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### **Asianization of the World**

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**Abstract**

*The legacy of 19th century Europeanization and 20th century Americanization is that the world has been shaped according to the west. In the 21st century, Asianization is emerging as Asian consciousness and identity have come to life. Western nations are getting impressed with Asian nations' economic and political gravity. This paper explores the rise of Asian countries concerning cultural, economic, technological, social and psychological regards through the descriptive methodology and qualitative and quantitative data. Further, an attempt to study the comparison between the four different Asian countries namely, China, India, Japan, South Korea; in different aspects of their influence on the world has been made. The paper analyses the potential of these countries in reforming the world and how the world perceived this change. Although the world acknowledges and celebrates this rise of Asian nations, racism and stereotypes about Asians are still prevalent in this world. But getting Asianized doesn't mean losing global identity, it is like adding more colour to an already beautiful painting.*

**Keywords:** *Asianization, Asia, economic development, social and cultural influence, psychological factors, technological development, stereotypes*

**1.0 Introduction**

Asia for the longest time has been referred to as a coalition of developing third world nations that are always struggling to keep up with the rest of the world. It has been speculated that growth and productivity in Asia only existed till the time there was colonialism and it has no identity or unity of its own whatsoever. For it to match up to the European states or the United States of America in terms of socio-economic progress and human development, it was boded, to take forever, by which time, the world would have progressed further. It was not until much later did the world realise that within a few decades Asia has not only caught up with the, but also far excelled several others, and that is now turning the world at its axis, with its sheer hold over the process of globalisation.

Asian century has begun. Asia is the world's largest regional economy and its economies integrate further, it has the potential to fuel and shape the next phase of globalisation. Asia is increasingly the centre of the world economy. By 2040, the region could account for more than half of global GDP and about 40 per cent of global consumption.

Global cross-border flows are shifting towards Asia on seven of eight dimensions, and the region's growth is becoming more broad-based and sustainable as its constituent economies increasingly integrate. This is a diverse region, but its different parts have complementary characteristics, and powerful networks are developing within Asia. Patterns of globalization are shifting, and these shifts are occurring faster in Asia than elsewhere, suggesting that more than any other region, Asia could shape the way globalization unfolds in the years to come. (Tonby et al., 2019) In the 19th century, the world was Europeanized. In the 20th century, it was Americanized. Now, in the 21st century, the world is being "Asianized." (Wenting, 2019) This very shift is called the Asian wave.

The benefits Asia has derived from globalisation are only subpar, to the direction it has given to it. Collectively as a region, it has benefited at different speeds at different times, for it is the most diverse continent of all. Japanese were part of the first wave of winners in Asia. The second wave of winners was South Korea and Singapore. And then China became the third major wave of Asian winners from globalization. Now there's a fourth wave of winners in Asia which includes India, Indonesia, Vietnam, the Philippines and Thailand. That's 2.5 billion people, and they are now the winners of globalization. The story of Asia's rise is the story of one wave helping the second wave. And the second wave facilitated the third, and the third wave paved the way for the fourth wave. That is the collectivistic identity we refer to when we speak of Asia and the Asian wave. (Wenting, 2019)

In this paper, we shall look into the underpinnings of this Asian wave, with a special focus on the cultural and psychological impacts Asian states of Japan, South Korea, China and India have had on the rest of the world. It seeks to establish what constitutes an Asian reaction to the western dominated globalisation. The research has employed methods of PESTLE analysis, paired with a comparative assessment of all the four above mentioned nation-states alongside supplementary literature, to holistically understand the elements that contribute to the Asian wave of globalisation and its psychological and cultural impacts.

## **2.0 Asian wave**

We can say for a considerable amount of time, we have already been living in an Asian world. We have more than 50 per cent of the world population living in Asia. Economically, the world is Asian. In terms of purchasing power parity (PPP), more than 50 per cent of the world economy is in Asia. Asians trade more with each other than with the rest of the world. And in terms of culture too, the polarised globe, which was moving towards westernisation and cultural homogeneity, is now taking a turn towards cultural hybridisation. Within this greater Asian wave, there are smaller waves of specific Asian cultures, such as the Japanese culture, Korean culture, Chinese culture and the Indian culture, that we will also discuss.

The present is Asian, whether it's the flow of capital, ideas, cultural trends, music, movies, or even people and diseases. The future will also be Asian. The problem lies with psychology. Humans tend to live in their minds according to mental models that we inherit from the past. And gradually, as we grow older we tend to update and modernize those models. But accepting new models, contrary to our preexisting notions, is difficult, it often leads to stereotypes and cognitive dissonance, the same can be observed amongst the western cultural society, about their notions and leading stereotypes about Asians. Within this paper, we shall examine the positive scenarios and the negative scenarios of the Asian wave, and its cultural, economical and psychological dynamics, it should be noted that in either scenario Asia is still the centre.

## **3.0 Culture, Economy and Psychology**

Culture as UNESCO states “is the set of distinctive spiritual, intellectual, emotional and material features of society or a social group, that encompasses, not only lifestyles, value systems, traditions and beliefs but also art and literature.” (UNESCO, 2001). They further elaborated how they believe that placing culture at the heart of developmental policy constitutes an essential investment in the world's future and a precondition to successful globalization practices. (UNESCO, n.d) to better understand how the concept of culture is interlinked and interdependent with the economy of a nation, the UNESCO also provided the concept of cultural economy, which can be defined as “The ‘cultural economy’ is the economic system of the production, consumption and distribution of cultural goods and services through the market as

well as non-market mechanisms.” (Anheier, 2009). The domain of the economy of a nation-state, on the other hand, is understood in terms of its “Gross Domestic Product” (GDP) which is the final value of the goods and services produced within the geographic boundaries of a country during a specified period, normally a year. GDP growth rate is an important indicator of the economic performance of a country. (The Economic Times, n.d.)

But solely the financial index cannot express the economic growth of a nation, the Human Development Index is a summary measure of average achievement in key measurements of human development: a lengthy and healthy life, being knowledgeable distinctly having a decent standard of living. The HDI was developed to underline that people and their powers should be the supreme criteria for examining the growth of a country, not economic development alone. (United Nations Development Programme, n.d.) Health has always been talked about in the context of physically being in a satisfactory state with no or minimum maladies. It was not until much later that our mind was included under the ambit of health, and the concept of being mentally healthy started gaining attention. Good mental health, a lot of times, is dubbed as just not having neurotic and/or psychotic tendencies. This notion is harmful because by definition, then, it reduces the scope of our well-being. To have good mental health is to grow, flourish, and reach one’s full potential in terms of functionality and happiness. (Chatterjee, N, Basumtary, M. 2020)

The Happiness Index is a tool that is used by researchers, community organizers and policymakers seeking to understand and enhance individual happiness, community well-being, social justice, economic equality, and environmental sustainability. The Happiness Index measures life satisfaction, the feeling of happiness, and other happiness domains: psychological well-being, health, time balance, community, social support, education, arts and culture, environment, governance, material well-being, and work. (*Happiness Index Methodology*, 2017) Within the context of this disquisition, we shall devote our time to understanding the onslaught of the Asian wave from the perspective of four nations, namely Japan, South Korea, China, India, in that specific order.

## **4.0 Pestle Analysis of the Asian wave**

### **4.1 Political factors**

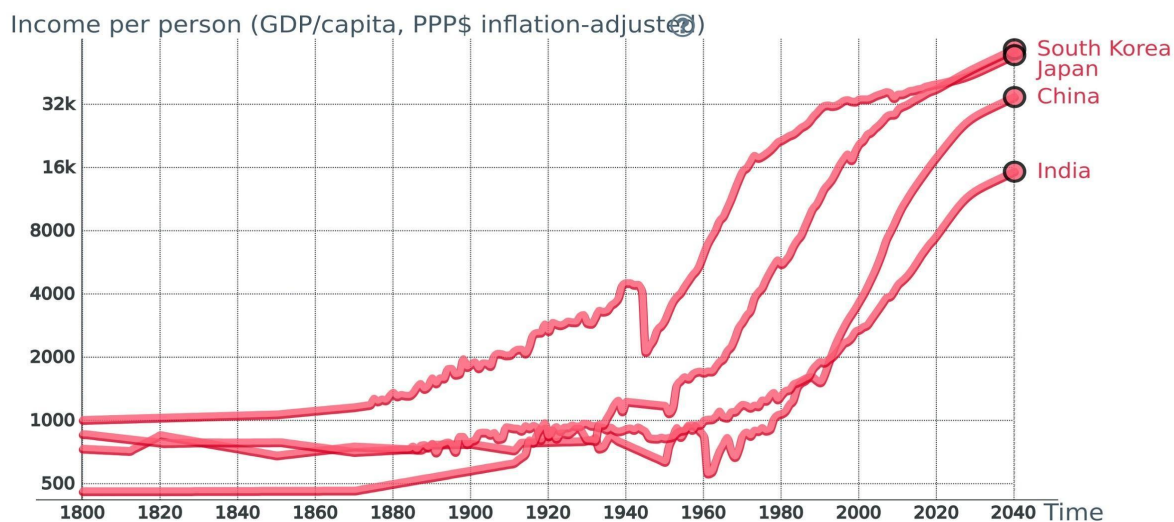
We have observed different things in different parts of the world over time. In the last few decades, moments have taken place wherein it appears that the global state system is falling apart, but here in Asia there's some evidence to go in the other direction. You have the signing of the Trans-Pacific Partnership, now renamed without the United States [as the Comprehensive and Progressive Agreement for Trans-Pacific Partnership]. You potentially have the signature of RCEP, an Asian-led trade agreement. You have the European Union signing trade deals with Japan, Singapore, Korea, potentially with others, potentially with ASEAN as a whole, if they get their act together.

As for the global trade system that we have come to know as the engine of globalization, I think it would be fair to say the future is going to be more problematic. This is still a complicated picture in which there are some parts of the world, particularly here, where policy elites are trying to push forward with trade and integration, and integration remains one of Asia's big challenges. It isn't just that it takes ages to get from Kuala Lumpur to Thailand; it is the large parts of Asia's potentially productive economy, particularly in South Asia, that barely trade with each other at all. This mission of integration is one that is a big part of Asia's future success. The integration of Asia is on and hence, potentially, Asia becomes the future. (Tonby, 2019)

### **4.2 Economic factors**

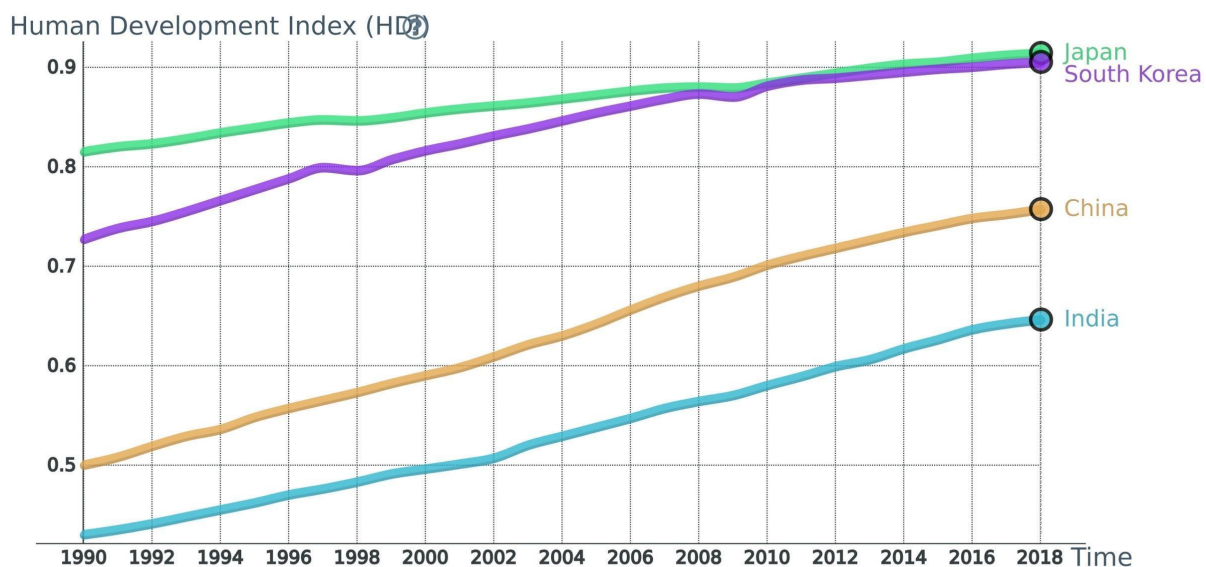
In the last half-century, Asia has witnessed a serious transformation in terms of the economic progress of its nations and the living conditions of its people. Asia is the largest continental economy in terms of both Nominal and PPP GDP. Rising investment and savings rates combined with the spread of education were the underlying factors of this transformation. Growth was driven by rapid industrialisation, often led by exports and linked with changes in the composition of output and employment. All this was supported by coordinated economic policies. Economic openness has performed a critical supportive role in Asian development, wherever it was in the form of strategic integration with the world economy, rather than passive insertion into it.

For example, trade policy was liberal for exports but restrictive for imports. Government policies towards foreign investment have been shaped by the industrial policy in the pursuit of national development objectives. (Deepak Nayyar, 2019) With rising per capita, Asia has seen a boom in the economy with also the development of social indicators such as literacy rates. With diversity in demographics, geographical conditions, natural resources, it's hard to compare these countries as each country has its speciality and have different factors leading to its growth. Japan, South Korea and China have the technical expertise and thus have a huge heavy industry and technological sophistication. China has its economic growth supported by manufacturing and FDI-led growth and India's economic growth relies mainly on outsourcing and computer software and these two are emerging as the fastest-growing economies in the world.



(Figure 1) (Gapminder, n.d.)

According to this graph, Japan started growing economically near 1880 but other countries started growing close to the mid 20th century. As per GDP/Capita and PPP, South Korea and Japan are dominating with not much difference. Also, this graph shows estimates of their growth in the future too. The third up is China followed by India. Not only the financial factors should decide the economic growth of a country but equal importance should be given to human development.



(Figure 2) (Gapminder, n.d.)

As per this line chart, Japan has the highest HDI, closely followed by South Korea. China is occupying the third position with India at last.

The journey of Japan in their economic path wasn't very smooth at every single time point. Several years have seen sharp fluctuations but Japan's economy has overcome those challenges. In the early 2000s, the economy of Japan faced the lingering effect of a national phenomenon, the lost decade; The phenomenon that shook the whole economy for over 15 years. Japan started recovering the damage soon after 2002. The recovery was pulled back by the worldwide recession from 2008 to 2009. Further recovery was started immediately afterwards. But the Tsunami and earthquake stood in the way of the flourish. Since then up until now, the economy has been growing at a smooth rate. Once the economy was startled by global breakdowns and natural hits, now the very same economy is back onto the firing line, riding its hopes. Japan is now one of the most technologically advanced societies on Earth; as a result, it has the world's third-largest economy by GDP (after the U.S. and China).

When thinking of the economic factors which led to the rise of South Korea, "the Korean Wave (Hallyu)," comes to mind, the term coined by Chinese media towards the end of the last millennium to describe the meteoric rise in the popularity of Korea and its culture over the Asian and western nations.



It has had far-reaching ramifications in terms of the Korean national economy and the cultural unity and exchange among the Asian peoples. Korea has been termed as a part of advanced Asia alongside Australia, Japan, New Zealand, and Singapore for they have all achieved high levels of per capita GDP of between \$30,000 and \$60,000, are highly urbanized and connected. They provide technology, capital, and a market for more high-end consumption to the rest of Asia. Their outbound FDI was \$1 trillion in 2013–17, accounting for 54 per cent of total regional FDI outflows. South Korea has changed from an underdeveloped country to the 11th largest economy globally, within one generation. (Tonby et al., 2019)

Since opening up to foreign trade and investment and implementing free-market reforms in 1979, China has been among the world's fastest-growing economies, with real annual gross domestic product (GDP) growth averaging 9.5% through 2018, a pace described by the World Bank as "the fastest sustained expansion by a major economy in history." Such growth has enabled China, on average, to double its GDP every eight years and helped raise an estimated 800 million people out of poverty. China has become the world's largest economy (on a purchasing power parity basis), manufacturer, merchandise trader, and holder of foreign exchange reserves. (EveryCRSReport, n.d) India is on a similar plane of booming productivity, though as a nation it has historically had low levels of regional integration. Ever since the implementation of economic liberalisation in 1991, India's economy has been growing at a tremendous rate. India is the fifth-largest economy in the world, with a GDP of \$2.87 trillion in 2019, more than 4% higher than in 2018. Because of its large population, India has a very low per capita GDP. India's economy is a mixture of traditional village farming and handicrafts alongside booming modern industry and mechanized agriculture. India is a major exporter of technology services and business outsourcing, and the service sector makes up a large share of its economic output. But inflexible business regulation, widespread corruption, and persistent poverty pose challenges to ongoing expansion. (Investopedia, n.d.)

### **4.3 Social and Psychological factors**

Culture is the lifeblood of a vibrant society, expressed in many ways. With improved learning and health, increased tolerance, and opportunities to come together with others, culture enhances our quality of life and increases overall well-being for both individuals and communities. They are a source of delight and wonder and can provide emotionally and intellectually moving experiences, whether pleasurable or unsettling, that encourage celebration or contemplation. It is also a means of expressing creativity, forging an individual identity, and enhancing or preserving a community's sense of place and gives opportunities for leisure, entertainment, learning, and sharing experiences with others. Culture also promotes happiness; emotional and mental well being in a society.

The social decorum followed in Japan propagates the core values of Buddhism, which is the most cosmopolitan religion there. These values are non-violence, peaceful settlement of disputes, and respect towards elders and aiding community values. Psychologically, a high disease burden of mental disorders has been noted worldwide, including in Japan. It is important to monitor mental disorder prevalence trends and the use of mental health services over time using epidemiological data and to plan appropriate policies and measures that consider mental health in each country. The prevalence of common mental disorders (CMD) and the use of mental health services in Japan from the 2000s to the 2010s in comparison to other countries has been relatively stable in the past decade. Regarding cross-national comparison, the prevalence rate of CMD in Japan is much lower compared to rates in the USA and Europe. The 12-month prevalence of mental health service use was also lower in Japan compared to prevalence rates in other high-income countries. Mental health epidemiology has clarified that the prevalence of CMD worldwide has remained unchanged, even though mental health service use has increased in high-income countries. Thus, the gap in treatment quality and prevention should be addressed in the future. (Nishi, 2019)

South Korea has gone through several economic transitions, but that has left the population reeling from several psychological and mental stressors. Per a recent mental health analysis, conducted by WHO, Korea does not have a public community mental health system in every catchment area yet, and the average length of stay in mental hospitals is still too long.

Even though there are sufficient mental health professionals in Korea, primary care staff does not receive adequate mental health education, which results in the separation of the mental health system from the main health care system. This separation in provisions of mental health services from the mainstream health care system might contribute to the current social stigma against mental illness. Lastly, consumer and family associations are not organized systematically yet. K-dramas have been used to spread more knowledge about mental illnesses and combat stigma related to psycho-social issues.

As modernization and globalization broaden and deepen, we might think of Chinese people as no longer monocultural but rather bicultural or multicultural, having been greatly reshaped by a hybrid culture mixing traditional and modern cultures. This should be especially true for younger generations (e.g., people who were born and raised since the 1980s). Chinese people may construe bicultural or multicultural selves and develop multiple identities or personalities to mentally cope with this cultural change. In response to large-scale societal modernization, social psychologists Yang (1998) proposed that Chinese people may develop two distinct kinds of psychological systems termed as “psychological traditionality” and “psychological modernity.” The concept of psychological traditionality is a set of concurrent traditional psychological characteristics or traits, such as filial piety and ancestral worship (Yang, 1996). The concept of psychological modernity is a set of concurrent modern psychological characteristics or traits, such as egalitarianism and open-mindedness (Yang, 1996).

In light of China’s history and recent fundamental change, one must appreciate that the people have been receptive or “open” to the outside world for only the past 40 years. Since this radical transformation, cities have commercialised and corporatised. The Chinese people now enjoy the freedom to travel, get an overseas education and learn other languages. Though behaviour remains tightly regulated and the culture still echoes the country's feudal past, China has become more internationally exposed. Contemporary Chinese culture is heavily influenced by a unique combination of its embedded traditions and this recent, rapid modernisation. Today, a clear divide in social attitudes is visible in the different mindsets between the young and old, as well as urban and rural dwellers. The older generation and rural Chinese tend to value traditional culture and try to preserve and uphold it.

On the other hand, Chinese youths and city dwellers tend to be more accepting and enthusiastic about progressive ideals. There are also different opinions throughout the population regarding the importance of cultural preservation and modernisation.

Nevertheless, the country maintains a fundamental understanding of what it means to be Chinese. The Chinese cultural identity has been developed through centuries of shared history and customs (such as Confucianism, 'filial piety', 'guanxi' and the government's involvement in individuals' lives). As such, the current mindset of the Chinese people is a combination of their modern aspirations and traditional origins. The emerging Chinese culture is being defined by its innovation, preservation and recent cultural and economic evolutions. (Scroope & Evason, 2017)

The social core values that Indian states follow is diversity, pride, equality, adaptability, harmony, modesty and mutual trust and ahimsa (non-violence), India is home to over a billion people, accommodating incredible cultural diversity between languages, geographic regions, religious traditions and social stratifications. In recognition of this large demographic diversity, the following descriptions are not intended to represent every Indian person. However, some common themes and principles contribute to the values, attitudes, beliefs and norms of the dominant society. Generally speaking, Indians tend to have a strong sense of pride in the distinctiveness and diversity of their culture. Moreover, a considerable amount of pride stems from India's rich artistic cultural exports of music, fine arts, literature and spirituality (especially the practice of *yoga*). (Scroope, 2018) Indians for the longest period have advocated and propagated the values and have had a great influence on the ASEAN nations as well as other western nations.

The first comprehensive estimates of disease burden due to mental disorders and their trends in every state of India from 1990 by the India State-Level Disease Burden Initiative show that the contribution of mental disorders to the total disease burden has doubled between 1990 and 2017. These include depression, anxiety disorders, schizophrenia, bipolar disorders, idiopathic developmental intellectual disability, conduct disorders, and autism. The contribution of mental disorders to the total disease burden in India in terms of the disability-adjusted life years (DALYs) increased from 2.5 per cent in 1990 to 4.7 per cent in 2017. (2019) Gradually with younger minds, and more awareness, the stigma related to mental health is decreasing and the stereotypes people might have are also getting reconditioned.

Globally though Asians face a lot, racism, discrimination, stereotypes, and prejudice based on their culture. Asian have historically been targets of racial discrimination (Gee et al., 2009; Leong & Okazaki, 2009; Liang, Li, & Kim, 2004 ), yet until recently, there has been less attention to their experiences compared to other racial groups. The term “racism or discrimination based on one’s membership to a certain race,” in Clark and colleagues’ seminal paper, is defined as “the beliefs, attitudes, institutional arrangements, and acts that tend to denigrate individuals or groups because of phenotypic characteristics or ethnic group affiliation” (Clark, Anderson, Clark, & Williams, 1999, p. 805). Racism exists at the individual and institutional levels (e.g., laws) but in this chapter, we primarily focus on individual-level racism. “Discrimination” refers to differential behavioural acts, ranging from exclusion to physical assault, that disadvantage an individual or group based on social group membership (e.g., Brown & Bigler, 2005; Gee, Ro, Shariff-Marco, & Chae, 2009). “Stereotypes” are generalizations about a social group that are often linked to experiences of discrimination (Brown & Bigler, 2005). Finally, “prejudice” is a “predetermined judgment or bias based on one social group membership” (Fiske, 1998). Although racism has become less blatant and more covert and subtle over the past few decades (e.g., Sue, Capodilupo, Bucceri, Holder, Nadal, & Esquilin, 2007), instances of blatant racism are still evident, especially among youth, especially during recent times due to the spread of the SARS-COV-II virus. That is an element of the Asian wave that still needs to be better dealt with. Though we have made our mark socially, economically, culturally, as well as psychologically, changing off the mental models of the past, from the hegemonic to a more diverse, multipolar world still needs to be made. The stereotypes, prejudices need to be remodelled.

#### **4.4 Technological factors**

Asia is a technological force to be reckoned with. According to new research by the McKinsey Global Institute, over the last decade, the region has accounted for 52% of global growth in tech-company revenues, 43% of startup funding, 51% of spending on research and development, and 87% of patents filed. China, home to 26% of the world’s unicorns (startups valued at \$1 billion or more), leads the way in tech entrepreneurship in Asia.

By contrast, advanced Asian economies like Japan and South Korea have large tech firms and a significant knowledge base, but relatively few unicorns. Asia is embracing the digital revolution. In 1975, the Japanese created a new word 'mechatronics' by combining the two words mechanics and electronics. Essentially it implies the following two categories of products. (1) The marriage of electronic technology to mechanical technology resulted in the birth of a more sophisticated range of technological products. Typical examples are NC (numerically controlled) machine tools and industrial robots. (2) Products in which apart, or the whole, of a standard mechanical product was superseded by electronics make up the second category. Typical examples are digital clocks and electronic calculators. Since then, in the last four decades despite the difficulties, Japan has only excelled technologically, and now, they're regarded as one of the most technologically advanced nations, in terms of gadgets, animation, health sector as well as education and science-technology.

In the machine tool case, the diffusion rate of mechatronics technology can be measured by the ratio of the numerically controlled machine tools to the total production of machine tools. A marked increase in the diffusion rate occurred in 1975. Since then, diffusion has been quite rapid in this industry. (Thomas S. Arrison, C. Fred Bergsten, Edward M. Graham, and Martha Caldwell Harris, Editors; Committee on Japan, National Research Council, 1992)

Advanced Asia i.e Australia, Japan, New Zealand, Singapore, and South Korea and China have built strong innovation foundations including a base of large incumbent companies and institutions that are providing capital and knowledge to power innovation in other Asian economies. They have invested—and continue to invest—heavily in innovation and have built up substantial intellectual property.

Emerging Asia (Bhutan, Brunei, Cambodia, Indonesia, Laos, Malaysia, Mongolia, Myanmar, Nepal, the Philippines, Thailand, and Vietnam) and India offer huge opportunities to deploy proven business models, capital, and innovative ideas. Inefficiencies in consumer-facing sectors and industry offer an opportunity to leapfrog in terms of innovation, and the pace of growth of start-ups and funding is much faster in these regions than it is in Advanced Asia. As these start-ups and innovation take off, the soft tissue connecting Asia's multilocal innovation network starts to form.

Asian cities are competing with one another to become innovation hubs—the region’s equivalent of Silicon Valley, but with an Asian twist. Each city has different approaches and offerings based on differing competitive advantages. Beijing and Shenzhen in China are well-established as innovation centres, and new players are rising on Asia’s innovation network including Wuhan in China, Indonesia’s capital city Jakarta, Yangon in Myanmar, and Hyderabad in India. Asian companies are exploiting recent advances in artificial intelligence, robotics, cryptography, and big data that promise to reshape the global economy. And digitalization is becoming a larger component of GDP in many Asian economies. Digitalization can also boost the productivity of other sectors. (IMF, n.d.)

#### **4.5 Legal factors**

The globalization that we have come to be familiar with over the last 20 or 30 years is one in which bits of Asia were connected with the three poles of the rich world: North America, Europe, and, to some extent, Eastern Asia: Japan and Korea. The story we became familiar with was Asian exporters connecting with those parts of the rich world. What we’re now going to see is a different and more complicated story in which Asia begins to connect much more with itself in a legally binding manner, of symbiotic benefits.

The growth that is going to flow from that is going to be much greater than what we’ve seen already. If one charts the Asian century from 1980, which was when China first opened up, we’ve had 40 years, and in the next 40 years, we’ll see Asia become much more central to the global economy. It’s already larger than the rest of the world’s economies combined, but you’re also going to see a much greater interconnection between parts of Asia. It still takes 30 or 40 hours to get from Kuala Lumpur, in Malaysia, to Bangkok by train. The idea that Asian connectedness is at the level that it needs to be is clearly incorrect, and there’s still going to be a huge amount of infrastructure investment, digital connectivity, and movement of people that is going to increase. There are FDA’s and SEZs of different Asian countries in each other’s territories, leading to the holistic growth of Asia.

It's going to increase more quickly than it has over the preceding period, and that's particularly true in the poorer parts of the continent, like the lower-middle-income countries—Myanmar, India, and Southeast Asia, as Parag says. These, in a sense, are going to become the locus of growth for Asia in the way that East Asia did over the last period. (Tonby, 2019)

#### **4.6 Environmental factors**

Fact remains that Asia is becoming more interconnected. Just looking at the share of interregional trade, which has already passed 60 per cent of all the trade-in Asia proves that. We're seeing that in the numbers. But one might also start picking up on some infrastructure topics and their environmental outcomes. The process of infrastructural harmonization, coordination—just cross-border development of trade routes and linkages—has actually been happening since pretty much the day the Soviet Union collapsed, which is now almost 30 years ago. The world started paying close attention to it, really, four or five years ago, with the announcement of this Belt and Road Initiative. It's one of the phrases and it has had great environmental implications. The onset of industrialisation in poor Asian countries is met with an ongoing climate crisis and the SDG the United nations have suggested. The ground for stable development for these Asian states isn't levelled, but we have come to accept the “united but divided responsibilities”.(Tonby, 2019)

#### **5.0 Comparative Analysis**

Here we have taken several factors that have led to the Asianization of the world like media influence, cultural influence, food and lifestyle, economic and technological influence and the power that these countries have. We have assigned these colours to these countries based on their influence and control over these factors. We have assigned green to the most influential one, yellow to the second best, orange for the country that holds third position and blue to the least influential one among these four nations. Thus we have assigned maximum points to the most influential one, that is, 40 points; 30 points to the second-best; 20 points to the country on the 3rd position and the least points to the least influential one, that is, 10 points. The following chart represents the influence of each country as per their control over these factors with the help of four different colours.



	Ranking	Points
	1st	40
	2nd	30
	3rd	20
	4th	10

Factors for Asianization	Parameters	Countries For Comparative Analysis			
		China	India	Japan	South Korea
Media Influence	Films & TV Shows				
	Music				
	Video Games				
	Books & publishing				
	Comics				
	Internet				
Cultural Influence	Fine Arts				
	Sports				
	Tourism				
	Recreation & Amusement				
	Cultural Events				
Food & Lifestyle Influence	Food				
	Religion				
	Lifestyle & Health				
Robust Economy	GDP (PPP)				
	Economic Growth				
	HDI				
	Exports				
Technological Influence	Technological Expertise				

Calculating the influence of countries as per their ranking and points of each country in the above analysis:

Factors for Asianization	Points for countries for comparative analysis			
	China	India	Japan	South Korea
Media Influence	(40+20+40+40+20+40) =200	(10+10+10+20+10+30) =90	(30+40+30+30+40+20) =190	(20+30+20+10+30+10) =120
Cultural Influence	(30+40+40+30+30) =170	(40+10+20+10+40) =120	(20+30+30+40+20) =140	(10+20+10+20+10) =70

	= 170	=120	=140	=70
<b>Food &amp; Lifestyle Influence</b>	(40+30+20) =90	(20+40+10) =70	(30+20+40) =90	(10+10+30) =50
<b>Robust Economy</b>	(40+40+20+40) =140	(10+20+30+10) =70	(30+10+40+30) =110	(20+20+30+20) =90
<b>Technological Influence</b>	30	10	40	20
<b>Total</b>	=630	=360	=570	=260

With the help of this chart and table, we can infer the following:

1. **Media influence:** China has the highest media influence, closely followed by Japan, then South Korea and lastly India. China has a strong influence on movies, music, the internet, books and print media. China is also the largest hub of video game production and has a very high gaming influence all around the world. Japanese media is close second as compared to the Chinese one, with its anime and manga culture. Animated films and tv shows have brought global appreciation to Japan. It has emerged as the third-largest Japanese Industry. Japan also has a strong musical influence too. J-pop is getting larger day by day and Japanese video games are one of the world's most influential ones. Japanese penetration on the Internet is also high and has a huge 'weeb' community online. Next up with its strong media presence in South Korea. Just like J-pop, K-pop has achieved global recognition. K-pop has caused a huge boom in the South Korean economy. Korean songs and concerts are appreciated by the entire world. Korea also has a great base of comics with its webtoons. K-dramas have a huge viewer base in so many countries around the world. Then we have India which also has a very strong media industry namely Bollywood which produces a huge number of films and songs every year. India also has gained media influence with its strong online availability.

- 2. Cultural Influence:** All the countries in this analysis have a huge cultural influence around the world. But as per media influence and parameters of cultural influence, we have inferred that China is the most influential country with Japan following it with a small margin. India occupies the third position and South Korea is in the fourth position. China and Japan welcome a huge number of tourists every year. India dominates the fine art domain with its historical art, sculptures and historical monuments. India also organizes the most cultural events and Japan and China have a lot of places and events for amusement and recreational purposes. All these countries also have a huge role in influencing sports all around the globe.
- 3. Food and lifestyle:** Chinese food and cuisines are some of the most popular and asked for food in the world. Chinese food has also affected other food cultures and now have a globalized influence. Japanese food is also very influential with the rising popularity of Sushi. Indian food is also recognized all around the world and is popular for its spices and texture. Asian religions and lifestyle practices are also getting the attention of the western world. India is the homeland of many religions and has influenced the countries around it. Buddhism, which is popular in East Asian countries has also originated from India. China is also a very influential country for religion and lifestyle and it has even impacted the lifestyle and culture of Japan and Korea.
- 4. Robust Economy:** Following the pattern, China is leading the economic aspect too. China is one of the largest economies in the world and is currently fighting to claim the top spot in the world in terms of economic and political power. With its high GDP, per capita income, high production and exports, China is leading the world. Following China, we have Japan with its high GDP(PPP), HDI and exports. South Korea is close behind with its good GDP, growth rate and exports but it has high HDI thus is considered a strong nation. And lastly, we have India. India has a high economic growth rate but the lowest GDP(PPP), HDI and exports when compared to other countries.
- 5. Technological Influence:** As per the comparison table, Japan has the highest technological expertise, followed by China and then South Korea and lastly India.

## **6.0 Conclusion**

All these Asian countries have had a huge impact on the world in different aspects. But after counting the points assigned to every country, we can conclude that China is the most influential country in Asia as it has huge impacts in almost every field; economic development, technology and productivity, strong culture, food, popular culture and power. Japan is the close second with its highly influential pop culture, economy and technology. India is also one of the highly influential countries of Asia and has impacted various aspects of Asia as well as the globe. South Korea is also a very strong and beautiful country with a strong culture, economy, technology, work ethic and lifestyle. India too is like a big brother to its fellow ASEAN countries. And while racism and prejudices are prevalent on the western front about the Asian culture, it has become more subtle and we can hope, with greater awareness, we can see the end of it, for the future is Asian.

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