



# **GLOBALISATION AND ALTERNATIVES: AN INTERDISCIPLINARY READING INTO THE DISCOURSE OF NGOs**

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## **GLOBALISATION AND ALTERNATIVES: AN INTERDISCIPLINARY READING INTO THE DISCOURSE OF NGOs**

### **ABSTRACT**

Non-Government-Organisations (NGOs) have been in the forefront of the struggle against the alleged negative impact of globalisation on developing countries and disenfranchised communities around the world. But despite the fact that NGOs and other grassroots movements are becoming increasingly strident, the discourse of this sector of civil society has not been subjected to any substantial and concerted academic study, particularly in the field of international communication.

The present study aims at partially filling this gap by 1) reviewing the current general state of NGOs, 2) surveying the latest debates relative to the outreach of globalisation and 3) examining the alternatives being proposed. While drawing mainly on a select sample of NGOs and Association of Southeast Asian Nations (ASEAN) press communiqués, the core focus of this study is to deconstruct the NGOs' discourse with a view to gauging its linguistic and hermeneutical underpinnings and situating its relevance within the ongoing debate on globalisation and alternatives.

This study also aims to examine the discourse of NGOs in the context of a multi-discourse environment relative to the present state of global community development in general and civil society and disenfranchised communities in developing countries in particular as part of the praxis of mainstreaming alternative views and discourses.

For this, an interdisciplinary methodology of text analysis, juxtaposition and interpretation, based largely on the matrix outlined in Wodak's (Matouschek, Wodak & Januscheck, 1996, p. 60), Historical Discourse Method (HDM), Van Dijk's (1998) Media Discourse Approach and Fairclough's (1995, 2001) Critical Discourse Analysis (CDA) is used throughout this study.

And in order to gauge the impact of NGOs' discourse on global civil society, sample articles are examined to decode the perspectives of pro-globalisation media vis-à-vis NGOs' discourse within the parameters of TNCs/Civil Society/NGOs relationships, international political economy and NGOs' taxonomy within International Regimes.

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## **LIST OF ACRONYMS**

ADB	Asian Development Bank
APEC	Asia Pacific Economic Caucus
ASEAN	Association of South East Asian Nations
AUSAID	Australian Aid
BINGO	Business NGO
BRINGO	Brief-case NGO
CADI	Centre for Alternative Development Initiatives
CDA	Critical Discourse Analysis
CNN	Cable News Network
CNP	Comparative Non-profit Sector Project
COM'n GO	Come and Go! Organisation
CRS	Catholic Relief Services
DAC	Development Assistance Committee
DESA	United Nations Department of Economic and Social Affairs
DHM	Discourse Historical Method
EU	European Union
FANGO	Fake NGO
GATT	General Agreement on Tariffs and Trade
GRINGO	Government-Owned Organisation
GRINGO	Government Run-and-Initiated NGO
GRO	Grass Root Organisation
HIPC	Highly Indebted Poor Country
ILO	International Labour Organisation
IMF	International Monetary Fund
INGO	Indigenous NGO
INGO	International NGO
INPEG	Movement Against Economic Globalisation
IPS	Inter Press Service
JIC	Journal of International Communication
LIC	Low Income Country
LMIC	Lower Middle Income Country
MAI	Multilateral Agreement on Investments
MAI	Multilateral Agreement on Investment
MANGO	Mafia NGO
MDB	Multilateral Development Bank
NAM	Non-Aligned Movement
NFPO	Not-For-Profit Organisation
NGDO	Non-Government Development Organisation
NGI	Non-Government Individual

NGO	Non-Government Organisation
NIEO	New International Economic Order
NNGO	Northern NGO
NPA	New Policy Agenda
NWICO	New World Information and Communication Order
PANGO	Party NGO
PSC	Public Service Contractor
PVO	Private Voluntary Organisation
QUANGO	Quasi NGO
SFL	Systemic Functional Linguistics
SNGO	Southern NGO
TNC	Transnational Corporation
UN	United Nations
UNDP	United Nations Development Programme
WEF	World Economic Forum
WSF	World Economic Forum
WTC	World Trade Centre