

The Impact of Globalization on the non-English Higher Education: Case Studies of (Mixed/Blended) Referencing

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This paper is a treatise on the impact of globalization on referencing sources from languages that do not use the Latin alphabet, such as Greek, Russian, Ukrainian (and any other Slavic Languages that use the Cyrillic alphabet), Chinese, Japanese as well as from languages that are written from the right side of the page to the left, such as Arabic, Hebrew, Urdu, Hindi. This is a tantalizing issue for international (non-English) scholars when they want to communicate their own research and cite valuable research done in their own countries whose language is other from English, especially a language that does not use the Latin alphabet. The paper starts with the notion of **linguistic glocalization**, that is, when the **global** (English, as *lingua franca*, a means of international communication) comes in contact and interacts with the **local** (languages other than English – and – within the present context – languages that do not use the Latin alphabet). Then, it provides a couple of examples of how Greek references (local) have been cited in international journals, using either English (global) or simply transliterated Greek into English. Finally, it tries to systematize how referencing in languages that do not use the Latin alphabet can be done (providing specific examples), by using AI (in the form of Microsoft Word, jpg, and the Internet) and discussing how useful Informatics and AI are for this systematization.

Key words: linguistic globalization, Anglicization, linguistic glocalization, Latin alphabet, languages using non-Latin alphabet

1. LINGUISTIC GLOCALIZATION¹

Linguistic glocalisation, an interchangeable term of **interlinguistic communication**, is understood as diverse types of inter-relationship and interdependency between global and local linguistic and cultural processes, which reveal the impact of the global (English as *lingua franca*) upon the local (in the present context, all non-English languages). Within the present context, **linguistic glocalization** can be understood as **resistance of local languages** to linguistic globalization or the process of Anglicization [3], during which non-English higher education tries to prepare DESPERATELY its students for effective communication in a global, intercultural environment, which uses only English for communication.

The present paper discusses, from a linguistic and Translation Studies point of view, what **non-English people** (such students, researchers, academics) can do when they want to cite sources from their **local** knowledge-based environment (especially those local languages that do not use the Latin alphabet – e.g. Greek, Russian, Ukrainian, Chinese, Arabic) to a wider **global** knowledge-based environment (that uses English). In other

words, what linguistic difficulties non-English students, researchers or academics face when they want to make their ideas and research known in a wider international public, where the **global** and the **local** meet, by presenting their **glocal** references.

2. TWO DIFFERENT CASES OF LINGUISTIC GLOBALIZATION OR ANGLICIZATION [6] IN REFERENCING

In the following two sub-sections two opposite cases of referencing are presented. The first case is when, although an initial reference written in a language not only other form English but also written in a different alphabet from the Latin one (i.e. in Greek), is presented only in English. The second case is that, even though the initial reference mentioned as Greek, the Greek text of referencing is not presented in Greek but rather in a transliterated form.

The first case of **total** linguistic globalization or Anglicization

In this sub-section the reference is cited as it appears in the initial publication, that is: (a) the names of the author and the editors as well as the publishing house are in a Latinized or Romanized form; (b) the titles of the article and the book are totally in English, even though they were initially in Greek; and (c) there is an indication that the initial publication was in Greek in parentheses in the end of the sentence.

Iosifides, T. (2001). Working conditions of three immigrant groups in Athens. In A. Marvakis, D. Parsanoglou & M. Pavlou (Eds.) *Migrants in Greece* (pp. 227-246). Athens: Ellinika Grammata (in Greek) [7, p. 444].

The above-mentioned way of referencing is an example of total linguistic globalization or Anglicization, during which the **original/local** language (Greek in this context) does not appear at all; it appears only in the end of the sentence in parentheses. Unfortunately, this is a very common practice in most international journals. Although this practice can help the international public (who cannot read the original language) to read the reference, the original/local language is totally suppressed whereas the global language (English) dominates. In this case, there is an “English linguistic imperialism”, as the author of this paper claims.

The second case of **partial** linguistic globalization through Transliteration

In this sub-section there is an excerpt of referencing in an international publication by Greek academicians [8, p. 264] where the references cited appear transliterated from Greek into

¹¹ For the notion of **glocalisation** and **glocal**, see [1], [2], [3], [4], [5].

English but there is also the indication that the initial publication is in Greek.

Agapitidis SI (1969) O plithysmos tis Dodekanisou. *Nisyriaka* 3:5–22 (in Greek).
Anonymous. 1956. Statistika stoiheia Nisyrou. *Nisyriaka Hronika* 2:49–50 (in Greek).

3. CASE OF TOTAL LINGUISTIC LOCALIZATION

Having in mind what was going on in referencing internationally, the Language Center University of Athens (Greece), directed by the Emeritus now Professor Babinotis (a very well-known Greek linguist) tried to correct that situation in an international conference that organized in Athens in 2005 and in publication issued in 2008. The following excerpt of bibliographical references from the publication (2008) of an international conference organized by the Language Center University of Athens in 2005.

Mirloy, L. & L. Wei (1995). A social network to code-switching: the example of a bilingual community in Britain. In L. Milroy & P. Muysken (eds.) *One speaker, Two languages. Cross-disciplinary Perspectives on Code-switching*. Cambridge: C.U.P., 136-157.
Μοσχονάς Σ. (1997). Κοινή γλώσσα και διάλεκτος. *Το ζήτημα της γλωσσικής διμορφίας στην Κύπρο*. Πανεπιστήμιο Κύπρου, Λευκωσία [9, p. 571].²

What is interesting in the above excerpt is that the Greek referencing is cited totally in Greek (local), without any transliteration and/or translation of the information provided, even though the publication was addressed to an international public (global).

This is done according to Language Center University of Athens which asked the authors of that publication to arrange bibliographical entries alphabetically based on the What the writer of this paper is going to present in the following two sub-sections – although it is known in fields such as: Comparative Literature, Cultural Studies and Translation Studies and in different sites around the globe – have been neither systematized nor discussed anywhere (to the best of her knowledge). It is for the first time that such an academic adventure takes place, although the writer of this paper has been teaching these alternative models of mixed/blended referencing in her EAP (English for Academic Purposes) classes since 2005.

The reason has been that she has interacted with students of various ethnic descents and linguistic origins and has tried to accommodate her students' needs to cite either

What is interesting and frustrating at the same time in the above excerpt of bibliographical references is that there is a transliteration of the names of the Greek authors, the title of the publication and the journal with neither any reference to the Greek text (only the indication (in Greek) in the end of the sentence) nor any translation of the title of the publication and/or the journal. In this way: (a) the original/local language (i.e. Greek) is suppressed in this publication; and (b) the international readership can be frustrated since there is nothing in English (global) to help them understand what this reference is about.

Greek alphabet: Α, Β, Γ/Σ, Δ/Δ, Ε, Ζζ, Φ, Γ, Η, Θ, Ι, Κ, Λ/Λ, Μ, Ν, Ξ, Ο, Π/Ρ, Ρ/Ρ, Σ/Σ, Τ, Υ, Φ, Υ, Ψ, Ω. Since 2005, this kind of mixed/blended bibliography has been used by editors of international publications that are issued in Greece.

The question that arises from this practice is that an international readership that do not know Greek cannot understand what this Greek referencing is all about, since there is no translation even in [brackets] to help. This is an extreme case of total localization. Whereas in the first case of total linguistic globalization there is total suppression of the original/local language (i.e. Greek), in this case referencing is only in the original/local language (i.e. Greek) without any English (global) appearing anywhere.

4. ALTERNATIVE MODELS OF REFERENCING: MIXED/BLENDED REFERENCING

Considering the two extremes of total linguistic globalization and total linguistic localization (in other words, being “between the hard and the rock place”) and the confusion created by the existence of only a transliteration, the author of this study will present and systematize two cases of mixed/blended referencing, where *global* (through transliteration and translation) co-exists with *local* (the original language which is written in a different from the Latin alphabet, e.g. Arabic, Greek, Ukrainian, Russian, Chinese).

from languages which use the Latin alphabet (e.g. Spanish, French, Albanian, German) or from languages which do not use the Latin alphabet (e.g. Arabic, Greek, Ukrainian, Russian and Chinese), while referencing their essays.

What is going to be presented in the following sub-sections has been a small part of two consecutive seminars/training in Greek that the author of this study did for the students (undergraduate, Masters' and Ph.D. candidates) of the Department of Sociology at the University of the Aegean on November 30, 2024, and December 14, 2024.

As the presentation of these alternative models unfolds, it will become conspicuous how much interconnected are:

² The technical style that is of MLA (: Modern Language Association) at the time.

education, training and informatics, since whatever is presented is done with the help of a variety of AI forms, such as: Microsoft Word, jpg, the Internet, to name a few. With the help of AI, the author of this paper has manipulated the information found on the Internet for purposes of the present paper.

A Simple Form of *Glocalized* Mixed/Blended Referencing

In the following boxes, referencing is a combination of transliteration of names, translation of the articles into English (*global*) and presence of the original/*local* languages.

Arabic Referencing into English [Arabic Alphabet]³

Barādah, M. (1987). *Lu'bat al-nisyān* [The game of forgetting]. Al-Ribāt: Dār al-Amān
Transliteration of the title from Arabic into English [Translation of title]. Transliteration of the place of publication and the publishing house; see footnote 3 and [10].

برادة، محمد. (1987). لعبة النسيان. الرباط، المغرب: دار الأمان

Greek Referencing into English [Greek Alphabet]

European Union, The: A Brief Travelogue to its History, Institutions and Basic Policies [Η Ευρωπαϊκή Ένωση: Ένα σύντομο οδοιπορικό στην ιστορία, τους θεσμούς και τις βασικές πολιτικές της]. Athens: European Parliament and European Commission, 1998 [11, p. 148].

Ukrainian Referencing [Cyrillic Alphabet]⁴

Golobutskiy, V. (1994), *Zaporizhzhya Cossacks*, Kiev [Голобуцький, В. 1994, Запорозьке козацтво, Київ].⁵

Russian Referencing [Cyrillic Alphabet]

Pavlovskaya, Anna, 2005, *England and the English*, Moscow University Press [Павловская, Анна 2005, Англия и Англичане, Издательство МГУ, Москва; see footnotes 4 and 5.

Chinese Referencing

He, Y., Zhang, Y., & Yang, Q. (2020). Discussion on the personal business model and functional basis of high-performing financial professionals - KS bank as the research object [何應欽, 張苑玲, 洪繼開, & 楊喬凱. (2020). 高績效理財專員之個人商業模式與 職能基礎的探討—以ks 銀行為研究對象]. *Commerce & Management Quarterly*, 21(2), 111–145 [12].

As it becomes evident the text of the above references has been manipulated with **the help of AI** for the purpose of this paper.

With an additional manipulation of the aforementioned references **with AI**, whose names are transliterated in the

Latin alphabet or Romanized, we can create *Glocalized References*, as shown in the box below, where *global* (English) and *local* (the original languages) appear. Thus, a student and/or an academican who moves among these languages can create a **homogenized** References section.

³ The same referencing can be used from any language written from right to left, e.g. Hebrew, Urdu, Hindi.

⁴ The Cyrillic alphabet is used in **several Slavic** (Russian, Ukrainian, Serbian, Bulgarian, Belarusian) **and non-Slavic** (Kazakh, Uzbek, Kyrgyz, Tajik, Gagauz, Mongolian) languages.

⁵ Ukrainian and Russian referencing is from Polina Cheresko's essay. Polina Cheresko was a Ukrainian student of the writer of this paper; Polina was a student in the Department of Social Anthropology and History at the University of the Aegean. The present material is presented with the student's consent.

Glocalized References

Barādah, M. (1987). *Lu 'bat al-nisyān* [The game of forgetting]. Al-Ribāt: Dār al-Amān

برادة، محمد. (1987). *لعبة النسيان*. الرباط، المغرب: دار الأمان

European Union, The: A Brief Travelogue to its History, Institutions and Basic Policies [*Η Ευρωπαϊκή Ένωση: Ένα σύντομο οδοιπορικό στην ιστορία, τους θεσμούς και τις βασικές πολιτικές της*]. Athens: European Parliament and European Commission, 1998.

Golobutskiy, V. (1994), *Zaporizhzhya Cossacks*, Kiev [Голобуцький, В. 1994, *Запорозьке козацтво*, Київ].

He, Y., Zhang, Y., & Yang, Q. (2020). Discussion on the personal business model and functional basis of high-performing financial professionals - KS bank as the research object [何應欽, 張苑玲, 洪繼開, & 楊喬凱. (2020). 高績效理財專員之個人商業模式與 職能基礎的探討—以KS 銀行為研究對象]. *Commerce & Management Quarterly*, 21(2), 111–145.

Pavlovskaya, Anna, 2005, *England and the English*, Moscow University Press [Павловская, Анна 2005, *Англия и Англичане*, Издательство МГУ, Москва].

A Complex Mixed/Blended Referencing

In the following boxes, referencing is a combination of transliteration of names and the titles of the articles,

translation of the articles into English (*global*) and presence of the original/*local* languages

Arabic Referencing into English [Arabic Alphabet]

Barādah, M. (1987). *Lu 'bat al-nisyān* [The game of forgetting]. Al-Ribāt: Dār al-Amān

Transliteration of Arabic into English, and translation of title.

برادة، محمد. (1987). *لعبة النسيان*. الرباط، المغرب: دار الأمان

Greek Referencing into English [Greek Alphabet]⁶

European Union, The: A Brief Travelogue to its History, Institutions and Basic Policies [*Η Ευρωπαϊκή Ένωση: Ένα σύντομο οδοιπορικό στην ιστορία, τους θεσμούς και τις βασικές πολιτικές της - I Evropaiki Enosi: Ena syntomo odoiporiko stin istoria, tous thesmous kai tis vasikes politikes tis* (Transliteration from Greek into English)]. Athens: European Parliament and European Commission, 1998 [13, p. 148].

Ukrainian Referencing [Cyrillic Alphabet]

Golobutskiy, V. (1994), *Zaporizhzhya Cossacks*, Kiev [Голобуцький, В. 1994, *Запорозьке козацтво*, Київ (Original) – Golobutskiy V., zaporozke kozatstvo, Kiev (Transliteration from Ukrainian into English)]; see footnotes 4 and 5.

Russian Referencing [Cyrillic Alphabet]

Pavlovskaya, Anna, 2005, *England and the English*, Moscow University Press [Павловская, Анна 2005, *Англия и Англичане*, Издательство МГУ, Москва (Original) - pavlovskaya, anna anglia i anglichane, izdatelstvo MGY, Moskva (Transliteration from Russian into English)]; see footnotes 4 and 5.

Chinese Referencing

He, Y., Zhang, Y., & Yang, Q. (2020). Discussion on the personal business model and functional basis of high-performing financial professionals - KS bank as the research object [何應欽, 張苑玲, 洪繼開, & 楊喬凱. (2020). 高績效理財專員之個人商業模式與 職能基礎的探討—以KS 銀行為研究對象]. [Gāo jì xiào lǐ cái zhuān yuán zhī gè rén shāng yè mó shì yǔ zhī néng jī chǔ de tàn tǎo yǐ yín háng wèi yán jiū duì xiàng – Transliteration from Chinese into English] *Commerce & Management Quarterly*, 21(2), 111–145 [14]].

As it becomes evident the text of the above references has been manipulated with the help of AI for the purpose of this paper.

As in the above sub-section, with an additional manipulation of the aforementioned references **with AI**, whose names are transliterated in the Latin alphabet or Romanized, we can create **Glocalized References**, as

⁶ The transliteration was not in the published work. It has been made for the purpose of this paper.

shown in the box below, where **global** (English) and **local** (the original languages) appear. Thus, a student and/or an academician who moves among these languages can create a **complex** but **homogenized** References section, which can be read by a worldwide public who can or cannot read

the original/local languages. Furthermore, an international readership who does not know the original language can sense how the title of the article sounds because of the transliteration of the letters of the original/local language.

Glocalized References

Barādah, M. (1987). *Lu'bat al-nisyān* [The game of forgetting]. Al-Ribāt: Dār al-Amān
Transliteration of Arabic into English, and translation of title. [10]

برادة، محمد. (1987). لعبة النسيان. الرباط، المغرب: دار الأمان

European Union, *The: A Brief Travelogue to its History, Institutions and Basic Policies* [*Η Ευρωπαϊκή Ένωση: Ένα σύντομο οδοιπορικό στην ιστορία, τους θεσμούς και τις βασικές πολιτικές της*- *I Evropaiki Enosi: Ena syntomo odoiporiko stin istoria, tous thesmous kai tis vasikes politikes tis* (Transliteration from Greek into English)]. Athens: European Parliament and European Commission, 1998 [11, p. 148].⁷

Golobutskiy, V. (1994), *Zaporizhzhya Cossacks*, Kiev [Голобуцький, В. 1994, *Запорозьке козацтво*, Київ (Original) – Golobutskiy V., *zaporozke kozatstvo*, Kiev (Transliteration from Ukrainian into English)].

He, Y., Zhang, Y., & Yang, Q. (2020). Discussion on the personal business model and functional basis of high-performing financial professionals - KS bank as the research object [何應欽, 張苑玲, 洪繼開, & 楊喬凱. (2020). 高績效理財專員之個人商業模式與職能基礎的探討—以KS 銀行為研究對象]. [Gāo jì xiào lǐ cái zhuān yuán zhī gè rén shāng yè mó shì yǔ zhí néng jī chǔ de tàn tǎo yǐ yín háng wèi yán jiū duì xiàng – Transliteration from Chinese into English] *Commerce & Management Quarterly*, 21(2), 111–145 [12].

Pavlovskaya, Anna, 2005, *England and the English*, Moscow University Press [Павловская, Анна 2005, *Англия и Англичане*, Издательство МГУ, Москва (Original) - pavlovskaya, anna anglia i anglichane, izdatelstvo MGY, Moskva (Transliteration from Russian into English)].

At this point, it should be noted that for the **transliteration** of each language that does not use the Latin alphabet there is an **International Romanization System**.

5. LIMITATIONS OF THE STUDY

The only limitation of this study is that there are references dispersed globally, but there is not one single international publication in English on these issues discussed in the present study.

6. CONCLUSIONS

As the author of this study has shown, the impact of globalization on referencing sources from languages that do not use the Latin alphabet is tremendous and has created: (a) a linguistic globalization (Section 2, First Case) in international journals that use English as a means of communication; (b) a confusion by using only transliteration (Section 2, Second Case) in international journals that use English as a means of communication; and (c) a linguistic localization as a reaction to these linguistic biases (Section 3). To this situation the writer of this treatise, drawn upon her background in Comparative Literature and Translation Studies, has proposed two alternative models of mixed/blended referencing or **glocalized references** - where **global** (transliteration of the

names of the writers and the rest of the information as well as the translation of the initial title of the article or book) meets **local** (the original/local language, which does not use the Latin alphabet) – which can be used by international journals so that **linguistic globalization** can be transformed in **linguistic glocalization** where English (the **global** language of communication) can be in equal footing with **local** language which do not use the Latin alphabet and the international readership can read and understand the references at hand.

In this kind of adventure of systematization of **glocalized references** AI (in the form of Microsoft Word, jpg, and the Internet) has been (and can be) an invaluable tool of help.

ACKNOWLEDGEMENTS

I would like to thank two undergraduate students of the Department of Cultural Technology and Communication (University of the Aegean, Lesvos, Greece): (1) Paris Angeladakis (ct23001@ct.aegean.gr) and Dimitris Kolios (ct23064@ct.aegean.gr) for helping me to layout this paper.

⁷ The transliteration was not in the published work. It has been made for the purpose of this paper.

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