth, food supply and agriculture etc. It examines the effects of global alliances on ecological issues. The present rapid rate of globalization driven by economic forces and materialistic aims is creating many environmental problems. Our explosive population growth, accelerated consumption and technological innovations have increased the scale of human impact so that they are pushing planetary limits. The increasing movement of goods around the world has produced problems of invasive species.

It is very important to study the political background in order to understand the condition of Zimbabwe. The Zimbabwe in which Darling and her friends live, is one of poverty. Since the 11<sup>th</sup> century or earlier the modern day Zimbabwe has been a home to civilization. Zimbabwe is a fertile area and Mapungubwe, on the bank of the Limpopo, was the first major trading centre in the area. The word “Zimbabwe” was first used by those early settlers which in the Bantu dialect Shona means “stone houses.” Zimbabwe was invaded by Portuguese and British and it even became a settler’s colony when the administrator of the region, Leander Jameson, waged war on the Ndebele kingdom in the year 1892. As in America and the other British colonies, the settlers soon felt that governmental control should be in their own hands. In 1923, Rhodesia became a self-governing crown colony. Black opposition to colonial rule grew between the 1930s and 1960s, but the colonists retained control. By 1953 Britain created the short-lived Central African Federation, made up of Southern Rhodesia, Northern Rhodesia and Nyasaland which lasted up to 1963. During this ten year span, the political groups that would shape the independence movement began to form. In the year 1964, when Ian Smith became prime minister and after petitioning Britain for independent status on the basis of White minority rule, he published the Unilateral Declaration of Independence in the year 1965. Over the next ten years, a guerrilla civil war over racial representation took place. The Patriotic Front continued to force Ian Smith until he made the concession that multi-racial elections would be held and as a result Bishop Abel Muzorewa was elected. Although he was elected, the public were not happy with the governmental shift and so the civil war continued. In 1980, elections were held again and the ZANU party won. Though there were some tension between the ZANU and ZAPU groups, at the end they united to form one party, ZANU-PF in the year 1987. In the year 1980, Robert Mugabe was elected and he continued to

be re-elected in the 1990s as well. But soon tension popped up between the whites and blacks because of the continued appropriation of some farms owned by white Rhodesians, Mugabe in a quick move called upon his supporters to occupy 500 white-owned farms in the year 2000. At the same time a new opposition party, MDC (Movement for Democratic Change), formed and threaten the chances of another sure ZANU-PF victory. The period leading to the next election 2002 was unfortunately bloody, people killing one another. With ZANU-PF winning, Mugabe published a list of 800 large, mostly white-owned farms to be taken by the government and redistributed to the lower classes. Though Mugabe retained power in 2002, the election was looked on by other nations as flawed. Between the period 2000-2008, under Mugabe's leadership, the people experienced an economic crisis and widespread food shortages. In the 2008 election the MDC led by Tsvangirai, defeated Mugabe. However, a run-off election was called for and Mugabe's ZANU-PF party was declared the winner. As a result, Mugabe and Tsvangirai decided to equalize power in 2008, and in 2009 Tsvangirai was sworn in as prime minister. When we look at the political scenario of Zimbabwe, it can be seen how the political system has been changing from the early 11<sup>th</sup> century. Today nations have united together for stronger development, helping out one nation after another and standing strong for one another in times of needs. Writing in a contemporary age, Bulawayo is well aware of the overall condition of her land and people which is reflected in her works. Even the environmental conditions of Zimbabwe is also changing from how it used to be earlier. The rate of global health, sustainability, urbanism etc.

## **Zimbabwean Crisis**

*We Need New Names* examines literary representations of Zimbabwean political instability that has affected Zimbabweans over the last decade which is widely referred to as the 'crisis,' the Zimbabwean crisis has also attracted global debate and many scholars have attempted to find answers as to what has contributed to the demise of a country that was once the pride of Africa. The crisis in Zimbabwe cannot be attributed to a single cause but a series of events, dating from the attainment of independence in 1980. It attributes the economic collapse that has led to the internal and external displacement of citizens largely to the political unrest within the country. The cause of the Zimbabwean crisis are complex, it concerns itself primarily with the aftermath of the Fast Track Land Reform programme, which appears to have caused the disruption of the lives of many citizens. The Fast Track Land Reform programme, initiated by government from 2000, was meant to correct land ownership imbalances that the "willing seller, willing buyer" 1979 Lancaster House had failed to do. Ironically, the crisis appears to have resuscitated literary creativity, such that a large body of

new writing has emerged which engages with the multiple aspects of post crisis. This type of situation causes terror: “Terrorism, the politics of the weak, has followed an upward trend” (Johnston et al. 451). Bulawayo’s novel focuses on the displacement of Zimbabweans and the diaspora, and of the hardship they face in their quest to integrate into American culture. Bulawayo engage with the dystopian Zimbabwean landscape and reflect on the mass movement of people, within the country and to the diaspora, to escape poverty, hunger and disease. Bulawayo explores the re-imagining and transformation of post Zimbabwean diasporic identity. Bulawayo’s personal experience is similar to that of Darling’s. Darling expresses reflective nostalgia because she has accepted that Zimbabwe has changed and that she may never return home.

## **Political Unrest and Social Movement**

Right from the very beginning of *We Need New Names*, one can see the political setting. The neighbourhood of Budapest is full of mansions of the Whites, with expensive gardens. Darling says, “there are guavas to steal in Budapest” (Bulawayo 1). It is clear that because of the political unrest, they had to starve in their own land. Their homeland Paradise is not exactly the paradise that everybody imagines and hence when they moved to Budapest they found out that the place was not like theirs. Darling says:

When we get right to the middle of Budapest we stop. This place is not like Paradise, it’s like being in a different country altogether. A nice country where people who are not like us. But then you don’t see anything to show there are real people living here; even the air itself is empty: no delicious food cooking, no odors, no sounds. Just nothing. (Bulawayo 4)

Everyday Darling leaves Paradise to get something better, stealing guavas, defecating on trash heaps. Darling and her friends Bastard, Chipso, Godknows, Sbhoo and Stina are young children who wear cast-off T-shirts given to them by aid workers, advertising brands they cannot afford and colleges they will never attend. It is very clear that because of the political unrest they were facing problem in Paradise, which led them to move from one place to another. Because of this unrest they also happen to meet different NGOs, who tries to help them. In this way they get to meet people from different places, globally they are interconnected through these groups. There are various social movements of people looking for a change. Usually in this type of movement one can see people coming up together for a common goal or to achieve or fulfil a demand. Similarly, Darling says:

A little ways past the playground we meet Bonfree and Messenger carrying stacks of posters in their

hands. They are trying to look like twins in the matching T-shirts with the little white hearts at the front and the word *Change* written in red just below the hearts. (Bulawayo 28)

Through their demonstration they try to be heard by the government or people who are in power to meet their demand. Messenger strongly tells the people to join them, “We’re demonstrating tomorrow, on Main Street, come and walk for change! Be the future!” (Bulawayo 29). Bornfree and Messenger are two young political activists in the novel who mobilize people to vote for change in the government. They talk about change, about new country, about democracy, about elections and so on. They want to bring change and march along with the rest of the world. They make posters to put on the door of each shack, to remind people they need to go and vote on the election day. Darling and her friends are also aware of the political scenario around the globe therefore Stina, one of Darling’s friend says, “I saw a picture of the president in a magazine. He was also with the president of Zambia and Malawi and South Africa and other presidents” (Bulawayo 61). Later in the chapter that follows, it is learned that Bornfree even lost his life and people draped his coffin with a flag of black, red, yellow, and green stripes, with a white heart on the front. It is the first time that Darling and her friends has seen such big gathering, “This is the first time we are seeing this many people at Heavenway” (Bulawayo 134). Many of them wore black T-shirt with the white heart at the front or with the word *Change*. They were sad but they were not like the mourners before, they do not cry and wail, nor do they lower their eyes to the ground or cross their hands behind their backs. They do not measure their footsteps, they just rush after the

coffin, whistle and raise their fists. They chant Bornfree’s name like they want him to appear from wherever he is. He is one such character in the novel who is an activist and died to bring change among his people. Even the sign on his grave says, “BORNFREE LIZWE TAPER, 1983-2008, RIP OUR HERO. DIED FOR CHANGE.”

## **Global NGOs**

NGOs are getting prominent in a globalized world. They are Non-Governmental Organization, usually a non-profit organization that operates independently of any government, typically one whose purpose is to address any type of issues or problem faced by a group of people. This group of organization does not confine themselves within a geographical boundary, instead they reach to people across the globe who are in need of help. In the novel, it is seen that Darling and her people are always visited by NGO. They are White

people who would come to them and greet them very passionately and then take pictures of them one after another, making them feel like a celebrity. “It’s like she has become Paris Hilton, it’s all just click-flash-flash-click” (Bulawayo 53). The children are offered toy guns, some sweets, and something to wear, and the adults are given “small packets of beans and sugar and mealie-meal.” Every time an NGO comes, they are provided lots of things. The children sing and wait for the lorry to approach:

The waiting is painful; we watch the lorry getting closer and closer, but it seems far away at the same time, like it’s not even here yet but stuck somewhere else, in another country. It’s the gifts that we know are inside that make it hard to wait and watch the lorry crawl. (Bulawayo 51)

The children are happy to see them always. They not only bring toys for the children but also different types of food for the adults. And even when the NGO lorry leaves, they run after the lorry, wave their toy guns and gifts in the air and shout out items that they want them to bring for them next. They hope to see things like: “shoes, All Stars, balls, cell phones, cake, underwear, drinks, biscuits, U.S. dollars” (Bulawayo 56) when they come back again. The children are so happy and excited that they do not even care about the groaning sound of the lorry which drowns their voices. They watch the lorry get smaller and smaller until it is just a dot and disappears. The NGO tries to make their life easier and better. They bring a change in their lives. The NGOs are like a blessing to them for they get to receive goods from far away countries that they can never ever visit.

## **Political Parties and Global Domination**

Besides NGOs, Political parties also try their best to bring change even though they fail in the eyes of people. They have talks with the global political system and build up relationships with different nations of the world, finding solution that is best suitable for their nations. The political parties upgrade themselves too with global political ideas and visions to make their people grow and improve from every side. They then go for election, making promises to people to bring change in their land, to eradicate different kinds of problems, and to help every single individual. Neither Zimbabwe nor Bulawayo are mentioned by name in the book, nor is the President, Robert Mugabe, but there are very obvious references to him and to the country over the first decade of the twenty-first century, the period of Darling’s growing up. Darling becomes aware of troubling paradoxes around her in the behaviour of others, and in herself too. She comes to embrace contradictions which are marked by long silences in conversations, particularly in the mobile phone

conversations she has with her mother and her childhood friends back home. She is unable to respond when she has conflicting answers in her head. She struggles to deal with the paradoxes she begins to sense. They are contradictions that migrants in America and Western Europe probably recognize in their own lives. Bulawayo's novel has much wider reference and a strong sense of purpose. She wants to explore the global experiences. They also move away from their own wretched land, so their hunger may be pacified in foreign lands, their tears, pains and blisters will be cured. In the chapter "How They Left", it has been said:

Look at them leaving in droves, the children of the land, just look at them leaving in droves. Those with nothing are crossing borders. Those with strength are crossing borders. Those with ambitions are crossing borders. Those with hopes are crossing borders. Those with loss are crossing borders. Those in pain are crossing borders. Moving, running, emigrating, going, deserting, walking, quitting, flying, fleeing-to all over, to countries near and far, to countries unheard of, to countries whose names they cannot pronounce. They are leaving in droves. (Bulawayo 145)

This explores the world-wide scale of despair and departure of people in order to experience a better life. Darling's observation of horrendous acts is unflinching and acute. The brutal actions of Mugabe's political mobs are nonetheless precisely situated in time and place. One can see through Darling's unblinking eyes, the tropes of violence and displacement in their own social and political milieu. Political violence, seen through unwary eyes of these children, looks different. It is no longer part of a political and historical reality, but a strange ugliness in humans, in the way they harm and humiliate their fellow human beings. No Violet Bulawayo laments the effects on poor people of intimidation and violence. Darling becomes more aware of the political sphere when she went to America. She witnesses the election of Barack Obama, which makes her family very happy. She also witness a speech made by the Zimbabwean president which makes her uncle very happy but her aunt unhappy, which is something that she does not understand, as it has to do with complex lines of trade and interaction between Zimbabwe and the west. Besides, Country-Game is another chapter where children play imaginative political country-games having to do with global domination and worldwide search for Osama Bin Laden to collectively work through issues of global power, inequality, and war. Country-game is a game of chase and war, where the country in the middle calls out a country to fight. A chase ensues. The caller gets to count a country out so the person representing that country has to sit out for the rest of the game. To play country-game one needs two rings: a big outer one, then inside it, a little one, where the caller stands. The outer ring has to be divided depending on how many people are playing and

cut it up in nice pieces. Each person then has to pick up a piece and write the name of the country on it, which is why it is called country-game. It is seen that the children gets busy drawing country-game on the ground, and it comes out great because the earth was just the right kind of wet as it rained. The children decide to “fight over the names because everybody wants to be certain countries, like everybody wants to be the U.S.A and Britain and Canada and Australia and Switzerland and France and Italy and Sweden and Germany and Russia and Greece” (Bulawayo 49). And if one loses the fight, then they must “settle for countries like Dubai and South Africa and Botswana and Tanzania,” and “nobody wants to be rags of countries like Congo, like Somalia, like Iraq, like Sudan, like Haiti, like Sri Lanka” (Bulawayo 49). The caller then calls on the country of his choice and the game begins:

The caller doesn't just call on any country, though; he has to make sure it's a country that he can easily count out. It's like being in a war; in a war you don't just start to fight somebody stronger than you because you will get proper clobbered. Likewise in country-game, it's best to call somebody who is weak runner so he can't beat you. Once the caller calls we scatter and run as if the police themselves are chasing us, except for the country that's been called; that one has to run right into the inner ring and shout, Stop-stop-stop! (Bulawayo 49,50)

And once everyone stops, the new country in the inner ring then decides who to count out. Counting out is done by taking at least three leaps to get to one of the countries on the outside. It is easier to just count the country closest to the outer ring, meaning whoever did not run that far, one must just do the leaps nice and steady, meanwhile the other county is counted out and has to sit and watch the game. But if one is the new country in the inner ring and cannot count anybody out in three leaps because of being slow, then one must pick the next caller and leave the game. It continues like that until there is only one country left, and the last country becomes the winner. While playing the country-game it is clearly stated in the novel, that the children wanted to be the powerful countries like the U.S.A., Britain, Canada, Australia, Germany or Russia, but none of them wants to be rags of countries like Congo, Somalia, Iraq, Sudan, Haiti or Sri Lanka. The children's intelligence or ideas about those countries clearly shows how they have or collected information about these powerful emerging countries. Today when we take a look at those countries, we see that those countries that the children want to be, are globally popular because of their growing strength in politics, economic, and other fields of advancement. People all over the world look up to these countries like superpowers and even build up strong relationships with these nations in order to strengthen their nations. And behind the advancement of

nations lie a political backbone. Although schools were shuttered, the children were aware of the world events, which is evident in the games they play. Like the “country-game”, “ find Bin Laden”, is a similar one where they make a search of Osama Bin Laden. Games are an important way the children in Paradise process the world. Through games, it is learned that the children wrestle with global politics and the disparities in quality between world powers and impoverished, politically unstable countries like their own at that moment.

## **ECOLOGICAL DIMENSION OF GLOBALIZATION**

Ecological dimension of globalization is another one which deals with environment. It examines the effects of global alliances on ecological issues. Looking at the environmental or ecological dimension from a scientific perspective, it is clear that life has always been globalized. However, the present rapid rate of globalization driven by economic forces and materialistic aims, is creating many environmental problems. Our explosive population growth, accelerated consumption and technological innovations have increased the scale of human impacts so that they are pushing planetary limits. Globalization is a phenomenon affecting the earth system. Within this context, both living and non living are put into focus. The ecological dynamics are changing nonlinearly through time for many locations. This dimension refers to the world being a highly fragile ecological system and an imbalance will cause effects on both local and global levels. The outcome of this dimension is reflexivity of late modernity where people have realized that technical progress and production of risk for the environment are closely related. In addition to wars and the changes that followed, there were lack of work and environmental protection. Western people and educated people in non-western societies are aware of these risk due to modernity, spread of information by news and internet, or by changing weather conditions. Under this dimension of globalization, various issues like the environment in global context or food supply and urbanism, sustainability, growth or global health etc are taken into account. When we talk about global health it refers to the health, of populations in the global context. Similarly, all the various things that fall under the dimension of globalization are accounted from the point of view of global perspective. Ecosystem or ecological globalization also refers to global environmental issues such as population growth, access to food, the gap between the rich and poor people, global environmental degradation etc.

## **Problem of Food Supply and Food Companies**

Along with political dimension NoViolet Bulawayo also bring up issues which can be categorized

under the ecosystem or environmental dimension. In the novel when she tells the story of Darling and her friends and the terrible aftermath of political clashes under Robert Mugabe, she also mentions how Darling and her friends and family had to face several problems as they begin to understand and go through the harsh reality of everyday life. Right from the beginning, the narrator and main character of the novel, Darling, tells us that she and her friends Bastard, Chipo, Godknows, Sbhho and Stina are on their way to Budapest to get guavas so that they can kill their hunger. Darling says, “We are on our way to Budapest,” “There are guavas to steal in Budapest, and right now I’d rather die for guavas” (Bulawayo 1) After their houses were bulldozed by the paramilitary forces under the reign of Mugabe, they are forced to face such hard times. Though their conditions were much better once, they had to be, for there were no other options left for them. Darling even mentions in the later chapter that they were rich and lived in big-big houses and had enough to eat and lived a good life. But now things were not the same anymore, they had to struggle for their daily bread. Darling says, “We didn’t eat this morning and my stomach feels like somebody just took a shovel and dug everything out” (Bulawayo 1). “Somebody’s stomach makes a loud long sound and I remember I am hungry” (Bulawayo 69). These lines clearly show how pitiful their life is. From their craving for guavas one can learn that they are really out of food. Their hunger even led them to steal. Though the world produces enough food, when war and conflicts arises, people in the world had to have a hard time. We see in the novel later that this problem is being tackled by the NGOs. The NGO people bring truck full of things for the children and adults. They provide food like packets of beans and sugar and mealie-meal to the adults. When we look back to the history of Africa, they are tribal people who work hard and produce their own food by agriculture. In most of the early African novels of Chinua Achebe and Ngugi wa Thiong’o, there are several references to their agriculture and food production, their important food and crops and even the festivals celebrated for the cultivated crops every year. But when wars and problem arises it becomes impossible for them to work on their own. Like the people in Bulawayo’s *We Need New Names*, they had to no food to eat and fill their stomach. They can only depend on the NGOs and think of stealing fruits from the rich neighbourhood Budapest. Their craving for food never ends, as the story continues, Darling narrates:

The uncle and aunts brings goat insides and cook ezangaphakhati and sadza and mbhida and occasionally they will bring amacimbi, which is my number one favourite relish, umfushwa, and other foods from home, and people descends on the food like they haven’t eaten all their lives. They tear off the Sthwala with their bare hands, hastily roll and dip it in relish and pause briefly to look at one another before shoving it in their mouths. Then they carefully chew, tilting their heads to the side as if

the food speaks and they are listening to the taste, and then their faces light up. When they cook home food, Aunt Fostalina will forget she is on a fruit diet. (Bulawayo 161)

When Darling moved to America she saw that things were not the same like it was in Africa. In every field, they were developed, there were more food to eat, Darling said, "In America we saw more food than we had seen in all our lives and we were so happy we rummaged through the dustbins of our souls to retrieve the stained, broken pieces of God" (Bulawayo 238). They were so happy and grateful to see varieties of food at a very low rate, they even hold their breath and thought that there must be a God:

In God We Trust too now, In God We Trust for real, and began praying again. At McDonald's we devoured Big Macs and wolfed down fries and guzzled supersized Cokes. At Burger King we worshipped Whoppers. At KFC we mauled bucket chicken. We went to Chinese buffets and ate all we could inhale- fried rice, chicken, beef, shrimp, and as for the things whose names we could not read, we simply pointed and said, We want *that*.

We ate like pigs, like wolves, like dignitaries; we ate like vultures, like stray dogs, like monsters; we ate like kings. We ate for all our past hunger, for our parents and brothers and sisters and relatives and friends who were still back there. We uttered their names between mouthfuls, conjured up their hungry faces and chapped lips- eating for those who could not be with us to eat for themselves. And when we were full we carried our dense bodies with the dignity of elephants- if only our country could see us in America, see us eat like kings in a land that was not ours. (Bulawayo 239)

From the quotations above, one can get a clear picture of food and supply and the agricultural system in Africa, of how things were before in Africa and how war has changed their lives and how the NGOs were trying to help them to fulfil their basic needs. Later when Darling moves to America she finds out that the food system there is quite different, with plenty of foods to eat at a very cheap price. They have varieties of option to go for, besides there are big companies of food that runs globally like McDonald's, Burger King or KFC, which makes them happy. When they were in Paradise living in their small tin shacks, they had no food to eat and they had to depend on stealing fruits from the White colonies near their locality. When we study the whole thing, we get a global picture of the food and supply. By global picture, it refers to the food and supply of different countries and how the people in different places experiences different level of situation. Besides,

those big food companies are the ones that operate almost everywhere in the world. These companies serve the same food of different varieties and therefore connects all the people of the world in one platform.

## **Environmental Urbanism**

Urbanism is another thing that falls under the ecosystem or environmental dimension. Urbanism as defined by Wikipedia is “the study of how inhabitants of urban areas, such as towns and cities, interact with the built environment.” In other words it is the study of life and human interaction in metropolitan areas. It is the process where we mould our cities and our cities mould us. It organizes the economic and social life of a community. On one way it can be said that it is the development that takes place on the environment of both human and non-living materials. There are several examples of urbanism in the novel written by Bulawayo. When Darling moved to America to live with her Aunt Fostalina, she noticed that the Americans were completely different, their way of living, thinking, eating and all were like living in a dream world, where everything was available and easy to access. Darling says, “You will not even hear a vendor singing her wares, and you will not see anyone playing country-game or chasing after flying ants” (Bulawayo 147). This line clearly explains how well the city is developed and that how children do not play around outside like they used to do in Paradise. They talk about the on-going trends like McDonald’s or KFC or Burger King. They discuss about celebrities like Justin Bieber and Lady Gaga, and television program and dramas *High School Musical* and *That’s So Raven*. In Paradise these things were completely not there and it was out of the box in America people were living in the next level with Music, iPods, headphones, and all kinds of latest technologies and brands. The development of latest technologies were making the people smarter. They could even Google and see what they want to know. They just have to type n click on the button and they could check out the images, videos, and all the stories associated with it. The houses in America were really big and many storied, which are all designed beautifully. The “cream tiles and bright-bright lights and orange chair” (Bulawayo 177) describes the beauty of the house. Darling was even amazed when she saw the toilet that flashes itself after being used, she says, “I pee, wipe, and the toilet flushes itself” (Bulawayo 174). Life was easy in America, they live in peace and enjoy eating and drinking in fancy restaurants and cafes. Even at home they enjoy good food, drinking coffee or soft drinks from straws like in cafes. They could read magazines, watch televisions and use internet doing Facebook and Skype, to chat and video call their friends who are far away from them. When Darling was there she also learned and adopted the American way of speaking and living. Of course it was difficult for her at the beginning but as she stayed longer, she

transformed herself like the Americans there. Even her friends in Paradise were surprised to see her with a completely different way of living. These show the development of towns and cities and the development of human life because of urbanism.

## **Climate Change**

Another thing that falls under environmental dimension is climate change. It refers to the climate change and weather condition in different places of the world. Because of global warming the earth's temperature is getting warmer and warmer. The Paradise in which Darling and her friends lived is a hot and humid place. In the novel it is seen that Bulawayo has written about the climate of America. When Darling arrives in America, her cousin TK who is a fat boy tells her:

What you will see if you come here where I am standing is the snow. Snow on the leafless trees, snow on the cars, snow on the roads, snow on the yards, snow on the roofs- snow, just snow covering everything like sand. It is as white as clean teeth and is also very, very cold. It is a greedy monster too, the snow, because just look how it has swallowed everything; where is the ground now? Where are the flowers? The grass? The stones? The leaves? The ants? The litter? Where are they?  
(Bulawayo 148)

These quoted lines from the novel show the climate of America which is quite different from Africa. America as described in the novel is cold and full of snow. The thickness of the snow even covered the ground, the beautiful flowers, grasses, stones, leaves, ants and even the litters. Darling's cousin TK even says that the weather is so cold that it could even kill her and that she should go back to where she has come from, which indicates that the place from where she has come is definitely not snowy like it is there. Here one can mark the climate change of two different places.

Globalization is not only about economic but also the change that is taking place on the earth at a large scale. Giddens' description proves the idea of globalization clearly. He says, "Globalization, as I shall conceive of it in what follows, at any rate, is not only, or even primarily, about economic interdependence, but about the transformation of time and space in our lives" (Giddens 30,31)

*We Need New Names* is a struggle of political dimension of the Zimbabwean in particular. It is also a cry for the search of identity which Bulawayo has presented with the story of Darling and her friends. Within

the story of Darling and her friends political and ecosystem or environmental globalization is represented. Starting from shifting their homes because of political violence, to going through many hard times like fighting for survival, crisis of food, to people looking for their own rights, working of NGOs to moving into urban cities Bulawayo has portrayed the global dimension of political and ecosystem wonderfully.

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## Chapter-4

### A Comparative Study of Globalization and its effects in *Americanah* and *We Need New Names*

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Comparative study as discussed in the introduction is the study of two different things carried out in order to draw a new conclusion. Comparative study sharpens our knowledge and understanding and helps us to look a thing from a different perspective. In order to carry out the study two things must be brought together and studied in detail keeping in mind all the things associated with it. A comparative study not only compares but also examines the positive and negative aspects of the study taken for. In every study there is always a positive and negative aspect. A comparative study helps the researcher to find a new conclusion studying two different areas or work that goes through the social, cultural, economic or political framework. It studies the background of the work or the writer or the things connected with it so that a better comparison can be drawn. In literature comparative study is the interdisciplinary field engaged with the study of global literature across borders, nations, time periods, themes, forms or genres. Researchers not only compare and

contrast literary works of different languages and cultures, but also focus on works produced by different nations and cultures that share a common language. When we look back historically, comparative literature has shifted from narrow, selective studies on European masterpieces and works of former colonial powers to more multidisciplinary research. It has moved from a Eurocentric outlook to a global one, including minority literatures. Today when we take a look at different researchers, it can be noted that comparative research or comparative study has been carried out in varieties of subject matter as per the interest of the researcher. In this chapter a comparative study of Chimamanda Ngozi Adichie's *Americanah* and NoViolet Bulawayo's *We Need New Names* will be brought for comparison. A thorough study of both the novels will be done and the positive and negative aspects of globalization will be brought out from both the novels. A comparative study of the effects of globalization will be done.

Both the novels are from Africa, *Americanah* from Nigeria by Chimamanda Ngozi Adichie and *We Need New Names* by NoViolet Bulawayo from Zimbabwe. Both the novels are a product of twenty-first century globalized world. The novels are both connected to the day-to-day Nigerian and Zimbabwean life and it holds its root in the history of African struggle story that they are battling till date. Contemporary writers are writers who are updated with all kinds of situation going around world-wide. Like the world progressing with all sorts of advanced technologies, ideas and strategies, even these writers are moving along with the progressing wheels. To make a comparative study of both the novels would be interesting as we can see that both the novels comes from Africa although from different regions. Apart from that, both the novels have been written by two famous contemporary writers who are at present still active and writing, travelling around the world and giving lectures and seminars on the current world issues. Both Chimamanda Ngozi Adichie and NoViolet Bulawayo are popular world-wide and they both have won many awards and prize for their wonderful and brilliant works, as well as many individual awards. *Americanah* and *We Need New Names* are popular novels and were published in the same year 2013. A deep analysis of both the novels gives us an idea of globalization and its dimension that is networking across the globe. Globalization which is known for the advancement, development and movement of things around the world, has also some negative impact on the people. Along with the positive vibes the negative forces will also be represented and brought into light, as it is obvious that everything on this universe has both pros and cons, without which it would be a failure. Globalization has different dimensions and these dimensions have both positive and negative effects. Both these novels are of contemporary period and Adichie and Bulawayo have written about things that are prevailing at the present. Both the novels reflect different dimensions of globalization. The novels deal with

economic, political, social, cultural and environmental dimensions of globalization. Yet the novels have both positive and negative effects of globalization. Because of globalization the economies of the world are being increasingly integrated, like for example, mobile phones and internet have brought people closer. The world is becoming a smaller place. Work can be outsourced to any part of the world that has an internet connection. Because of improvements in traffic infrastructure, one is able to reach one's destination in a shorter time. The process of globalization includes a number of factors which are rapid technology development that make global communications possible, political developments such as the fall of communism, and transportation developments that make travelling faster and more frequent. These produce greater development opportunities for companies with the opening up of additional markets, allow greater customer harmonization as a result of shared cultural values, and provide a superior competitive position with lower operating costs and access to new raw materials, resources and investment opportunities. Looking into the novel one can find that both Ifemelu and Darling are young girls who move to another country which is way more globalized or westernized. They travel to another country in search of better opportunities. They work in small business companies and try to adjust themselves with the new culture but mostly they end up being nowhere for being a foreigner to that land. Although because of globalization their lifestyles change in new cities, yet they are always connected to their roots for which they can never change themselves. When we take a look at the novel *We Need New Names*, it is seen that people of the village do not accept the NGOs that send white people to help the villagers with their daily needs. Though the children and adults are happy to receive things, yet they scorn them sometimes. On the other hand it is seen that Darling's mother is frequently away from the daily tasks of family life as she goes to the boarder to engage in trade. Whereas in Adichie's *Americanah* it is seen that technology runs everything. It is through social medias like Facebook, Twitter, YouTube and other sources, that Ifemelu tries to fight back against racism by putting up different types of blogs. Although social media connect people of different places together, it has many positive and negative effects. Ifemelu tries to fight for her identity through internet, again sometimes it is the same internet that shatters her for all the negative responses she receives from the blogs. It is also through Facebook that Ifemelu learns about Obinze's relationship with a new lady. Apart from that when we view Obinze's life, it is seen that he works as an illegal worker in London which makes him a wealthy man within a short period of time. He becomes a property developer and earns more than he needs.

## **Effects of Globalization**

Globalization has brought many changes into people's lives and has made the world a global community as a global village. With the advancement of technology, transport, communication, education and all kinds of political, social, cultural or expansion of trade relations, is affecting lives constantly. These effect of globalization is reflected in every sphere of lives and the society. Globalization has brought benefits in our society at a huge rate, yet it has also brought many negative things that are ruining our world and people. Like other forces, globalization has also its positive and negative effects. It affects the quality and standard of life, organizations, governmental policies. In *Americanah* and *We Need New Names* the effects of globalization can be marked clearly when one goes through the novels. In both the novels, both the positive and negative effects of globalization are presented by Adichie and Bulawayo.

### **Positive Effects of Globalization in *Americanah* and *We Need New Names***

The positive effect of globalization goes with all the positive development in the society and the lives of people because of the inter-relationship that has been developed or built up with the help of connectivity and association throughout the world. In both the novels the positive effects of globalization can be traced. Some of the positive effects of globalization are the development that takes place in the economic, political, social or cultural sector. There is a touch of all these development in the novels. When we check out the economic sector in the novels, there are many changes and new strategies that the writers have brought into light. The latest trend and brands that are used by people all over the world are being focused, which is a sign of positive effect of globalization. Also the buildings and infrastructures are signs of positive development. In *Americanah*, Adichie writes:

She liked watching the locals who drove with pointed courtesy and parked their latest model cars outside the organic grocery store on Nassau Street or outside the sushi restaurants or outside the ice cream shops that had fifty different flavours including red pepper or outside the post office where effusive staff bounded out to greet them at the entrance. (Adichie 1)

The beginning of the novel itself gives us the picture of positive effect of globalization. This advancement that takes place with the growing of time is global and it keeps on growing at a high rate. When we take a look at the lives of people during the time of Achebe or Soyinka, it was different from the lives at present. The lives of Africans were one of a kind that was filled with of struggle, pain and poverty, but with time and communication one can see development taking place in Africa. The people also get chances to move out and

experience a better life in different parts of the globe. In this novel, the main protagonist, Ifemelu, also moves out to the United States to stay with Aunty Uju. There are many other Nigerian like Ifemelu who move out to big cities in order to live a good life. Ifemelu sees that the people out there with all kinds of latest developments in every field. The big shopping malls and parlours that Ifemelu go for shopping, are all examples of positive effects of globalization.

The restaurants, the big giant bag of Tostitos, Chicken Nuggets, McDonalds and other stuffs like ice creams, chocolates or burgers mentioned in the story are signs of globalization that are spreading and taking position everywhere, giving us a life that is full of luxury and comfort and the access to everything that people want to have. Apart from food there are various latest car brands mentioned in the novel such as BMW and Range Rovers. "He had only to drive to a gate in his BMW and the gateman would salute and open it for him, without asking questions" (Adichie 430). These brands are the ones that are famous worldwide and in everybody's bucket list. The next thing that shows the positive effect of globalization is the use of latest technologies, and social media through various gadgets. When Ifemelu was in the United States she had to deal with many racial discrimination, so with the help of social medias she tried to fight back against those discrimination and criticism:

They were conditioned to fill silences. If they asked what she did, she would say vaguely, "I write a lifestyle blog," because saying "I write an anonymous blog called *Raceteenth or Various Observations About American Blacks (Those Formerly Known as Negroes) by a Non-American Black*" would make them uncomfortable. She had said it, though, a few times. Once to a dreadlocked white man who sat next to her on the train, his hair like old twine ropes that ended in a blond fuzz, his tattered shirt worn with enough piety to convince her that he was a social warrior and might make a good guest blogger. "Race is totally overhyped these days, black people need to get over themselves, it's all about class now, the haves and the have-nots." He told her evenly, and she used it as the opening sentence of post titled "Not All Dreadlocked White Americans Guys Are Down" (Adichie 4)

Social media and technology helps them to stay connected with one another. It also connects people from all over the world. Apart from that it also helps in earning money by blogging. Blogging in this novel plays one of the important roles. It helps to stand against the racial discrimination that has been prevailing and to what they have been fighting for many years. Technology and internet has added a helping to stand one more time

against this never ending discrimination:

Don't say "Oh, racism is over, slavery was so long ago." We are talking about problems from the 1960s not the 1860s. If you meet an elderly American black man from Alabama, he probably remembers when he had to step off the curb because a white person was walking past. I bought a dress from a Vintage shop on eBay the other day, made in 1960, in perfect shape, and I wear it alot. When the original owner wore it, black Americans could not vote because they were black. (And maybe the original owner was one of those women, in the famous sepia photographs, standing by in hordes outside schools shouting "Ape!" at young black children because they did not want them to go to school with their young white children. Where are those women now? Do they sleep well? Do they think about shouting "Ape"? ) (Adichie 326)

With all these discrimination it was hard to find a stand and voice out one's beliefs. Globalization and modern technology has helped them, making things easier. When Ifemelu wrote a long e-mail to Wambui about the bookstore, Wambui replies back that she should start a blog. Though she was not familiar with blogging kind of things, she thought that it was a good way and great platform to reach out many people:

Blogs were new, unfamiliar to her. But telling Wambui what happened was not satisfying enough; she longed for other listeners, and she longed to hear the stories of others. How many other people chose silence? How many other people had become black in America? How many had felt as though their world was wrapped in gauze? She broke up with Curt a few weeks after that, and she signed on to WordPress, and her blog was born. She would later change the name, but at first she called it *Raceteenth or Curious Observations by a Non-American Black on the Subject of Blackness in America*. (Adichie 296)

The other positive effect of globalization in the novel is the development and advancement of life with different types of latest technologies. The characters in the novel are aware of the on-going global consciousness, be it in the world of entertainment, political concerns etc. It can be seen that the characters talk about latest news about models, actresses, gadgets, political issues and so on. They talk about famous people like Kim Kardashian, Barack Obama, Michelle Obama and various fashion magazines and gadgets like BlackBerry. They also use various types of social medias like Facebook, YouTube or Email to contact and keep in touch with one another.

Life has become easier with globalization and it tends to keep people happy. The shopping malls, beauty parlours or restaurants not only sell one's needs but also provide job opportunities for people. It has also shaped lives and provided standard live-style. It is also seen that many Nigerians would move out to the United States to look for job, the Taxi drivers are such examples. They become drivers and earn all that they can in order to look after their family. Some even join big companies and some opened small business centres to sustain themselves.

Adding to that, it can be seen that the characters are up to date with the political affairs of the nations. They talk about various political issues and elections and give their opinions about it.

Similarly in NoViolet Bulawayo's *We Need New Names*, too, there are many positive effects of globalization. In the novel when Darling and her friends and neighbours were forced to leave their beautiful homes and live in small houses made of tins because of political unrest, it is learned that they were helped by NGOs. They were helpless and were wandering from place to place in search of food and shelter. Their hunger forced them to move towards Budapest and find all possible things to eat. Darling and her friends Bustard, Chipso, Godknows, Sbhoo and Stina move out to steal guavas from the rich neighbourhood for they were hungry. Though they were assigned to do many works by their parents, they decide to go and steal. Darling says:

We are going even though we are not allowed to cross Mzilikazi Road, even though Bastard is supposed to be watching his little sister Fraction, even though Mother would kill me dead if she found out; we are just going. There are guavas to steal in Budapest, and right now I'd rather die for guavas.  
(Bulawayo 1)

Later in the novel we learn that this hunger was filled by the help of NGOs. NGOs are non-governmental organization that operates all around the globe. This can be a positive effect of globalization as they help people who are in need in any corner of the world. Globalization is changing the society and this, in turn, is changing the mindset of people. It gives them new ideas to open up ways to earn and help people in return. In the novel Darling and her friends and family are the victims of the political unrest in Zimbabwe. They lost their houses and all the wealth which forced the children to rush to their rich neighbourhood to steal fruits. This poverty and hunger-stricken group of people in the novel are provided with various kinds of help by a group of NGO. Their hunger, clothing and daily necessary needs are supplied to them from time to time making sure

that they do not go to bed hungry. The children in the novel are happy whenever they see the NGO lorry coming to their area. They even quit their games and start singing and dancing and jumping and run towards them in no time. The children do not even care about the dust and pollution that covers them up, instead they just clear up the playground for the lorry to stop. The children's happiness is a proof that they really make them happy whenever they come. Thus, they never get bored to see the lorry of the NGO approaching them in full of dust. The little children would line up to receive their gifts with their happy faces, which is followed by the adults:

At first we try and line up nicely, as if we are ants going to a wedding, but when they open the back of the lorry, we turn into dizzied dung flies. We push and we shove and we yell and we scream. We lurch forward with hands outstretched. We want to grab and seize and hoard.' (Bulawayo 53,54)

The children are given toy guns, sweets and t-shirts that are branded. And the adults are would be given packets of beans and sugar and mealie-meal so that they can prepare it and feed their families. When the NGO lorry leaves, they would take off and run after it happily waving at them:

We wave our toy guns and gifts in the air and shout what we want them to bring us next time: shoes, All Stars, balls, cell phones, cake, underwear, drinks, biscuits, U.S dollars. The groaning sound of the lorry drowns our voices but we continue to run and shout regardless...We watch the lorry get smaller and smaller until it's just a dot, and when it finally disappears we turn around and walk back towards the shanty. Now that the lorry is gone-gone, we do not scream anymore. We are as quite as graves, sad like the adults coming back from burying the dead. (Bulawayo 56,57)

From the above passages from *We Need New Names*, it is clear that the NGOs were doing their best to help the victims of the political unrest. NGOs are not only concerned about one particular group of people but to each and every human race that are going through hard times. They are like a blessing to many people not only of wars but also of natural disasters and other crisis all over the world. They travel from place to place to help people in need of help. This help can be taken as the positive effect of globalization because it is through co-operation, sharing ideas and various stuffs that such act of love and kindness could be carried out to the needy on a global scale.

Another positive effect of globalization is the growing awareness of each other's culture. Different people have different culture and each culture is beautiful in their own way. The world is turning into one big

global culture and globalization allows people to learn about other cultures and develop a wider cultural understanding through the internet and other increased opportunities for international travel. As globalization has helped to improve human connections, people are getting the opportunity to explore more cultures. The positive effects of globalization on culture are many. All the good practices of the world were not born in one civilization. The world that we live in today is a result of several cultures, as people get the opportunity to stay connected and integrated with each other. Societies have become larger as they have welcomed people of other civilizations and backgrounds and created a whole new culture of their own. Cooking styles, languages and customs have spread due to globalization. The same can be said about the movies, musical styles and other art forms. People of the contemporary period tend to follow up the popular style and trending things that everybody uses. They are conscious and aware of current happenings going on.

### **Negative Effects of Globalization in *Americanah* and *We Need New Names***

Globalization also have some negative effect on people. Though it has brought many development and changes and made life easier and comfortable to live, it also has affected many lives and put them into troubles. Globalization has its side effects to the developed nations. Because of it, there are various problems arising. As globalization has opened the sources for varieties of job, problems like job insecurity arose. It also causes environmental damage, terrorism, fraud, cultural imbalance, loss of identity and so on. Everything on this earth is inter-related to one another. To the development and changes that are made on the earth, there may arise a negative impact on human lives as well. Globalization is like success or the achievement of something great by people that promotes or push them to a higher level, but with all these attainment human beings also undergo several drawbacks. In *Americanah* and *We Need New Names* one can find such disadvantages or negative effects of globalization. Human way of life is never the same, it keeps on changing every now and then, a change for the good but many a times along with positive development or changes the negative side also pops up. At this globalized age when people encounter new inventions and dreams every morning, it is really difficult for individuals to stay focused on one particular position or job, for it is human nature to always hunt for something bigger or achieve something greater. Human life is not constant, and therefore it changes from time to time according to the development of things around them. When life is surrounded with varieties of chances, there is no question for an individual to stay at one particular point without any movement. People are made to find more, encounter more, earn more, dream bigger and hope for the best.

In both the novel, it is seen that the characters in the novels go through the problem of job insecurity. In *Americanah* one can see that Ifemelu and Obinze went through this problem of job insecurity. When Ifemelu and Obinze travelled abroad, they both had to go from one company to another because they could not find suitable jobs. There were many opportunities and options but they could not make up their mind to settle down for a single job permanently. Because of the availability of choices some bosses were rude while some pay very less and try to dominate. This type of treatment from the authorities toward the worker makes them leave their job and look for another with better conditions. Even the workers or job seekers do not hesitate to leave and go for another because they are aware of the many opportunities and choices yet to explore. Ifemelu and Obinze also faced this same kind of problem. They could not settle down for one particular work. By the end of the novel, it is seen that they both return back to Nigeria to open up their own business company and start their own work.

A prominent negative effect of globalization in *Americanah*, is fraud through internet. Nigerian scams involve someone overseas offering an individual a large sum of money or a payment on the condition that a person helps them to transfer money out of their country. Though these scams originated in Nigeria, they now can be seen all over the world. In *Americanah* too Adichie represents the world of scams through Obinze. Obinze also goes through this scam to make money when he finds it difficult to get a suitable job. The scammer tries to contact people out of the blue by email, letter, text message or through other social medias. The scammer tells an elaborate story about large amount of money and then asks them to pay good amount of transaction fee, which is the money they make. These scams are often known as “Nigerian 419” scams and the first wave of them came from Nigeria. These scams and frauds are the effect of globalization. Because of the advancement in technologies, people are even taking good advantage of it in an illegal way. They keep fooling around people through these advanced skills. At the end of the novel, it is seen that Obinze becomes a wealthy man having all that he needs. He eventually returns back to Nigeria making lots of money. In Nigeria, he opens up his own business company and he becomes a so called successful man. Though he became rich, it was through an illegal way, and is not acceptable anywhere in the world, and if they are caught they had to face the punishment given by the law. And this name “419” comes from that section of cyber-criminality. In fact, article 419 of the Nigerian criminal code deals with obtaining property by false promises, which is exactly what the advance-fee fraud is all about. Nigerian letters have been emailed to hundreds of millions of individuals till date and has now moved out from Nigeria and reached almost every corner of the earth.

In *We Need New Names* Darling and Aunt Fostalina are the examples. We see that Darling and Aunt Fostalina were both from Zimbabwe but they settled down in the United States. When they settled there it is true that life was not that easy for both of them at first. But later as time passes by, they learnt the way of living in big developed cities. They learnt how to earn their living by working at different workplaces as per their comfort zone. The more they learn about new things, the more they are attracted to greater dreams and, therefore, they can never put an eye on one particular choice for a long period of time. In this way, the characters from both the novels go through this problem of job insecurity. Globalization has attracted people and brought people together to look for more comfort and luxury. It has always gathered large number of people and sometimes this also becomes another reason for job insecurity. In such a situation, the best is expected to be selected and the rest had to face problems.

Cultural imbalance is another negative effect of globalization. We see that culture these days are not the product of our real ancient culture. Today, one's living style, dressing style, the way we talk or deal with things are all the outcome of the contemporary world where one's own roots have been mixed with the very many cultures that is going on everywhere. It is human nature to get attracted to the things that are going on all around. With the advent of social media, it has become easier to disseminate culture across the globe, transforming the world into one global society. This effect is also known as pop culture or modern popular culture. It has been noted that the youth is most influenced and the biggest consumer of this so called culture because the youth is more attuned with social media which in today's age is the most powerful tool to share things in general. Every culture in the world has its own beliefs and a way of life. But when we take a deep study of a single culture, we find that identity is being threatened in this process. People have no idea how they are swept away by the global culture. Today, where many people live in a very different society or environment from the one they were born into, they sometimes do not even speak the language of one's birth-culture. For example when Ifemelu, Obinze and Darling, went out of their birth place they had to speak English in order to communicate with the people around them. In this way they were developing a gap and moving away from their own mother tongue. In the novel *We Need New Names*, NoViolet Bulawayo very clearly states that Darling was mocked by her friends for speaking English when she had a talk with her friends who were in Zimbabwe. They were making fun of her for the accent that she was imitating. Chipso, Stina, Bastard and other knew that Darling was faking it and so they teased her for the western culture that

she has adopted. Besides language, she has formed the habit of visiting shopping malls, restaurants, forced herself to listen to Rihanna's song that everybody at school used to play like it was an anthem or something. She also talks about famous celebrities like Kim Kardashian, or Victoria Beckham, Lady Gaga, Oprah. She talks about popular and famous places like New York, Hollywood, and the trending dressing style with her friends. She grew familiar with all kinds of TV programs or latest kind of gadgets and moved away from her original root. Her own culture and identity receded and her African characteristic became less visible. Aunt Fostalina was also affected by this negative effect of globalization which is cultural imbalance. She sits on a couch, looking at pictures of women wearing nice Victoria's Secret Angel's underwear. She also surrounds herself with stacks of magazines and also tells Darling how to live there and adjust herself to the new change. She writes back to her friends in Zimbabwe describing to them about America, the kinds of things that she was eating, what she wore, or to what kind of music she was listening to and so on. With people being influenced by this trending culture there arose a cultural imbalance in their life. They form a detachment from their own native culture. Their own native culture is pushed aside by this newly globalized culture. This trending global culture is dangerous and is a threat to one's rich ancient traditional culture. If individuals do not take note of this, then a day will come where rich cultural identity will be swept away. People have changed their communication topics, frequencies, and habits. The wide-ranging effects of globalization are changing lives. The culture of a people is their identity as it affords them due recognition. People and culture are inseparable since there is no denial of the fact that what makes any human society is its culture. All societies across the globe have various and divergent cultures which they once cherish and practice. Tylor asserted, "culture is that complex whole which includes knowledge, beliefs, arts, morals, customs, laws and other capabilities which are learned, shared by men as a members of society, and transmitted from one generation to another" (Tylor 1). So when these sets of norms are shaken, an imbalance in culture takes place because one finds difficulty in maintain or keeping their own original roots. This cultural imbalance also results in loss of identity.

## **A Comparison of the novels by the Authors from Nigeria and Zimbabwe**

The similarities and dissimilarities of both the novels emerge in a comparative study. *We Need New Names* and *Americanah* are novels of the contemporary era. They represent, in general, a mirror image of life in the twenty-first century with a lot of complications. They are narratives of human struggles represented by fictional characters penned down by Bulawayo and Adichie, giving us representation of globalization

effects. Both the novels are the product of contemporary African literature and are both written down by women writers. Both the novels were written by African immigrant writers. The narratives are written from their own experience. Africans are driven to the West for socio-economic and political reasons that make it rather impossible for them to attain success at home. This includes civil wars and terrorism, lack of job opportunities, an inability to complete university, or find suitable jobs. In both the novels, it is seen that the protagonists, Ifemelu, Obinze or Darling, go out of their own native place. Adichie's character Obinze meditates, he left Nigeria even though he was not starving because he could not bear "the oppressive lethargy of choicelessness" and was "hungry for choice and certainty", "conditioned from birth to look somewhere else, eternally convinced that real lives happened in that somewhere else" (Adichie 341). Obinze goes to Britain on a visitor's visa, overstays and is deported. Other Nigerian who knew "they would come back and do it over again because they had nothing to lose" (Adichie 347). The other main character, Ifemelu, goes to the United States to complete her graduate degree because she is unable to do it in Nigeria due to University teacher strikes. Whereas Darling, Bulawayo's heroine goes to the United States to live with her Aunt Fostalina because of some political tension that was going in Zimbabwe. Darling and her friends were struggling to live, and they had to face hunger and starvation. However, the novels also parody the Africans who become a distinct class of people, estranged from the other Africans. Both writers focus exclusively on the careers and love problems of its middle class protagonists. In *Americanah*, the poorest of Nigeria's street sellers, beggars, street children, present in the city streets are mentioned in the novel only once in passing, even though the last part takes place in Lagos. Ifemelu returned to Lagos after thirteen years in the United States:

Lagos assaulted her; the sun-dazed haste, the yellow buses full of squashed limbs, the sweating hawkers racing after cars...and the heaps of rubbish that rose on the roadsides like a taunt...One morning, a man's body lay on Awolowo Road... [S]he had the dizzying sensation of falling, falling into the new person she had become, falling into the strange familiar. Had it always been like this or had it changed so much in her absence? Ifemelu stared out of the window, half listening, thinking how unpretty Lagos was, roads infested with potholes, houses springing up unplanned like weeds. (Adichie 475,477)

Ifemelu here experiences the reality of Lagos as both "strange and familiar." Having been repressed in her memory when living in the USA, she continues to repress it, riding in an air-conditioned car between her air-

conditioned office to her air-conditioned home.

Similarly, in Bulawayo's novel too, one can get this similar situation. When Darling went to live with her Aunt in the United States, she gets more acquainted with the worldly pleasures and she forgets her own ground from where she comes. She does not even remember or think about her old bad times back in Zimbabwe. Instead, when she reached there she began to make herself familiar with all the things that were going in and around her. She began to follow the footsteps of the White people and imitate their living style. She started to listen to Rihanna, and Adele's song, watch famous TV series and shows, she also imitated their speaking style and accent.

Both novels depict very contemporary world. In both the novels it is seen that the use of cell phones, computers, iPods are common. Besides there are televisions, DVDs and CDs. In *Americanah* it can be noted that blogging forms the major part of the novel. From the very beginning of the chapter itself, one can learn that Ifemelu is an active user of social-media. When she faced several racial discrimination in the United States, she did not step back, instead she stood up very boldly and courageously against those people who discriminated her. She immediately started blogging about Black people living in the United States and indeed she received many supporters. Social-medias turned out to be her escape and she finds peace and joy in doing so. In *We Need New Names* too, Darling gets acquainted with all types of gadgets. She talks back to her friends in Zimbabwe through phone calls and emails. She also uses MacBook and learns to master various other gadgets. The global world of modern technology is everywhere- emails, facebook, twitter. Darling says, "I stand next to TK, who is filming the performance with his BlackBerry, maybe so he can share it on Facebook. Around us, other people are doing the same, it's all phones and cameras" (Bulawayo 177).

Representation of globalization in its various forms are significant. We can see that there are a lot of development and change because of globalization. The transformation in the field of social, economic, cultural and politics is widespread. This transformation or change through globalization affects the people on a large scale. Living in the twenty-first century where everything is accessible just at one touch, is a prominent example of globalization. People today, all connected with one another from different parts of the world in different ways.

*Americanah* and *We Need New Names* almost shares the same kind of plot. In both the novels, the protagonists move from their own land to a new place where they try to find a comfortable life, they go

through many ups and downs and obstacles in the new land, they eventually learn many new things and hope to be better in time. They also realize the need of their own people and return back and hoped to transform their society. It is a story of Black people who hopes to do good in life and make their life a worthy one. In both the cases the story time is not set in Nigeria and Zimbabwe itself, instead it takes place in the United States. The characters travel to the United States and then travel back to their own native places respectively. The story is told in parts: their life in their native place when they were young children, then their stay in the United States and then back to their own place. It is also about being African in America. The characters also made use of the earlier experiences and used those knowledge to lead them in their pursuit of success, or happiness while they were in America. Both the novels also talk about what many people experience when they immigrate to a country and how they try to get Visa and citizenship in a new country. The books are interesting because they have so many elements of politics and American standards in American society and infrastructure. Being African writers Chimamanda Ngozi Adichie and NoViolet Bulawayo seems to have done a lot of research in writing the novels. They talk about what it means to be misunderstood as an African living in African American society, what it means to be misunderstood as a woman living in a male society and working in a male-dominated work space. They also talk about what it means to be an immigrant, and how it is to deal with all the confusion where nobody is really ready to hold your hand and teach these things. The fascinating things about these books are the representation of globalization in various aspects of life. It is the development and working of things globally. The world of social medias, politics and the contemporary things. The dissimilarities of the two novels are that while *Americanah* is a novel which tells the love story of Ifemelu and Obinze, *We Need New Names* does not have any such important male protagonist in the novel. In *Americanah* when Ifemelu and Obinze were young, they were childhood sweethearts, and they moved to the United States to complete their higher studies, while on the other hand Darling's childhood was kind of a poverty stricken one where she and her friends and family had to go through many difficulties because of the political tension of Robert Mugabe. In her novel Bulawayo uses Darling as the narrator while in *Americanah* Adichie herself is the narrator. Adichie mentions more about socio-cultural and economic issues, whereas Bulawayo expresses more about politics. From both the novels a clear view of two different cultures that is African and American, their way of livings, languages and standards can be examined. Apart from that their world before and the present generation life is also put into focus.

Thus in conclusion we can quote from Wellek and Warren, who says that comparative literature notices all the similarities and differences, their culture, literature and all types of detail analysis. It says,

“Comparative literature is a key opening all doors beyond the national, cultural, linguistic, historical, social or political boundaries” (Wellek and Warren 40). A comparative study presents us rich knowledge of seemingly different literature, of different nations. It helps us to study two distinct groups of people and their lifestyles. Overall, comparative study is an all round study of two different things.

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## Chapter-5 Conclusion

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*We Need New Names* and *Americanah* are the products of the twenty-first century contemporary world. Chimamanda Ngozi Adichie and NoViolet Bulawayo are young African women writers whose works are attracting many readers all over the world. Their works are brilliant and both the writers have won many awards for the outstanding novels they have written. They are regarded to be two of the best writers of African writing. Though on the surface, *Americanah* is just a love story of Ifemelu and Obinze and about an American attitude towards Africans, the book offers plenty more when a detailed and thorough analysis is made. Writing in an era where everything is just accessible at a single touch on the screen, the writers do know the changes and development of the world is rapid and massive, hence alone with a fictional story they present to us the world that we are living in. The changes in the world order brought about by various social, cultural, technological, economic and political developments in the twentieth century, have led to a growing interdependence between societies and communities in an unparalleled way. Globalization involves the generation and promotion of a culture where people from different locations and situations are engaged in various activities. Contemporary African literature is significant because of its ability to develop in its readers a true appreciation of cultural, thematic and aesthetic representations about Africa. This literature has the ability to improve critical thinking skills through its engagement in various observations, interpretation, evaluation and using meaningful connections through comparative analysis of the texts. Contemporary African literature deals with analysis of different themes of the contemporary global world. African writers today knit various aspects of life in their literature. Their literature is representation of the African people in reality. Various sides of globalization can be determined in their works.

Every field of life is experiencing change, likewise African people are also undergoing this change and this has been focused in the novels by Adichie and Bulawayo. Their characters are conscious of the global situation and change, and changes themselves according to the situation.

*Americanah* reflects the socio-cultural and economic dimensions of globalization. The socio-cultural globalization, which is the overall global change that is taking place socially and culturally and shape the people's cultural and social life. It is changing the style of living, and leads people to move beyond their boundaries and embrace change. In the novel it can be seen that Ifemelu, Obinze and many other characters

go through this social and cultural change. They move out of their own place Nigeria in order to excel in their studies. As part of this they experience migration, and factors like hybridization or multiculturalism when they had to face the American culture. Whether they like it or not, they had to go through it because it is a necessity for them. In this way they face and change themselves according to the overall change that is going around. It is like following up popular culture. They adapt themselves to this global culture. Adichie also gives us an illustration of economic dimension of globalization in the novel. *Americanah*, though a novel mostly concerning itself with socio-cultural sides, also gives a representation of economic dimension of globalization. Adichie while narrating the story of Ifemelu, presents us the economic aspects of life. The development of markets, mega-businesses and micro-businesses, trade, labour and finance, are all examples. The emerging of businesses with the rest of the world, the big-big business companies and brands like Range Rovers, iPods, King Burger, McDonald etc are signs of economic globalization. These brands and companies are famous worldwide and have a huge demand. The following definition accommodates many of the characteristics of globalization:

Globalization refers to a multidimensional set of social processes that create, multiply, stretch, and intensify worldwide social interdependencies and exchanges while at the same time fostering in people a growing awareness of deepening connections between the local and the distant. (Steger 13)

Globalization also involves the importance of the internationalization of lifestyles; which is the idea of a person affected by the conditions of social and cultural change that literally are quite removed from individual's experience. Living in a globalized world, in Ifemelu's case, America represented a symbol of hope, wealth, social and economic mobility. For several years, Ifemelu writes a popular blog about her experiences as a non-American black but it is true that she changes herself when she returns back to Nigeria. While her stay in America she has changed herself adjusting herself with the growth and development around her. This change has broaden her thinking and changed her way of life and her perspective of viewing things around her.

NoViolet Bulawayo's *We Need New Names* is another novel where the representation of political and eco-systemic dimension of globalization can be looked into. Bulawayo in this novel, through the story of Darling and her friends and family, presents to us these factors. The backbone of this novel is politics. It is concerned with the reign of Robert Mugabe. There are elections everywhere and people are looking for

change every now and then. The elders and other educated people try to bring change through various activities. Besides there are global NGOs, and various other social movements who try to mobilize large group of people to bring changes and awareness of issues. Another aspect of globalization in this novel is eco-systemic dimension of globalization. Eco-systemic or eco-system, is the overall condition of the environment dealing with both people and his surroundings. It deals with the environment in the global context. The food supply, urbanism, climate change, or global health and growth are associated with this dimension. These factors are inter-related with one another. An enhanced lifestyle, better facilities, technology are some positive aspects while differentiating one from the other, different environmental hazards, cultural imperialism, social inequality are some of the things which one needs to think carefully about as discussed in the foregoing chapters.

Hence the overall change experienced in this field is global. Globalization is also seen to be like imperialism with certain dominant centres controlling the resources of other countries. On the whole, it has led to increased sharing of various kinds of measures among peoples. There are notable conditions behind the way globalization has come to impact contemporary life. The role of multi-national organisations- political, cultural and economic, in the lives of people in different parts of the world highlights the gradual decrease of local concerns. With advancements in technology, the few decades have experienced a wave of globalization more acute than ever. This advancement has led to an increase in travel to and from distances that never could have been imagined. As a result of rapid globalization, many of the people have several places which they consider home, though it is not a country where they hold a citizenship. Ifemelu, Obize, Aunt Fostalina, Darling are examples of such. They moved out from their own native land and stayed in the United States like it was their own, although they were from Nigeria and Zimbabwe respectively.

Chimamanda Ngozi Adichie and NoViolet Bulawayo's work are noteworthy because of its diverse themes. As reviewed by the Daily Telegraph, *Bulawayo's novel is not just a stunning piece of literary craftsmanship but also a novel that helps elucidate today's world*. It truly presents us the contemporary world where life has been globalized. One can relate it to the everyday experiences and this globalization has also helped them to deal with their problems and fight for their rights. Bulawayo and Adichie have skilfully narrated stories that contemporary readers can relate themselves to. Their minute detailing of change and transformation in the society clearly gives us a picture of globalization. Though the novels share a struggle story of the protagonists' on the outer surface, in a significant way, globalization aspects are seen to be

represented when studied in depth. *Americanah*, as the title suggest has to do more with Americanization, just like the character Ifemelu who went to America and experienced new things which she has not seen in Nigeria. It is about change and transformation. America is a place where everything has been globalized and people living there are free to access different opportunities. America is represented in the novel as a place where magical things happen. As for the title *We Need New Names* appeals for a new space and opportunities for the people in the novel who were affected by the political crisis in Zimbabwe. In the generation where this world is changing rapidly with globalization, the people of Zimbabwe also look for a change for the betterment of their own.

Based upon the detail study of these two novels, a conclusion can be drawn that globalization is happening extremely fast. The rapid development of towns and cities and the overall infrastructure is a reality today. Looking back at Africa, particularly Nigeria and Zimbabwe, things and life has really undergone great changes. Bulawayo's *Paradise* where Darling and her friends, Bastard, Chipso, Godknows lived was a place with lots of struggle and hardships, yet they were up-to-date with news and information around them. Even Ifemelu and Obinze, when they returned back to Nigeria, opened up business centres and mobilized more people to work for the betterment of life. Adichie and Bulawayo also display appreciation for the transformation and improvement of life. At the end of the novels when Darling, Ifemelu and Obinze return home, it can be noted that they assimilate themselves with the changes and development that they have experienced when they were in the United States. They have been globalized, so to say and also act as the agent of globalization too. Adichie and Bulawayo have proved themselves with these masterpieces that they are creatively sensitive to activities around the globe. With all their experiences, both the writers present their readers with a story that is relatable to their own and as well as of many others who share the same experience as theirs. These two selected works deal with various types of contemporary issues from economic to socio-cultural factors of globalization to political, including factors related to the environment through global context. This global lifestyle of the African people in the contemporary period was very different from the life during the times when Africans first began to write. *Americanah* and *We Need New Names* shared many similarities, though the writers were from different nations, that of Nigeria and Zimbabwe. Their experiences, hurdles and successes were represented in general, though the actual details of the stories were intimate to the respective characters. The effect of globalization and the positive and negative effects of it were also presented in both the novels. As such, this dissertation studies the representation of globalization in *Americanah* and *We Need New Names*. It will help in the understanding of globalized

society. It also goes to show how the contemporary writers are bringing up new issues and themes in their writings.

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