ABSTRACT

The impact of globalization on Chile is the topic of this research. Does a country's preconceived reputation accurately characterize the reality of its contribution to the global market? Looking at three different case studies by Jessica Alexander, Warwick E. Murray, and Xavier Rambla, respectively, my investigation would appear that Chile's role in the global market is being grossly misrepresented. Only with further research could a greater analysis of Chile's contributions to globalization be achieved.

LITERATURE REVIEW

Death and Rebirth in the Global Market

As large export companies dominate the market, small-scale operations are left behind, scrambling to find their place in an ever growing and changing global economy. This can lead to a misperception of the role of South American countries by more developed nations. Concentrating on Chile, the following sections will take a closer look at whether a country's preconceived reputation accurately characterizes the reality of its contribution to the global market.

Methodology

To undertake this investigation a combination of fieldwork and case studies could be used. Being that most of the data on this topic is outdated by a decade or more, current fieldwork is essential for more accurate findings. This fieldwork would be similar to the research gathered by Warwick E. Murray in 1997, I would look at whether a country's preconceived reputation accurately characterizes the reality of its contribution to the global market.

Literary Review: Pinpointing the Problem

The inequality of globalization is the undercut message in several studies on the topic of Chile's role in the global market (Alexander 8, Murray 45, Rambla 362). In addition to overcoming obstacles in the global market, Chile must deal with the struggle of educational inequalities. Studies from a sociological viewpoint suggest for Chile, and countries like it, to improve on their own (Rambla 363). However, when comparing South American countries as Chile to more privileged ones the inequality of the situation is proven.

Instead of turning its attention to other pressing problems like education or non-traditional export businesses the government is forced to continuously focus on traditional exports such as copper, fruit and wine, all of which still dominate in production and profits (Alexander 8). Yet, the supposed dominance of these top three exports can be misleading. New alternative exports, exemplified by ostrich meat and wine, are gaining ground due to their “resistance to recession” (8). In lieu of a government that does not participate in small-scale operations, individuals who delve into non-traditional exports must do so on their own. Following the old rules of supply and demand, Chile continually reinvents itself in an effort to stay on par with larger global competitors. While this “anything goes” entrepreneurship has benefited Chile greatly with record growth rates, not everyone has found solace in this economic boom (8).

The economic upsurge led by new alternatives, has failed to extend to traditional exports. Most notably is the case of the fruit market. The nature of economic power tends to lean more in favor of large export companies, thus there continues to be an increase in the collapse among small fruit growers. Pressure from external competitors has led to a decline in the price of Chilean fruit (Murray 45). Although all scales of growers have suffered decline in price, it is the small-scale growers who have felt it the most, and can least afford it (51). For example, of twenty-six small growers, located in Chile's main fruit growing zone, the fourth region, three have had to sell part of their land, and a startling six have sold all of their land; this in an effort to be rid of debt incurred trying to compete with larger operations (50). More government support in the market is crucial in the future potential for success of small growers, as well as increase in productivity so as to be on equal footing with growing global competition (45).

Indeed it would seem that the old is out, the new is in, and old institutions such as education remain unchanged. Although most countries perceive Chile based on its traditional exports, in light of the explosive success of new alternatives, it can be said its preconceived reputation does no accurately characterize the reality of its contribution to the global market.

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BIBLIOGRAPHY