

*B.G. Nagornyj*

## **ABOUT SOME ASPECTS OF GLOBALIZATION**

### **Setting a problem**

In the daily use of politicians, in the scientific environment or in mass-media there will hardly be found terms, which are used more often, than „globalization” and „global processes”. There will hardly be found any other social process which would determine daily activity of the whole continents, the world community and the separate countries to such extent, which would divide polyglot and social audiences on „globalists” and „antiglobalists”.

Entering the „calls of time” concept, A. Toynbee could not assume that these calls first of all concern calls of globalization. This truth that became banality long ago, has unexpectedly got new shades. Precipitancy of changes, delay of formation of scientific and household knowledge of the varying world, a variety of adaptable mechanisms at social groups and separate personalities, necessity of searching for answers on globalization challenges – all this demands new interdisciplinary synergetic approach to globalization as to still scantily studied macrosocial process. And if Wallerstein was right, starting one of his latest works „The End of the World As We Know It: Social Science for the Twenty-first Century”<sup>1</sup>, common efforts of the scientific community’s representatives are needed to answer the questions: what does „unknownness” of the new world include? How does the fragile world of the personality change in the boundless sea of globalization? What could be used from the former arsenal of sociology for the analysis of modernity? Why does Durkheim’s category „anomy”, that seemed a particularly theoretical term for many decades, become so claimed and actual?

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<sup>1</sup> И. Валлерстайн Конец закомого мира: Социология 21 века. – М., 2003.



Understanding extensiveness and complexity of the problem, necessity of the collective concentration for solving it, the author makes an attempt to analyze only one aspect of the issue: globalization's influence on the formation of the modern personality's values.

### Level of the problem's scientific development

In spite of the fact that by this time plenty of works in which researchers analyze different aspects of globalization are totaled (A. Toffler, A. Giddens, M. Castels, W. Beck, S. Huntington, V.L. Inozemtsev, A.S. Panarin, A.N. Pokrovskij, O.N. Yagnitskij, E.G. Kochetov, M.G. Delyagin, A.A. Zinov'ev, A.I. Utkin, Y.N. Pahomov, S.B. Krymskij, V.V. Zubakov, A.G. Arsenko, A.I. Prigozhin, P. Buchanan, R. Gilpin, etc), let's outline the works, where the main attention is paid to the personality in the epoch of globalization (E. Zlobina, G.Nesterenko, etc.) and mark some of the author's publications of 2002–2005, devoted to various aspects of globalization<sup>2</sup>.

Allocation of the respondents' answers on the question: „What life processes reflect notion of globalization to the highest extent?” are remarkable (research held by the ISPR RAS dedicated to the problems of studying mass consciousness' fluctuations, taking place in the conditions of globalizing sociopolitical changes, 2004): repartition of the world for the benefit of strong and rich countries – 46%; growing interdependence of the countries and peoples on the planet – 44%; distribution of scientific, technological, and cultural achievements round the world – 36%; economical expansion in the sphere of transnational corporations – 24%; formation of the uniform global society – 22%<sup>3</sup>.

It's characteristic that both experts and respondents in this research expressed the opinion – general tendency of the economical globalization is the process, in which rich countries become even richer, poor countries – poorer. Estimating the process of globalization, number of pessimists dominates over the number of optimists.

One group of researchers, in the viewpoint of V.V. Krivosheev, reckons that „Modern anomy state of the society is no more than the costs the transitional period, inherent to all forming societies”, others observe all happening from the position of

<sup>2</sup> Б.Г. Нагорный Влияние процессов глобализации на трансформацию социальных институтов общества. // Проблемы розвитку соціологічної теорії. Трансформація соціальних інститутів та інституціональної структури суспільства: Наукові доповіді і повідомлення. – К., 2003; Б.Г. Нагорный Глобализация и поиск новых социологических парадигм.// Тезисы докладов и выступлений на II Всероссийском социологическом конгрессе «Российское общество и социология в 21 веке: социальные вызовы и альтернативы». – М.: Альфа-М., 2003. – Т.2; Б.Г. Нагорный Глобализация: универсальный макросоциальный процесс?// Методология, теория та практика соціологічного аналізу сучасного суспільства// Збірник наукових праць, - Харків, 2005; Б.Г. Нагорный Социальный институт образования и процессы глобализации.// Соціологічні дослідження, збірник наукових праць, № 5. - Луганськ, 2005.

<sup>3</sup> В.К. Сенчагов Глобализация: позиция России.// «ЭКО», 2002. - №2, pp. 16–17.

catastrophism, marking definite social parameters, indicating, in their opinion, irreversibility of the negative processes in the society, its inevitable degradation.

Specific features of anomy's exhibiting, inherent for the Russian society are also worth consideration: transition from the integrated state to fragmentary, atomized; criminal saturation of the society unknown before; instability of the middle class leads to the situation when the role of the middle class is actually played by certain groups of the criminal social community. „Society is now more and more perceived as the battle-field for particularly private interests, unfast mechanisms of conjugation of different level interests are deformed”<sup>4</sup>.

In the latest time a considerable number of works which analyze different aspects of globalization processes appeared, there were given polar estimations, diverse arguments were set. Let's list some.

First of all, let's remember the work of Dzhgdish Bhagvati, American economist of Indian origin, professor of the Columbia University „In defence of globalization”. V.L.Inozemtsev, the author of the translation, outlines the basic conceptual positions of the book in its foreword, „which are useful for the forward promotion of that globalization that would be profitable for the most part of the planet's population”:

- clear split of economical and political globalization, giving the author an opportunity to make the last mentioned an object of his critic, is principal;
- the author of the book calls on his readers to draw their attention to the evident fact, that for poor countries any natural growth of their economics is the doubtless blessing and should be encouraged;
- however, author marks, it's impossible to see the boundary, separating involvement into the world economy from the dissolution in the global networks of financial gamble, to the same extent, to which there should be clearly places a border between economical and political measurement of globalization<sup>5</sup>.

A number of authors hold opposite opinion.

Quoting A.A. Zinovi'ev: „Those writing and speaking on the topic of global society, in their rare exclusion, move on the background or even ignore the fact, that the idea of the «global society» itself is a Western idea but not universal. Initiative and efforts of movement to such consolidation of mankind outgo from the West. In its basis lays not the aspiration of different peoples of the world to unification, but the aspiration of the definite forces of the West to occupy the prevailing positions on the planet, to organize the whole mankind in their concrete interests, but not in the interests of the certain abstract mankind. World economics is, first of all, gaining of the planet by the transnational companies of the West, besides, in the interests of these companies but not in the interests of other nations of the world”.

„Decline of the public life assumes that in future we risk to become serene, self-absorbed last men, who are deprived of thematic aspirations to the supreme goals

<sup>4</sup> *Ibidem*, pp. 95–96.

<sup>5</sup> Дж. Бхагвати В защиту глобализации. – М., 2005, pp. 25–26.

and thirsting for personal comfort. But there exists a return danger, that we'll become again first men, who get involved into bloody and senseless wars for prestige, but this time with modern weapon".

„Experience shows that if people cannot strive for just cause, for it has already won in previous generations, they will struggle against just cause. In other words they will go on struggle because of certain boredom, for they can't imagine their life without struggle”<sup>6</sup>.

Are we in danger to become „last men”, after Fukuyama, is he right in his statement that „mankind will seem to be not a thousand of blossoming sprouts on the same number of various plants but a long chain of vans on a road”<sup>7</sup>?

This idea also finds its reflection in the article of the Vice-President of the European Sociological Association Denis Smith with the remarkable title „Global challenge: how to reach piece without humiliation?” The fundamental ideas of the article are: „The process of globalization leads to rapprochement of the people of the whole world”, on the agenda there's a problem of the strong and fair world management, because „our world turned into the mine field untorn indignations, which could be neutralized only under condition of close interaction of national states”. „It's vital that the problems of humiliation and cycles of humiliation should be immediately placed on the agenda... We should enter a dialogue with the imperious elite in order to pass from short-time interests to accounting middle- and long-term interests". It's important, that British professor underlines, „It's better to carry out work in intellectual inclining. Do this earlier than instability and conflict make politicians and generals be afraid for their own lives. If it happens, it will probably be too late to speak about middle- and long-term interests”<sup>8</sup>.

### Basic material

Current global processes that have a tendency to complication and penetrating into all spheres of public life differ in a number of peculiarities. Pointing out the only one: their social consequences, their social results display in the considerable time lagging from the beginning of the process itself. (As known, a group of specialist in system management led by I.V.Prangishvili made a significant conclusion that the understanding of social results of the social processes ever lags behind the processes' course for 15 years as minimum)<sup>9</sup>.

A. Giddens, underlining that globalization is not the only process, but a complex combination of a lot of processes which develop inconsistently in inconsistent direc-

<sup>6</sup> А.А. Зиновьев На пути к сверхобществу. – СПб., 2004, pp. 489, 492, 593.

<sup>7</sup> Ф. Фукуяма Конец истории и последний человек. – М., 2005, pp. 501–504.

<sup>8</sup> Д. Слит Глобальный вызов: как достичь мира без унижения? // Социс, 2005. - № 6, pp. 24–32.

<sup>9</sup> И.В. Пранчишвили, Ф.Ф. Пашенко, Б.П. Бусыгин Системные закономерности в электродинамике, природе и обществе. – М., 2001.

tions, concludes: „Gaining in strength, changes create an unprecedented global cosmopolitan society. We are the first generation of people living in this society, whose contours are looked through rather vaguely. It shakes the bases of our traditional style of life, wherever we are... Many of us feel ourselves a toy in the hand of forces, which are not subject to us. Are we able to subordinate them to our will? It seems to me, we are. Sensation of powerlessness experienced by us is not an attribute of our own weakness, but the reflection of the disability of our institutions. We should reform the institution that we already have or create new ones”<sup>10</sup>.

Among the objective researchers of the globalization problems a positive, in our view, tendency forms – giving maximum full picture of the contradictory phenomena in this process, accent the attention on the set of alarming aspects that are underestimated by the government, world scientific community, UNO, and other social institutes.

V. Zubakov’s research, that found its reflection in the publication „Hypostasis of globalization and the imperatives of survival”<sup>11</sup>, are demonstrative here. Zubakov draws attention to alarming ecological and ecologo-demographic aspects of globalization.

„Starting with the ecologo-demographic hypostasis of globalization, whose indicators are the two processes of the transfrontal conduction: environmental pollution by the toxic waist products of the technogenic activity and ethnic mixing of population. J. Attali names the last mentioned process the «growth of nomads». Actually, nearly each fifth worker in Germany is the Turk, in France the Arab, in the USA – the Mexican. According to the N.F. Mineev’s data, among the citizens of Germany, foreigners make 9%, in the USA – 9,8%, in Canada – 17,1%, in Sweden – 19,4%, in Austria – 21,1%, in Luxembourg – 34,9%. Whence do these flows of migrants go? From the poorest countries of the South”<sup>12</sup>.

„Global ecological crisis has system character. Demographic explosion - spasmodic quadruple increase of the Earth’s population during the 20th century, 4.5 mlrd people – is the leading but not the only characteristics of the global ecocrisis... It’s important to understand that the pollution of the biosphere and the growth of technogenic waist products (their total volume 5 times exceeds the volume of the bio if mass of alive substance if distributed in an equal layer on a surface of the land) are the direct consequence of the demographic explosion. While the population of the Earth increased in 4 times during the 20th century, the volume of the technogenic waists increased in 18 times (!)”.

„According to the laws of biosphere, the supreme consumers, i.e. all the mammals including Homo, can consume only 1% of the earth biomass, not disturbing bi-

<sup>10</sup> Д. Гидденс *Ускользящий мир: как глобализация меняет нашу жизнь*. – М., 2004, pp. 35–36.

<sup>11</sup> В. Зубаков *Ипостаси глобализации и императивы выживания // «Свободная мысль 21»*, 2005. - № 8.

<sup>12</sup> *Ibidem*, p. 46.

ological circulations. Mankind crossed this boundary long ago and consumes nearly 10% of the planet's biomass and about 40% of the land biomass (!). In other words, it has 10 times exceeded its quantity, allowed by the biological laws. Outstanding economists come to the same conclusion, summing up that the possibilities of the spontaneous market in the conditions of the ecological niche's overflow have exhausted themselves"<sup>13</sup>.

Generalizing his analysis, V.A.Zubakov makes an anxious ascertaining „about the transition of the global ecocrisis into the total ecological catastrophe”, pointing out six parameters of this catastrophe:

- 1) renewing natural resources (ground, clean water oxygen, etc.) gradually become nonrenewing;
- 2) influence of the electromagnetic fields;
- 3) psychological shock, which city population experiences;
- 4) distribution of nuclear and biological weapon, molecular biological weapon engineering;
- 5) noncontrolled development of genetic engineering;
- 6) endoecological poisoning of the intercellular organisms' medium by radio-nuclides, heavy metals and chemical toxins<sup>14</sup>.

He concludes that could hardly be disagreed: „Times of the spontaneous mankind's development and nature-patronizing universe, and traditional paradigmatic style of thinking as well, have passed. We all, including politicians and scientists, are similar on the blind from the famous Breigel's picture – «ecologically blind», ready to step for the blind leader in the abyss of the total ecological catastrophe”<sup>15</sup>.

This challenge is shared by many researchers. For instance, A.I. Prigozhin, analyzing the influence of global processes on the development of the world community, enters a notion „world war 4”. He observes „world war 4” (which has replaced the third, „cold” world war) as „the consequence of collision of the 21st century with the 14th, of modernism with fundamentalism, of personality's self-value with its denying”. „In the case of terrorists there's no exact address, threatening side is dispersed among the peaceful population on the huge area with the dotted blobs in the interval up to thousand kilometers... Today an opponent is not the state, not a compact object, but a network organization, covering half a continent, and penetrating in the European and North American continents through the channels of the new peoples' resettlement, leaning on the local supporters in the exterritorial formations.

Opportunities for the reciprocal massive stroke are absolutely void. Network widely dispersed infrastructure of the attacking side is very resistant and invulnerable. Besides, it multiply enhances its power through the connection to the infrastructure of the attacked side”. The new weapon of mass defeat was „demonstrated”

<sup>13</sup> *Ibidem*, p. 47.

<sup>14</sup> *Ibidem*, pp. 54–55.

<sup>15</sup> *Ibidem*, p. 59.



on September, 11, 2001. Its aim is the simultaneous death of thousands of people. This new weapon is man-bombs. Production of this weapon doesn't need big plants, mines, large stores. Events of the latest years showed that resources for producing man-bombs are unlimited and easily renewed<sup>16</sup>.

In this relation, some evolution in Zbigniew Brzezinski's views is indicative. In his paper „Choice. Global domination or global leadership” he directly declares: „It's possible to talk about equal opportunities only applying it to the USA and European Union... Flat gaming area warps each times when it touches the USA interests... Brand «Made in USA» clearly and inevitably appears on globalization”<sup>17</sup>.

In later articles he moves to the direct critic of the USA foreign policy. The main idea of the paper under the title „The last sovereign at the crossroads” is the thesis that Bush's policy after 9/11 made America more vulnerable and shaken the legitimacy of its world superiority.

„USA should look in the eyes of the new and extremely important reality: awakening of political activity, unprecedented on its scale and intensity, takes place in the world, as a result strategies of force undergo changes, colliding with the populist activity. Necessity to react on this mass phenomenon puts unique sovereign America before a dilemma: to define its global role. Large-scale revision of the universe role of America, according to the new historical realities will help the USA to avoid the development of events under ominous scripts, described in the world-known works of the three outstanding politicians of the 20th century – Oswald Spangler, Arnold Toynbee, Samuel Huntington”<sup>18</sup>.

„...nowadays the basic problem is not world terrorism but the overall exasperation, connected with the political activity awakening that has mass and radical character. The main challenge it throws to American sovereignty won't consist in preventing the anti-American lilliputians to neutralize Gulliver, but will consist in unifying under its aegis rapidly growing lilliputians and engage them into the stage-by-stage forming of the effective world community”.

In the final chapter of the article „Transformation of the global American mission”, author reckons that „democracy propagation should be straightly connected with the efforts, directed on extreme poverty elimination and gradual reducing of the global inequality”.

A number of authors emphasize inevitability and objectivity of the process of globalization. N.E. Pokrovskij, for instance, called everything what the Russian society comes across „the inevitability of the strange world of globalization”(in our

<sup>16</sup> А.И. Пригожин Особенности четвертой мировой войны. // Вестник Московского университета. Сер.18. Социология и политика. – 2004, № 3, pp. 57–60.

<sup>17</sup> Зб. Бжезинский Выбор. Глобальное господство или глобальное лидерство. – М., 2004, pp. 194, 196.

<sup>18</sup> Зб. Бжезинский Последний суверен на распутье// Независимая газета, 17 февраля 2006 г.

opinion, the set of conclusions, made by Pokrovskij, completely concerns other post-soviet countries, including Ukraine).

„Our scientific society seems to wake up after long being asleep and found out, that globalization came..., Globalization is not only standing in front of Russia's doors. but has already come in, having asked no permission”.

Generalizing existing views on the processes of globalization, N.E. Pokrovskij concludes that „contemporary social theory offers plenty of conception, which deny linear scheme of global reality, but accent new qualitative characteristics of this reality in its sociological interpretation, meaning four conceptual models: «world systematic», model of global culture, concept of global community («globolokalism»), and model of global system”<sup>19</sup>.

These globalistic models, in spite of their differences, outline the following common properties:

1. Comprehensiveness and complexity of consciousness;
2. Opposing global and local;
3. Multiplicity of hybrids in cultural sphere;
4. Tendency of weakening national-state factor in its cultural measurement
5. Existence of regulative-normative function's modification in connection with internalization of values and value orientations;
6. New conception of rationality.

The author makes a significant conclusion that concerns all social groups without any exceptions.

„An attribute of complex recustomizing of all the valuable structure of the society represents a big difficulty for perception of globalization not only by the population but also by the most part of educated community. People cannot find strength even to imagine another world, which enters traditional one and transforms it in front of our eyes not in definite parameters but complexly. Each of us mentally tries on the new world: is there a place for me personally? Will I be able to get used to this world, having saved my status? Many people answer these questions negatively. And that is a real problem. But in my opinion, reality is that there's no alternative of globalization at all. It doesn't ask for admittance”<sup>20</sup>.

We should also listen to the cautions of a famous researcher of the globalism problems Alexander Panarin.

Analyzing Panarin's latest works, his colleague V.Polyakov sums up: „Analyzing globalism, Panarin paid his attention on its intimate peculiarity – «organizers of the world», who call themselves «elite», formed something like closed international organization with its internal ethic that obliges to serve your country and nation. It could seem paradoxical, when Panarin assumes, that «world civil war» is now taking

<sup>19</sup> Н.Е. Покровский Посмотри, кто к нам пришел! (Неизбежность странного мира глобализации). // «Куда пришла Россия?». Под общ. ред. Т.И. Заславской. – М., 2003, pp. 340–342.

<sup>20</sup> *Ibidem*, pp. 344–348.



place on the planet (still more cold). «Global elites» struggle against «native national masses». It's less noticed in developed countries because of the high standards of living, but becomes more and more visible in countries of the «second» and «third» world. It could be judged through the growing gap between elite's and mass's income. Ruling classes of the West solve their problems not through finding best decisions of the state's arrangement, but habitually exploiting resources, obtained from the countries ready to exchange wealth on «beads» from metropolis<sup>21</sup>.

Many researchers are worried by the increasing gap in incomes, education, level and duration of life, in other social indicators not only between certain countries and regions of the world, but by the gap on these indicators between social groups inside certain countries. Notion of 'never', that is fraught with serious social shocks, gains more and more social sense. And if a separate personality, a social group or the whole nation pessimistically conclude that they will NEVER be able at least to come nearer on those or other parameters to the standards of living of the most succeeding social groups or nations, they will use nontraditional extreme methods in achieving their already corrected goals.

Processes of globalization have already influence and will proceed influencing changes in the social structure of the society. The question is not only the global modification of the working character in conditions of the forming informational society, emergence of new professions connected with informational technologies. The question is the disappearance of whole social groups.

In this issue, R.V. Ryvkina's article „Intelligence in postsoviet Russia – exhaustion of the social role”<sup>22</sup> is remarkable. Author considers that the extinction of intelligence could be explained by the following reasons:

1. In correspondence with the fact that „its contents includes mass groups of engineers, scientists in different spheres, ideological workers of the CPSU organs, physicians, teachers, journalists, publicists, writers, artists, soviet army officers, it should be understandable that together with USSR dissolving their former activity appeared to be unnecessary. Thus the base, defining intelligence's positions, vanished”.
2. „Intelligence turned out to be «a bad prophet». Invoking for renewing soviet system, it couldn't predict consequences... Reality appeared to be all different: they were successful in breaking command system, but the society that replaced it wasn't democracy of the Western type, but the society of oligarchy and crime. Instead of the expected beautiful nestling «a disgusting duckling» hatched, and having seen it the old Russian intelligence got mute, and became the consequence of the completion of its historical role exhaustion”<sup>23</sup>.

<sup>21</sup> В. Поляков Панаринские чтения. Запасной бронепоезд. // Литературная газета, 8-12 августа 2006.

<sup>22</sup> Р.В. Рывкина Интеллигенция в постсоветской России – исчерпание социальной роли. // Социс, 2006. - №6.

<sup>23</sup> *Ibidem*, pp. 140–142.

The answers author gives on her our question: „What could those who called for the refusal from the old party soviet system in favour of democratization and market economics do in a new situation?” is notable. Choose one of the three variants of behaviour. First one is to repent of their own mistake, of their belief that the demolition of the command system was the basic condition for improvement of society and economy in Russia. Repent of that they couldn't foretell such monstrous forces would get on the surface and take power in the country. Repent of shaking the boat not knowing the bottom, didn't account possibilities of the social consequences... But naturally intelligence didn't want to repent”.

„The second variant lays in criticizing the new system, and give again practical recommendations to the government”, but this time not to the soviet nomenclature of the end of 80th, but to the Eltsin's nomenclature of the 90th. Intelligence understood, that there's no sense in criticizing power at all, and especially new one. The third only is keeping silent, understand that there's nothing to say, that they invoked for changing power themselves. Things that got out of intelligence's appeal were out of its possibilities. What way out these three one is the most effective, rational, humanly more understandable, natural? Surely, the third one”<sup>24</sup>.

Few years ago we came across a fascinating book in anthology of contemporary prognostics, „21 century ahead: perspectives, forecasts, futurology”(2000 y). The 21 century has already come and grows. If we make the content-analysis of the famous futurologists' works, we could conclude, that there're more pessimistic than optimistic prognosis for future.

However, we're sure, readers would be especially attracted by the chapter, devoted to the future of education. Here're some of its aspects in the understanding of Edward Cornish: „Interactive programs will substantially enrich procedure of teaching: holograms, historical events studying in the regime of virtual reality and so on. A student can imagine himself Fransis Drejk meeting Spanish armada or Napoleon at Waterloo”. „Spreading of the access to knowledge, concentrated in data banks and libraries, puts on the agenda questions of what young people should reality study? It can touch only a thin layer of knowledge mankind has. Society should make a difficult choice of what a child needs to known and what is just useful and interesting. Young people who make mistakes in their choice risk becoming unlucky”<sup>25</sup>.

This anthology publishes a curious list of future professions, where among all understandable professions like „talented programmers search agent”, „thermonuclear engineer”, we meet the following: „exotic material welder”, „shyness overcoming consultant”, „inaction problems' specialist”, „treasures searcher”, „Moon and asteroid miner”<sup>26</sup>.

<sup>24</sup> *Ibidem*, pp. 141–142.

<sup>25</sup> Впереди 21 век: перспективы, прогнозы, футурологи. – М., 2000, pp. 195–197.

<sup>26</sup> *Ibidem*, pp. 154–158.

When Toffler long ago wrote his famous work „Collisions with the future” (that included a remarkable chapter „Stop the world, I want to get off”), many of his prognosis seemed too pessimistic. In his latest work „Metamorphosis of power”, he approved his reputation of professional who effectively uses „Cassandra information”.

In this work Toffler mostly links an optimistic variant of mankind’s future, first of all, with university. But all the complexity of the modern world, besides other factors, is connected with the fact, that the social institute of education, as other social institutes, experiences a period of system crisis.

Professor Michael Dacksner in his article with the nonstandard title „Do universities have future?” mentions three problems, that will seriously complicate their lives in future decade.

„The first one is the consequence of «the knowledge society» formation. Will university save its function based on public knowledge in future? Will it be able to confirm its competitiveness on the market of idea and beyond its borders? Sources of the problem could be traced in the antagonism between elite and civil society on the one side, and qualification and employment on the other one”.

„The second problem is caused by the necessity of transformation of scientific researches’ results into studying programs. Will we succeed in converting traditional universities into educational establishment opened for periodical study during an active period of human’s living?

The third problem connected with the previous one consists of the level of knowledge in the academic sphere”.

Thinking over the future of universities, M.Ducksner concludes: „All mentioned above is directly connected with absolutely sociological reasons: universities are very inertial! The effect of the produced changes displays in a big delay and never at once after their accomplishment”<sup>27</sup>.

Analyzing the problem of Russian education, E. Pugacheva and K. Solov’yanenko reckon, that „today the question of «whom to teach» is added to the set of eternal questions of «what to teach» and «how to teach». As demographers state, «childhood field» is compressing like «shagreen skin». During the last decades, the number of children of age under 18, has reduced to 9 mln (from 27% up to 21%). To the middle of the present century, their part will reduce to 12% (10 mln). The part of those who are born absolutely healthy is only 60%, by the moment of accomplishing school it’s no more than 10%, thus about 40% of pupils will be restricted in their professional choice because of their health’s state. By some estimations, about 2 mln children don’t go to school at all. So nowadays, a pupil becomes a rare resource”<sup>28</sup>.

<sup>27</sup> М. Дакснер Есть ли будущее у университетов? // *Alma mater*, 2005. - № 3, с.28-30, pp. 28–30.

<sup>28</sup> К. Пугачева, Соловьяненко К. Самоорганизация высшей школы? Нет! Реформы. // *Alma mater*, 2005. - № 3, с.6, p. 6.

In our opinion, entering notions of „real”, „declared” and „potential” education into the scientific usage is productive for the analysis of the contemporary education, as it's offered by some researcher, for instance, by G.E. Zborovkij and E.A. Shuklina<sup>29</sup>.

Real education is the existing today dispersion of its different reveals from extremely elite to extremely primitive. But the main problem is not in chaotic mixture of different educational systems, but in decreasing of the real educational level, which is connected with the worsening quality of school education, ineffective state policy in the educational sphere. „Still instead of the real state support of the institute of education on the state level we create conceptions of modifying it, which are called in different ways (conception of reforming education, national conception of education, modernization conception), but have the common essence and the common goal – to shift financing of education on taxpayers”. (In spite of the fact the authors analyze the state of education in Russia, many of their conclusions could be applied here in Ukraine).

Declared education is now mostly framed into Bologna process. „Declared education is the one that should replace real education in the coming 5-10 years, and aims perfecting and improving it”. Objectively the situation runs the way, that the result of the declared education was ever impairment of the real one”. Thinking over the problems of entering Bologna process, the authors conclude that „agreeing with all the points of the Bologna process mean inevitable loss of many achievements of higher education. We should work scrupulous on all the levels of entering Bologna process to defend these achievements. The most unperspective way is full and thoughtless acception of everything European education has”.

Both real and declared educations are not actual resource of the informational society. „Only potential education could become it. We understand potential education as qualitatively different from real and declared, which is moved from the latest for the same period (5–10) and is defined by the set of characteristics – substantial and formal, social and individual”<sup>30</sup>.

Supporting the opinion about the crisis state of the Russian education, a collective of authors prepared the second edition of the book, which made big resonance, „Education, which could be lost”<sup>31</sup>.

The essence of this actual work could be determined by the main thesis: mastering all advanced, that could be taken from European and world educational experience, we shouldn't forget all valuable experience, which has been collected in Russian education for many years, including the practices of high school.

<sup>29</sup> Г.Е. Зборовский, Е.А. Шуклина Образование как ресурс информационного общества. //Социс, - №7, 2005. – с.107–113.

<sup>30</sup> *Ibidem*, pp.107–111.

<sup>31</sup> Образование, которое мы можем потерять. Сборник научных работ. / Под общ. ред. В.А.Садовниченко. – Изд. 2-е. – М., МГУ, 2003.

The hottest dispute are caused by the educational programs, studying disciplines contents, methods and forms of teaching, discussions on what the specialist of the 21st century should be. Intrusion of contemporary informational technologies into all life spheres including educational process is an indisputable point. However, plenty of interesting work appear, where the criteria of the modern effective specialist is not probably the skill to work with the contemporary information, but mostly the skill to refuse the unnecessary „superfluous” information.

T. Ericksen in his work „Tyranny of the moment: fast and slow time in the informational day” concludes: „The most necessary skill in the informational society consists in protecting yourself from 99.99% of the offered information, which a personality doesn't want (and surely in using the residual of 0.01% in the most intensive way)... The main goal of the educated people all over the world now should lay in filtering the most important information”.

In the informational society the most deficient resource for people, who are busy with delivery in economics, is not iron ore or grain bags, but the attention of other people. Everyone, who works in the sphere of information, starting with meteorologists up to professors, leads competitive struggle for seconds and minutes of other people's lives.

Tomas Ericksen makes an important conclusion, that any technological changes don't result in planned consequences, that „centre of gravity of the global economics has moved from things signs. Economics of signs changes with the impressive speed and demands other informational forms and more flexibility than economics of things, because signs shift much more easily. Two revolutions characterize our epoch: electronic and multiethnic”<sup>32</sup>.

Precipitancy of global changes and latency of many social processes have produced the paradoxical situation: mankind has never before needed outstripping knowledge so much, understanding and analysis of the occurring matters have never before lagged behind so much from the complex reality.

So it's not accidentally, that everyone (from UNO commission to usual teachers of different countries) the problems of educational system reforming, first of all, reforming high school. Numerous aspects of discussion could be formulated in one issue: „What should education of the 21 century be like in order to answer the challenges of the time worthy?”

Analyzing innovative projects in its annual reports, Commission of European community on the problems of innovative activity constantly underlines, that innovative factor is becoming key for the new century, that the true wealth of the country is its intellectual property.

Moscow State University's rector V.A.Sadovnichij gave the following statistics in one of his speeches: „About 300 thousand graduates of Russian higher educa-

<sup>32</sup> Т.Г. Ериксен Тиранія моменту: швидкий та повільний час в інформаційну добу. – Львів, 2004, pp. 30–42.

tional establishments work in technoparks of Silicone valley, where seminars are sometimes conducted in Russian, because mostly the Russian work there”.

Hans van Ginkel, one of the leading specialists of the UNO University, in his article „University of the 21 century: from plans to reality” reckons that „four most important moving forces (components), which acting together set both conditions of university’s working and their direction, could be outlined:

1. High technological economical systems and public knowledge development, that leads to the necessity of education’s expansion.
2. Growth of the new informational and communicative technologies significance for all the aspects of universities’ activity.
3. Growing globalization leads to the global concurrence for students and to researching consfacts, thus the problems of quality and comparability of programs and results get special sharpness.
4. Continuing disputes about the interrelation of the responsibility of person and society in education set questions of coverage, availability and equality on the foreground”<sup>33</sup>.

Number of scientists offer complex of measures for traditional university transformation into innovative academic universities as one of the directions of increasing efficiency.

Among them, innovative corporate culture formation is the main one; it should be carried out through forming culture of innovative thinking. This formation is conducted with the help of: a) multicriteria producing and solving innovative tasks through combination of scientific, project and enterprise activity; b) forming immediate decision; c) special ttransfer technologies preparing<sup>34</sup>.

In the conditions of the society based on knowledge, changing of educational paradigm takes place in the educational sphere, when high technological educational procedures are effective in the reality of postindustrial society.

## Conclusions

1. The process of globalization could be considered a macrosocial process, which has nonlinear development and latent components that display in definite period of time. Besides, operative analysis of this process is complicated by precipitancy, continuity and ambiguity.
2. Unipolar world, which started to form in 90th, beside the traditional groups of „globalists” and „antiglobalists”, led to the mosaic contradictionary picture of the world, where nonstandard conflicts are especially dangerous. Moreover, some researchers, for instance A.I. Prigozhin, use term „world war 4” in the attempts

<sup>33</sup> X.B. Гинкель Университет 21 века: от планов к реальности. // Высшее образование сегодня. – 2004, № 7, с. 42–43, pp. 42–43.

<sup>34</sup> Г.А. Месяц, В.Н. Чудинов, Чугалин. Академический инновационный университет. // Высшее образование в России. – 2003, № 7, с. 12–21, pp. 12–23.



of analysis of Muslim extreme groups' collision with the USA and European countries.

3. Many researchers of globalization are inclined to conclude, that while entrained in economical analysis of globalization consequences and formation of the international job market, we missed not less important ecological, migrational and especially spiritual problems of the contemporary mankind. More and more researchers come to the conclusion, that it's impossible to solve ripened problems without overcoming dangerous degradation of whole nations and sharp decrease of spirituality level.
4. On the background of the complicating global processes of essential modification of many social groups' and whole nations' values takes place. Out of theoretical category Durkheim's anomy transformed into a practical reality, that representatives of practically all social groups come across („many old values don't work any more, but the new ones still haven't formed”), that's why sociological researches which trace changes of social values become especially actual.
5. In researches on globalization processes an important component is the analysis of co-existence, antagonism, interference of certain national cultures and forming global culture. Traditional research on the personality's socialization gains new sense. According to the mentioned circumstances, special significance is gained by separate personality's and social group's saving most basic values and traditions, together with mastering progressive elements, which could be taken from other cultures.

