

Introducing East and West into Globish

Document #PLPC-120043

Version 0.1

October 03, 2011

This Document is Available on-line at:

<http://mohsen.banan.1.byname.net/PLPC/120043>

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Contents

1	This Essay Is In Globish	1
2	Part of the Evolution of Globish Series	1
3	Defining East and West	1
4	Illusive Nature Of East And West As Words and Labels	2
5	Individual Leaning Vs Societal Leaning	2
6	Orientalism	3
7	Economics Vs Halaal and Haraam	3
8	Americanism And Americanists	4

List of Figures

1 This Essay Is In Globish

This essay is in Globish. It is not in Anglo-American English.

See, “Introducing Globish into Globish”, [2] for a description of Globish. That document also includes references to use of certain specific words and concepts relevant to this essay.

The intended audience for this essay is all of humanity.

Some concepts developed in this essay stands separate from American and Western values. Some concepts developed in this essay reject American and Western values. Western readers of this essay need to pay extra attention, as many of their assumptions are not ours.

2 Part of the Evolution of Globish Series

This essay is part of a series of essays, where we introduce new words and concepts into Globish

See “Introducing Globish into Globish”, PLPC-120038, [2], for a list of other sister essays.

The context for our own use of these enhancements to Globish is a model inversion to the manner of existance of Internet Services called: **The Libre-Halaal ByStar Digital Ecosystem**, – <http://www.by-star.net>.

An overview of this global effort is provided in a document titled:

The Libre-Halaal ByStar Digital Ecosystem
A Unified and Non-Proprietary Model For Autonomous Internet Services
A Moral Alternative To The Proprietary American Digital Ecosystem
<http://www.by-star.net/PLPC/180016> – [3]

In that document we present a complete picture for establishing a model and process that can redirect the manner of existence of software and Internet services towards safeguarding humanity. We also describe the framework that is already in place for collaboration and we invite you to participate in this work.

3 Defining East and West

Traditional attempts have not been on the mark.

East and west are not a geographical concepts, they are not prosperity concepts, they are not technology concepts.

East and West are two very distinct life models.

Consider the Chinese Olympics Vs. the British Olympics. One was very societal while the other was very individualistic.

East and West are two different ways of thinking. East and West are two different value systems. East and West are two different answers to meaning of life.

Western model is rooted in individualism and raw economics.

Eastern model is rooted in society and harmony with nature.

Western colonialization is rooted in extreme individualism and raw economics of the West.

East and West represent labels for spheres of consensus.

Some of the important concepts that the Western sphere of consensus focuses on are: supremacy of markets, economics, competition, dominance, exploitation and freedoms of the individual and the corporation and separation of religion from governance.

Some of the important concepts that the Eastern sphere of consensus focuses on are: supremacy of family and society, social cohesion, societal harmony, ethics, morality and sanctity of speech and the intertwinedness of religion and governance.

The fundamental difference in perspective between East and West is in the context of individual and society. An Eastern Iranian may communicate this to a Western American with the following phrases: "The largest societal unit in America is the individual. The smallest societal unit in Iran is the family"

East and West have been engaged in "Models Wars". The West considers its models as universal and has been imposing them on the East. Some Eastern societies have been resisting. Resisting the Western IPR regime is an important battle ground in these Models Wars.

4 Illusive Nature Of East And West As Words and Labels

From the lyrics of the song "Gharbzadegi".

It's so easy to decide on a name
It's a name caller's game
It's so easy to look down from above
Helicopter vision
Get the picture when you're outside the frame
Retrospective my eye

Call it art and you can say what you like
It's a name caller's game
Your perspective describes where I stand
Out of line, out of mind
Calling myopia 'focus', of course,
Makes it easier still
Gharbzadegi means nothing to me
Westernitis to you

We get so out of touch
Words take the place of meaning

Yet, the concepts of West and East are very real.

They simply need a model and definition.

5 Individual Leaning Vs Societal Leaning

Human beings are both selfish and social at the sametime all the time.

This duality and conflict is the root source of differences that lead to societal characteristics that go under the informal labels of West and East.

Here we present a simple abstract model that permits relatively accurate descriptions of traits that often go with East or West.

We start with the undeniable human duality of self and other-than-self. The container that we choose to capture other-than-self is society *جامعه*. By society we don't just mean a grouping of people. Society also includes common beliefs, spheres of consensus, traditions *سنت*, its nature and its relationship with nature and all that it has learned over time.

The basic duality of self and other-than-self is inherent in being human. Where selfishness is constantly contrasted with other essence characteristics *فطرت*. Our choice of encapsulating other-than-self in "society" is based on the notion of essence characteristics being capturable with time in the context of groups.

The extent to which societies lean towards self and individuals lean towards society is our base for being Eastern or being Western.

The West is more self leaning. The East is more society leaning.

These basic fundamental orientations that can be detected and observed in all societies through their "memes" are all explainable through this simple model.

These basic fundamental orientations explain what are considered Western and Eastern behaviours, attitudes, acts, and beliefs.

Western and Eastern memes are real as they have resulted in widespread usage of these labels. And what results into these memes is well explainable by our model.

Hence it is useful for Globish to converge on this model for adoption of the words East and West.

6 Orientalism

Orientalism is agenda driven definition of Eastern concepts, customs and characteristics by Westerners aimed at the West's establishment of difference and superiority for the purpose of exploiting East and Easterners.

Our use of the word "Orientalism" is in the context of Edward Said's book titled "Orientalism" [?].

The history of Orientalism has led to a false belief by Westerners that the Western IPR regime is universal.

West-toxication is a term that Iranians have created and use to denote pernicious Western influence that is to be rejected.

West-toxication represents the impact of Orientalism on some Easterners which has led to their belief that Western model is superior to the Eastern model in almost all respects.

We use the word west-toxication in the context that Jalaal Al-Ahamad introduced it in his Gharbzadegi book in 1966 [4].

History of West-toxication has led some Easterners to believe that the Western IPR regime is universal, because it is Western.

7 Economics Vs Halaal and Haraam

In English, halaal and haraam are over simplified Orientalist adoptions that map onto "permitted" or "prohibited" and which come with islamophobia negative connotations.

In Globish, philosophical halaal is "manifestation" of "moral sensibilities" relevant to a specific topic where "the set of actions" map to "right."

We use the words halaal and haraam as vehicles for expression of ethics and morality as we have formally defined them in:

**Introducing Halaal and Haraam into Globish
Based on Moral Philosophy of Abstract Halaal
And Defining The Libre-Halaal Label**

معرفی دنیایی حلال و حرام
و تعریف حلال-وجودی چند وجودی‌ها

<http://mohsen.1.banan.byname.net/PLPC/120039> – [1]

8 Americanism And Americanists

In English, Americanism is the self-congratulatory celebration of the likes of: free markets, rugged individualism, capitalism, the corporation, free speech, free Facebook friends, market driven health care and TV advertised prescription drugs.

In Globish, Americanism is the model of self-toxication «خود زدگی» of economic creatures existing in an industrial context.

The Globish's Americanism contrasts against the English's Americanism in humanity's context.

We identify americanism as the root of the Western IPR problem.

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