

Complicity between Globalization and Capitalism in Wells' *Tono-Bungay*

This research paper analyzes the complicity between globalization and capitalism as depicted in H.G.Wells' Tono-Bungay. Presenting the post-war sense of capitalism and globalization in British society, the research paper explores how capitalism spreads its' value upon society as well as in the nation through the process of globalization. Movement of globalization does not force people to buy its product but it introduces them with the product and provides the sense of false security. Globalization is used as an ideology by the powerful(west)to deceive the people about illusory benefits of a dehumanizing system, a form of false consciousness that prevents people from seeing their true interest. Mass-media, advertisement, migration and movement of people play significant role in creating false belief. So, unethical businessmen get chances to get profit. It is clearly revealed in the novel. The revelation of Edward and George's intention is the revelation of the false intention of capitalism and globalization. Taking theoretical insights on globalization as proposed by Shaobo Xie, Timothy Brennan, this research work reveals the complicity between capitalism and globalization and commodification of human rationality, love, affection along with its relationship between capitalism and post industrial technology as well as the development of mass media or advertisement.

Key words: Capitalism, Globalization, Global modernity, Commodity culture, Complicity

This research work tries to explore the global culture and capitalism and its failure is reflected in Herbert George Well's narrative *Tono-Bungay*. Wells depicts the pre-world war British society where global culture was massively growing. Early twentieth century British society was highly celebrating modernization of technology and commerce. At the time British Empire became world power in its business, technology, communication ,transportation and so

on. With the development of technology and expansion of capitalism, British society celebrates globalization. The nineteenth century British empire's product "Tono-Bungay" embodies the industrialized western countries' imperial margin to subjugate people of their colonies. Globalizing media technology and industrial capital, the western countries have gradually colonized the developing countries because the process of globalization can rapidly circulate the product to consumers. The text sets different places like Bladesover House to Hardingham Hotel, reflects the success of globalization. Not only that George and Edward 's progress from rented room in Camden Town to their own state Crest Hill marks the capitalists' success with the help of globalization. Their success reflects the success of capitalistic advertisement which makes people puppet of mass media and their ultimate destination to Paris Hospital and Edward's pathetic death in hospital marks the failure of globalization.

This project focuses on how capitalists gets success on their business through the process of globalization. How the rich countries are trying to expand their power and exploit other countries in order to get major benefit. The novel narrates a story of George Ponderovo and his uncle Edward Ponderovos's production of Tono-bungy, a medicine and rise and fall in the business of Tono-Bungay. George 's narration explores the life of his uncle Edward and his own too. In particular, it explores the role of capitalism and globalization and its failure in association with the rise of Edward and George along with the rise of Tono-Bungay. The story of the life of scientist George Ponderovo and his uncle pharmacist Edward Ponderovo and their earlier success and ultimate downfall in medicine business is the fall of contemporary global culture and capitalism.

Globalization refers to the global interconnectedness. The compression of world into small village is known as globalization. During Seventeenth century powerful countries invented

basic framework of colonialism which is free trade. Oppressed countries were forced to consume goods that were brought by colonialist; in return they gave up their own productivity. So globalization is somehow form of colonialism. In the late Nineteenth, the connectedness of world's economic and culture grew very quickly. The relationship between the commercial colonization of Britian by a patent medicine empire and the exploitation of west African raw material is of course an impact of globalizaton. These argument clears world is becoming homogenized and culturally imperialized because of globalization or global, media culture. Success-full business of Tono-Bungay is also success of imperialist policy of the Europeans. Shaobo Xie 's idea on globalization, globalization is another name for capitalist Americanization and what is being globalized today in the day of global capitalism is capitalism it self is used to interpret the text. For further study Gilles Deleuze and Felix Gauttari's idea of desiring machine will be used. Edward and George's technique of capitalistic mass deception is criticized in this novel. Development of globalization\global culture is the manipulation of human rationality through mass-media. It is the hallmark of success of Edward and George. After the industrial revolution, free trade, use of mass media capitalism became world transforming force, Chris Barker writes in *Making Sense of cultural Studies* that:

Capitalism is firmly entrenched as the mode of organization by which human societies produce and distribute material goods and services and there is no evidence that it will be replaced. Indeed capitalism is the driving force of renewed globalization. This is a reorganized capitalism in which multinational corporations manage the commanding height of the world economy as they refashion the spatial distribution of their networks to become more geo-global"(156).

Development of industry and technology make people conscious about their desire,

human desires upon new thing. After the development of mass-media, capitalist use it to manipulate human psyche but they described it as the source of knowledge rather media itself is the production of capitalism and it helps to spread capitalism in whole nation. Business of George and his uncle Edward is not the focus of the research but how they invent and sell more in different countries by taking help of mass media which is insidiously dangerous to people and exploitation upon other countries on the name of business to get just benefit are the central concerns for the research work. The whole novel is all about the contemporary English social system. It clearly reflects the contemporary industrialist notion of England where capitalist earns unethical money and common people are deceived. Anthony Arblaste argues that;

"Wells's own epilogue to what he regarded as his most ambitious novel. *Tono-Bungay* is a novel about the English social system and how it was changing in the late 19th century. It is about the transition from a traditional, feudal class society, based on land, in which everyone has his or her appointed place, to a society dominated by money and individual enterprise"(21). Modern society is dominated by the individual enterprises. Wells's narrative is dominated by Edward's enterprises, which is completely dominated by profit seeking tendency.

Paul Poplawsky analyzes it as the 'condition of England' trend where morality and love are in sale. The contemporary England is reflected in Wells' narrative. It is also the fall of contemporary society, which has totally been affected by capitalism. He compares the text with the condition of Twentieth Century England. He further analyzes:

Tono-Bungay is perhaps Wells' outstanding example of an early twentieth century 'condition of England' novel. As we have seen, there were deep seated structural changes in train within Britain's economy at this time; and where mid Victorian condition of England novels focused on social problems thrown up by the rapid rise of heavy

manufacturing industries, *Tono-Bungay* is equally a product of its period in concentrating on the growing dominance in the economy of the commercial and financial sectors and on the related expansion of the consumerism increasingly influenced by modern mass media technique of marketing and publicity. (572)

The novel reflects the structural change in British economy where old structure is replaced by the new heavy manufacturing. *Tono-Bungay* is the product of Victorian capitalism and the product of its time. Expansion of commercial and financial sector develop into movement of globalization. Mass media technique of marketing deceive people. Edward Ponderovo's technique is the model of contemporary England's capitalist model.

William Kupinse interprets it as 'condition of England novel' which is likely similar to Paul Poplawsky's analysis. Furthermore, he argues that George's narration of the production of *Tono-Bungay* embodies"(51). He further argues "the old merchant used to tote about commodities; the new one creates value"(51) but the new values are not concerned with human sentiment or humanity. Because of the loss of human sentiment or humanity, new values do not create long term positive social effects in the society. He further explains:

Ewart asserts, 'He takes some-thing that isn't worth anything -or something that isn't particularly worth any-thing, and he makes it worth something'(169). This ironic commentary by a minor character precisely identifies the major preoccupation of Wells's novel and marks the site of Edwardian anxiety informing the Condition of England novel: the apparent abandonment by "modern commerce" of established determinants of value and waste. (51)

The new values are the waste values in the modern capitalist world. Waste values are for loss. The minor character Ewart's narration justifies it. It is the contemporary condition of England.

Kupinse comments this novel as the colonial capitalistic expansion of Victorian capitalism too. He states that "while the notion of a waste -driven series underlies both Edward's capitalist schemes and George scientific exploits, these two disparate ideological programme combine during the expedition to Mordest Island to steal the deposits of 'quap', a strange radioactive substance"(61). Here, he hints as the scientific exploits of George is the colonial expansion of Victorian capitalism. The fall of Victorian Capitalism and fall of Edward is the same because they create waste values where human values are lost.

For Lawrence Poston, George is a representative of a working class person who is guided by capitalist who helps to his uncle for making Tono-Bungay which is not good for health. Through the help of advertisement Edward manipulates the public mind which is process of globalization. It develops misleading faith in public which gives success to capitalists who forgets ethics like Edward and George. Lawrence also hints to the process of globalization by capitalist in the novel. George's expedition to Island reflects it. Lawrence states:

Disgusted with the chicanery which surrounds 'Tono-Bungay', George finds relief in aeronautical experiments and become less active in the business; but when it is threatened with loss of public confidence ,he embarks on an expedition to West Africa to accumulate quap, a radioactive substance on which the speculator Gordon Nasmyth hopes to corner the market.(434)

George's expedition of West Africa to accumulate quap is the product of colonial expansion| globalization which lies in the heart of Victorian England. Globalization which includes free trade as a source of expansion and capitalist helps it. On the name of globalization capitalist create a false belief upon society through the help of technology , mass-media, and they expands their business, policy and belief system just for benefit. To get benefit they forgets their morality,

ethics and responsibilities. William Kupinse hints the process of globalization in his essay *Elemental Decay: Multinational capitalism*. "Both the marketing of Tono-Bungay and the violence underlying the theft of the quap suggest a conception of national identity based on hegemonic relations of the expansion of the domestic markets and the appropriation of foreign raw materials"(62). On the one hand Edward who starts the business of Tono-Bungay by the help of mass media, advertisement, which is harmful for health, human kidney. Edward never thinks about peoples and their health he always want to just benefit, more money. On the other hand George who helps his uncle's business he is known about product but for the sake of money he participates in unethical business of Tono-Bungay. But the movement of Globalization they gets success because it helped to spread their product all over the world.

Robert Roulston critiques Wells's narrative comparing with Fitzgerald's *The Great Gatsby*. He comments, "the world depicted in Tono-Bungay, like the one in *The Great Gatsby*, is a topsy-turvy place where distinction are crumbling and moral values are awry"(72). Loss of moral values in the modern capitalist world is normal. The necessary thing for capitalists is consumer and manipulation of their minds. He further explains "in Wells's novel the great country estate of Bladesover, which represents the Gentry, the Quality, by and through and for whom the rest of the world ..breathed and lived"(72). But ,when the capitalism becomes sound then it loses its moral values so now the rest of the world is searching another center which represents Gentry and Quality. In the context of the contemporary society loss of Georg 's moral values are normal too. Furthermore, he argues "George learns that in England dishonesty has become so pervasive and mere success so admired"(74). Dishonesty is not the products of George's temperament but it is the product of capitalism which develops the false consciousness in the peoples mind. Morality doesn't matter in the capitalistic culture. Everything has its value

according to market value. Morality is replaced by money or material gain. Every human values are collapsed and degraded because of the excessive development of capitalist culture. Human values are examined with their sign exchange value. Morality is commodified by Edward Ponderovo. Lois Tyson argues, "Commodification is the act of relating to objects or person in terms of their exchange values or sign exchange values"(62). Ponderovo exchanges his moral values with the capitalistic values and manufactured medicine for the market which is defective for kidney, it is Tono-Bungay. He knows it is defective for human kidney but he doesn't care because he wants to earn money than morality and social prestige. He has confidence for the quap medicine that it creates Business Empire. George's narration of his uncle Edward claims:

You see said my uncle in a slow confidential whisper, with eyes very wide and a creased forehead, it's nice because of the '(here he mentioned a flavoring matter and an aromatic spirits), 'it's stimulating because of'(here he mentioned two very vivid tonics, one with marked action on the kidneys). 'And the ' (here he mentioned two other ingredients)'makes it pretty intoxicating. Cocks their trails. Then there's'(but I touch on the essential secret).'And there you are . I got it out of an old book of recipes-all except the '(here he mentioned the more virulent substance, the one that assails the kidneys),which is my idea'. (131)

It reflects, Edward knows the medicine which he creates is defective for human kidney but he has confidence with his production will be sold and he will be great businessman. Edward realize that the world is totally dominated by commerce. Power of commerce is the product of capitalism and beginning stage of globalization. He is aware of trade and trade doesn't concern any morality. Products are produced for the market and benefit. Edward wanted to be a successful businessman and earn more money because society was guided by capitalistic

ideology where only money matters if you have you can create power. Here George also lost his morality on the name of pleasure, being wealthy. When his beloved demands the source of income for their marriage, George compelled to involve in unethical business of Tono-Bungay. Marion's demand of George's income is the starting point of George's downfall. She demands income source of to marry with him. It is not her fault but it is product of consumerist society which was being globalized. She tells George:

It's no good marrying, she said. One 's only miserable. I have seen other girls .When ones alone one has a little pocket money anyhow, one can go about a little. But think of being married and no money, and perhaps children -yes you cant be sure...

will you marry me if I get three hundred a year?

If! she said. (14)

As in the case of George, the character who has been holding the so-called American dream and hope as offered by capitalism reveals the hollowness of that dream, upon close inspection. In a rage to riches style, George has risen from poverty to wealth in a guided by his love to Marion. Actually he wants to buy her love. This kind of money minded activities in this novel shows how capitalism captured the society. So that Shabo Xie clerifies "globalization is another name for the capitalist Americaniazation of the world"(888). He only focus on money not in morality, people are being non-living things which has no any feeling, which is effect of capitalism. Likewise, Gilles Deleuze and Felix Guattari's ideas of desiring machine and manipulation of human mind, through mass media is the power of capitalism, where capitalists manipulate public mind and cash it. Human has been changed into the machine of desires or desiring machine. Here, Edward who gives money for George for making Tono-Bungay. Edward's rise is also the same. He and his nephew George make use of mass media and make people as puppet of mass

media. Human beings are changed into desiring machine. At the same time capitalist cash the manipulated mind of public, which gives them success. But ,it falls at last is the fall of mass media and mediated global culture. Success of Edward and George in the business of Tono-Bungay make them powerful they create certain kind of policy in which people can buy their product without any kind of hesitation.

It is the result of capitalism based society. Shaobo xie states that "what is being globalized today in the day of global capitalism is capitalism itself"(889). Only capitalist are getting benefit through the process of globalization. George starts the business of Tono-Bungay by taking help of his uncle Edward:

so I made my peace with my uncle and we set out upon this bright enterprise of selling slightly injurious rubbish at one -and-three-halfpence and two-and-nine a bottle, including the Government stamp. We made Tono-Bungay hum! It brought us wealth, influences, respect, the confidence of end less people. All that my uncle promised me prove truth and understatement; Tono-Bungay carried me to freedoms and power that no life of scientific research ,no passionate service of humanity could ever have given me. . . . (147)

George who goes to Mordest Island for quap and raw materials at the bad stage of their business clarifies that capitalist can do everything for their business. George who killed African man also. Globalization describes the process by which regional economics, societies and culture have become integrated through a global network of political ideas through communication, transportation and free trade, This integration of regional economics into the international economy is reach by trade, foreign capital investment, and technology. The strategy of western is to push for more trade, more connectivity, more markets and more openness because they benefit

from globalization more than other countries. Xie claims that through the world has become interconnected, the west in general and America in particular still imposes itself as the center of the world. Edward who does business of Tono-Bungay which is insidiously dangerous to health without any kind of hesitation he expands his business near his state by the help of mass -media which is also part of globalization. Edward who represents a capitalist(founder of pharmacy) from England and he brings raw material from Mordest Island for his Tono-Bungay. It clarifies how western are dominating other countries for the sake of benefit. Shaobo Xie answers:

As previously mentioned, digital telecommunication have thoroughly deterritorialized and decentred our geographical sense of the globe; electronic media and migration have created vast number of broderless, transnational communities: diasporic, mobile and uncontrollable. Global flows of commodity, information, finance and the world wide diffusion of technology have made metropolise lose their previous centrality. (894)

Xie argue that we cant live without commodity or capital production because capitalists creates the situation through the electronic media. Capitalist produces media and media produces desire in the public through which capitalist operate culture industry. Through the massive advertisement Edward and George create the public mentality that the only medicine which works for the all kind of diseases is Tono-Bungay. With this created false promises or mentality of public and free trade they get success in their business. George's exclamation proves it. He exclaims that:"advertisement has revolutionize the world. The old merchant used to tote about commodities; the new one creates value"(159).

George, who is guided by capitalistic ideology , here a belief that peoples consciousness of the condition of their lives reflects the dominant ideology which is in turn shaped by material condition and social relation of production. Same like George begins his life in master's house in

Bladsover where his mother works as slave. Later he moves to England when he gets Vincent Bradly Scholarship. But he doesn't concentrate in his study because his scholarship doesn't provide him material gain then he leaves scholarship. He speaks out: "I had come to London as a scholar. I had taken the Vincent Bradly scholarship of the pharmaceutical society, but I threw this up when I found that my work given me one of the minor technical board scholarship".(104). He thinks that he can not fulfill his desires of commodity with this minor achievement or academic success. It is the by product of the capitalist society where commodification becomes the prestige and material gain.

The main intention of capitalism is to commodify human beings and the objects. when someone buy something just for following the culture what other people are buying makes capitalist more. The successful business of Tono-Bungay clears how capitalist manipulate public mind and celebrate. Edward who advertise Tono-Bungay as a source of energy but it was bad for health. He sells it through the help of mass-media from this activities product reaches at the house of different people and nation and they use it. Using Tono-Bungay by so many different people and nation make it success product. Edward speaks out: "We subjugated England and Wales; we rolled over the cheviots with a special adaption containing eleven percent of absolute alcohol; Tono-Bungay. Thistle Brand.' We also had the fog poster adapted to a kilted Briton in a misty highland scene"(149).

Xie argues "Capitalism feeds on differences; every difference opens an opportunity; post-colonialism helps capitalism because it celebrates difference"(890) Edward who plans to sell his product in different area for more profit so Edward says:

We sold our stuff and got the money, and spend the money honestly in lies and clamour to sell more stuff. Section by section we spread it over the whole of British Isles; first

working middle-class London suburbs, then the outer suburbs, then the home counties, then going (with new bills and a more pious style of 'ad') into Wales, a great field always for a new patent medicine, and then into Lancashire. My uncle had in his inner office a big map of England, and as we took up fresh section of the local press and our consignments invaded new areas, flags for advertisements and pink underlines for orders showed our progress. (149)

Edward just use mass media as weapon for his Tono-Bungay market. He invests more money on media and advertisement that can manipulate the public mind which makes Edward easy for selling Tono-Bungay . This is fully notion of capitalistic ideology. It reflects the power of capitalism that lies in media. They do not concern for quality improvement of the product. Edward's narration of the investment for advertising to George reflects the reality. He tells: "\$150000-think of it!- for the goodwill in a string of lies and a trade in bottles of mitigated water! Do you realize the madness of the world that sanction such a thing ? Perhaps you do not "(156).

Edward exclamation to George, examines the condition of the consumers' freedom in capitalist society. The so called choice of freedom is shattered here.

Truths are nothing but only the business. Truths are the ideology for the business and it legitimizes the real truths. And, finally truths are intentionally produced truths are themselves industries and the real truths for theirs' directors of producers. It is the reality of capitalist society. There are no any truths which concern for human rationality, ethics, and values. Rationality itself is the production of the capitalist market. Following the same rationality of capitalist market Edward produces Tono-Bunagy. It collapses the truth of society and uses business truth which is the ultimate reason for the fall of Edward last.

The dream of George and Edward is the dream of modern commerce or romance of modern commerce. They do not see the human rationality, they only see the business rationality. George explains the dream of Edward and his own too is: "in those measurelessly long hot afternoons in the little shop at Wimblehursts he had talked and dreamt of the romance of Modern Commerce. Here, surely was his romance come true"(258). Edward builds the romance of modern commerce along with George so romance of modern commerce is not Edward's only but George's too.

Overproduction of Tono-Bungay creates the fascist empire for the user and the business empire for its producer or owner, Edward and George. Through the overproduction industrialist gain more profit. The profit itself will be invested for earning more profit, it is the cycle of capitalism. The way of earning more money is investing more money for advertisement. Advertisement itself is the industry for creating propoganda or it creates desire. Shaobo xie claims that this condition is notion of imperialism of capitalism, he further says, "What is being globalized today in the day of global capitalism is capitalism itself"(889).

The culture of capitalist world is commodity culture. Capitalism exists with commodity. In commodity culture, human values are examined through commodity that people possess. People living in developed nation have higher level of commodity possession. So, the culture of the developed capitalist world, and increasingly those of all nations are essentially commodity culture. An object becomes a commodity only when it has exchange value or sign value. These both forms of value are determined by the society in which the object is exchanged. Commodification is the act of their exchange value or sign exchange value. The main intention of of capitalism is to commodify human beings and objects. The success of Tono-Bungay business is also result of commodity culture because it ruled over in every psyche of the then

people. Here in the novel Edward shows his own value. Edward has excessive desire for shopping. He had desires for shopping because he has money which he earns through Tono-Bungay business. The narrator narrates Edward's shopping desire as:

... so, soon as he began to shop, he began to shop violently. He began buying pictures, and then, oddly enough, old clocks. For the Chislehurst houses he bought nearly a dozen grand father clocks and three copper warming-pans. After that he bought much furniture. Then he plunged into art patronage, and began to commission pictures and to make present to churches and institution.(246)

Commodity culture develops the desire of material gain. Edward desires for violent shopping is the product of commodity culture on the one side and on the other side it is the products of the unexpected success in Tono-Bungay business. The success of Tono-Bungay business is unexpected because he knows the quality of the product is defective for human kidney. But he gets success because of the process of globalization, global flow of commodity, cultural chaos and mass consumption culture of capitalism.

According to Xie , there is unequal share of the West and non-west(rest) in globalization. So, the West extends its market, goods, capitals , technologies, ideas, values and life style to the rest of non-western countries in the name of globalization. So, contemporary globalization is the matter center periphery structure of the world. In this novel description of Mordest Island by George clarifies that West are always superior. His disrespectful description about Mordest Island shows notion of imperialism how they marginalize other country. George says that:

But so it was I made my voyage to Africa, and came at last into a world of steamy fogs and a hot smell of vegetable decay, and into sound and sight of surf and distant intermittent glimpses of the one coast. I lived a strange concentrated life through all that

time, such a life as a creature must do that has fallen in a well. All my former ways ceased, all old vistas became memories. (324)

The biggest imperial center is West, whose economic power increasingly controls the World. Edward who established a factory of medicine named Tono-Bungay and spreads all over the nation through the help of media and advertisement. Use of media and commodity culture are the American culture. The USA dominates the world economically, militarily, and culturally. It is from some of the staunchest advocates of Americanism that we learn the bluntest truths about globalization. Edward brings idea from American culture like use of coca cola, which made world cococolainization same Edward made Tono-Bungay. He starts business and sells in different nation and gets success also in this business of Tono-Bungay. It was the result of modern commerce where free trade and media played great role. According to Xie: "Although technological revolution, transnational corporation and interconnected, radically alerting our concepts of time, space, politics, and relations, this has in no way changed the fundamental fact that the West still poses or imposes itself as the centre of the world"(890).

Same like in this novel British starts a business by using new technology Edward creates a medicine factory and sells medicine by the help of media and advertisement and he also spreads the business of Tono-Bungay near British and Isles by taking benefit of free trade. Edward dreams more he wants to maximize his business in different country. So, Xie critiques globalization as it is another name for the capitalist Americanization of the world. According to him globalization is supposed to be appeared in disguised form of postmodern imperialism and neo-colonialism. Similarly it functions dialectically and also simultaneously homogenizes diverse people. It also celebrates differences. In addition, Xie puts comment on globalization by bringing reference of Raymond Williams' concept of the "dominant aspect". Xie believes that in

the name of decentering, globalization is again recentering the American capitalist values come at the center. In novel Edward who also celebrates in differences. On the name of profit, he starts his business in different places through advertise in a different way and he homogenizes all the people by his product Tono-Bungay and gets success in his business which made him easy to celebrate in modern commerce world. The way Edward chooses for his business and his progress is Americanization of the World. And George who kills African people in Mordest Island symbolizes how westerner are dominating third worlds' people on the name of civilization, how capitalist getting success to impose their value upon society. Misuse of power and, exploitation upon third world country are capitalistic ideology which was spreading through the process of globalization . George goes to Mordest Island with military for quap and raw material for Tono-Bungay and he describes it world of darkness which also symbolizes how capitalist are getting benefit from other country through the process of globalization and how they marginalize native people. Modern commercialist or capitalists' success depends on the technology and technology gaining power over society. The success of Edward and George depends on their knowledge of technology. If they operate technology well they will be successful and get success. If the creation of the technology rationality becomes successful then capitalists achieve their goal. Edward and George success and failure depend on the same technique of technological rationality. But Technological rationality is anti-humanist. It deceives people.

After the First and Second World War England witnessed the high rise of global consumer culture but the seed of consumer culture was there in Victorian period. Novel picks up the late Victorian consumer culture where unethical marketing of goods is growing. The age of Fordism and Post-Fordism is the mark of niche marketing. Barker explains that : "the post war period has witnessed the rise of consumer culture across western societies and beyond. Fordism, of course,

was based on mass advertising, selling and the mass consumption of standardized goods, while Post-Fordism is market by customization and niche marketing" (163). Because of this niche marketing Edward gets success. His success gives him the capacity of consumption. George explains Edward's life style as;

When I think of my uncle near the days of his Great Boom and in connection with the actualities of his enterprises, I think of him as I used to see him in the suit of rooms he occupied in the Hardingham Hotel, seated at a great old oak writing table, smoking, and dinking and incoherently busy; that was his typical financial aspect- our evenings, our mornings, our holidays, our motor-car expedition, Lady Grove and Crest Hill belongs to an altogether different set of memories. (217)

The life style of Edward in Hardingham Hotel is the product of his successful days in Tono-Bungay business. At the time Tono-Bungay is in great boom. And his lifestyle at the hotel is the product of consumption of his own and at the same times other consumers' too. If consumes do not consume his quap medicine he doesn't have such a lifestyle. It reflects his lifestyle is the product of Post-War consumerism and capitalist's niche marketing.

The achievement of Edward and George depends on the illusion created by niche marketing or advertising propaganda. Edward and George who thinks they need to earn more money for pleasure and for better life of the then society. George who wants to get married with Marion but it becomes dream when she says, George earn more money, you need to earn five hundred pounds a year. After Marion's demand George helps his uncle for making Tono-Bungay and sell in a different states. Expansion of capital flows and commodity trade via unequal relations in the contemporary period is a continuation of the imperialist relation of the past. Timothy Brennan includes five key terms to describe about globalization which are Modernity,

The west, Space/Places, Cosmopolitanism and Neo-Liberalism. In the novel also Edward and George who creates a new idea for his business which was advertising. It was new trend of capitalist for business to spread all over the nation.

George says;

It is quaint no doubt, this England -it is even dignified in places -and full of mellow associations. That does not alter the quality of the realities these robes conceal. The realities are greedy trade, base profit seeking, bold advertisement - and kingship and chivalry, spite of this wearing of treasured robes, are as dead among it all as that crusader my uncle championed against the nettles outside the Duffield church. . . . (384)

The achievement of Edward and George is based upon free trade and use of mass media. People who lived in society had desire of being rich and they become greedy and to get profit they started using advertisement as a major tool for their business. Using mass media and advertisement Edward homogenizes the people and celebrate. According to Xie :

The west regarded the different Rest is inferior and backward, for its social organization, cultural life and aesthetic production did not confirm or measure up to modern Western norms . The west's advance science technology and military might established the hegemony of its civilization, which perceived other civilization as uncivilized and which achieved control over nations differently developed in science and technology. (895)

Western people thinks they are civilized. In the novel, George says: "Those two days of bustle at Gravesend, under dingy skies, in narrow, dirty streets, were a new experiences for me. It is like else nothing in my life. I realized that I was a modern and a civilized man. (313).

There have been many attempts to define globalization. Some critics describe it as an interconnected and interdependent networked world which enables

proliferation of the logic of capital and the spreads of democracy in information, finance, investing and the diffusion of technology; other sees it as an capitalism to virtually every country in the world. The success of Edward is the success of capitalism, success of western cultural imperialism and success of globalization. But after the fall down of business of Edward shows illusion and propoganda do not remain the same forever. And it means heyday of Edward and George do not have any long lasting effects. When the illusion tears out from the eyes of public, the success of Edward and George will end. By quoting Aunt George explanation about failure of the business is that:"old saved at the eleventh hour,' said my aunt, quoting one of the less successful advertisements of Tono-Bungay. (250)

Edward and George created a society where all people were believed that Tono-Bungay is really good in taste and it is the only resource of energy. However, the people do not informed it was bad, it can damage human kidney. Development of industry and practice of mass media, Edward get success in his business of Tono-Bungay. He wants to expands it in different nation for just profit not other than this, Slowly Edward sell his product in different country and brings raw material from third world named Mordet Island. It is somehow imperialistic policy of European country over other country through trade. Brennan argues that "there are chaotic, apocalyptic processes within globalization that leads to society having too complex for human control."(877) Edward who homogenize the people through business, he brings all the people in a same culture by product. But, at last it becomes down, business of Edward falls. After falling down of business of Tono-Bungay they planned to come on Mordest Island for quantities of heap of quap.

Timothy Brennan makes a key assertion that "debate over globalization are discursive", and that these discourses in turn follow one of five basic moves through which

globalization is registered as: 1. a political ideal; 2. utopia or dystopia generated by free trade; 3. a technological, capitalist Americanization; 4. The contemporary version of western imperialism; and 5. Being purely speculative (or as Brennan puts it succinctly, globalization " does not exist")"(876).

Brennan focuses on both positive and negative consequences of globalization, his concern is to highlight these consequences and also to make the reader realize the complexity of globalization together. He seems to hint the fact that term globalization is not easy to define as well as to understand as we think. The aforementioned discourses represent both positive and negative aspect of globalization. The beginning two are positive, the second and third quite negative. Same like in the novel also on the name of globalization Edward sells bad product upon society and in a different nation and George forgets the morality, kills African man, which shows globalization has some negative aspects also. Here capitalist plays a main role for spread ideology of globalization.

The expedition of George towards Mordet Island, bad description of Mordet Island and murder of one African man shows how Westerner are trying to impose their culture toward the nation Xie states that:

The mythology of world already de-centered politically, culturally, economically, and ideologically papers over the lived global power -relation between the developed West and underdeveloped Rest. On the one hand , multinational capital with its hegemonic ideology and technology is globally spreading and celebrating Americanism in economics, political institutions, and cultural productions, reinforcing the five hundreds year old colonial capitalism that established the West as the World's geopolitical, economics, cultural, and intellectual center. (890)

West is source of civilization, power and money, George said when he was at Mordet Island "All these African memories stand by themselves . It was for me an expedition into the realms of undisciplined nature out of the world that is ruled by men, my first bout with that hot side of our mother that gives you the jungle - that cold side that gives you the air-eddy I was beginning to know passing well. They are memories woven upon a fabric of sunshine and heat and a constant warm smell of decay. They end in rain - such rain as I had never seen before , a vehement, a frantic downpouring of water, but our first slow passages through the channel behind Mordest's Island was in incandescent sunshine"(325). Globalization is both an empirical reality and in ideology which serves to gloss over inequality between imperial center and dominated peripheries. In this sense globalization is a euphemistic respelling of imperialism. To Petras and Veltmeyer, Globalization legitimates " the domination and exploitation by imperial state and multinational corporation and banks of less developed states and labouring classes"(892).

According to Simone Gikandi,

Globalization and postcoloniality functioned as two of the dominant paradigms for explaining the transformation of political and economic relationship in a world that seems to become increasingly interdependent with the passing of time, with boundaries that once defined national cultures becoming fuzzy. (627)

In the novel, George give a view of contemporary social and political system in Great Britain, an old degenerating system, tried and strained by new inventions and new ideas and invaded by a growing multitude of mere adventurers which brings cultural hybridity. Success business of Tono-Bungay in a different nation by using help of mass-media and advertisement made it global. So Gikandi argues: "globalization is attractive both because of its implicit universalism and its ability to reconcile local and global interest" (628).

Capitalism defined by Adorno is production for the sake of profit. Here Edward does the same they does production just for profit. Anywhere it sets foot, capitalism disseminates alienation, exploitation, commodification, and consumerist sense and sensibility, threatening to ultimately colonize everyone's unconscious or psyche. So what is being globalized in the day of global capitalism is capitalism it self. Advertisement developed economic rationality which reshape the business and human rationality which are tools of capitalism. Through this Edward and George like businessman gets success but when it falls then those person can not remain in the same position. Because the position itself is gained through the wrong conception which cant remain successful forever. So, Edward and Georges' fall is inevitable reality of the time and situation.

The pathetic death of Edward in Paris Hospital is Pathetic fall of capitalism. After the fall of Tono-Bungay Empire Edward leaves England and starts to live in Paris. He lives there but sometime later he becomes sick and admitted in the hospital. At the time when Edward was in deathbed George tells the reader about the condition of Edward is "now my story converge on what, in the queer corner of refuge out of the world, was destined to be my uncle's deathbed"(358).

The story of George covers from his early childhood in Bladesover house as a slave's son to scholarship boy in England. Not only that, at the time of Tono-Bungay heyday life of his and after the fall of Tono-Bungay. And his description of his uncle from early life to death is the reflection of global culture when men are the mere puppets. George's narration is:

I have tried to make you picture him, time after time, as the young man of the Wimblehurst chemist's shop, as the shabby assistance in the Tottenham court Road, as the adventure of the early days of Tono-Bungay, as the confident preposterous plutocrat. And

now I have to tell of him strangely changed under the shadow of oncoming death. (359)

Edward's rise from the chemist shop owner to the Christ Hill Estate owner and ultimate fall in the hospital deathbed by losing business as well as his own state, Crest Hill is not the fall of the person Edward and George, but the fall of the entire consumerist mechanism or global culture which is the byproduct of the capitalism. So, we can claim that fall of capitalism is the fall of global culture because global culture or globalization is the product of capitalism.

Edward's death is pathetic but it is more pathetic when his wife is not in hospital at the time of his death and her late coming in hospital without deep sadness. Edward's comment of this Aunt's coming is more pathetic in the hospital. At the time of Tono-Bungay hey day Aunt only that, even she doesn't have any melancholy in his death. It is the loss of Love and affection and it is also the equation of love with money and commodity.

Edward's rise in Tono-Bungay business is not surprising and problematic but his success with defective medicine is surprising. For his success with defective medicine advertisement does not promote Tono-Bungay and Edward's business empire falls. The quap medicine Tono-Bungay is defective quality for human health. Though Edward achieves temporary success. So, the ultimate fall of Edward in business is not fall of the person but fall of entire unethical capitalist business. The fall of quap medicine, Tono-Bungay's advertising propaganda is the fall of entire capitalist or global mass media propaganda. Mass media is the weapon of capitalism to promote globalization. Through this technique Edward like business man gets only temporary success and falls at last. Therefore Edward and George's fall is the fall of capitalism and globalization.

Edward and George opened the pharmacy and produced Tono-Bungay which had defective quality and just for profit they sold the product in the market as well as in the different

nation through the help of mass-media to be rich. They bring raw material from Mordet Island for production of Tono-Bungay. They want to exploit an African country through the process of free trade, mass media and military troops. These incidents focus on how Capitalism is spreading their ideology in a different nation on the name of globalization. Capitalists open industry and they make people puppets. Through the help of technology, free trade, business and advertisement, capitalists are creating false consciousness that prevents people from seeing their true interest. By taking help of the term globalization, capitalists created a false belief and they became successful with the idea of globalization which is seen in the novel.

Medicine named Tono-Bungay created by Edward and George with defective quality gets success using media, free trade. George, who kills one native African man on the way of Mordet Island, steals the Heap of Quap, raw material from an African country which shows how capitalists are doing bad or committing a crime by taking the help of globalization and at last the death of Edward shows how a capitalist falls in the age of globalization. George, who was from a working class, desires to be rich and his uncle Edward, who was from the upper class, knowing George's desire, he hints ideas to George about how to get rich in the world of globalization. They start the business of Tono-Bungay in different states as well as in different nations through the help of media and advertisement, which is dangerous for health. George was compelled to do immoral activities by Edward, which shows how capitalists try to manipulate the public mind. Giving money to George's work by unethical business from Edward shows that humans have been changed into machines of desires or desiring machines, where people are revolving around what capitalists desire or capitalists are making people puppets in the age of globalization. So, this novel shows the complicity between capitalism and globalization.

Edward's rise in Tono-Bungay business is not surprising and problematic but his success

with defective medicine is surprising. For his success with defective medicine process of globalization, media and advertisement plays the main role. Mass-media, advertisement and process of globalization are the weapon of capitalism. The quap medicine Tono-Bungay is defective for human health but representative of capitalist Edward sales it freely and gets profit which is kind of crime but the process so globalization helps Edward to sale more in difference nation. Therefore this novel shows the complicity between globalization & capitalism.

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