

## **The essence and main trends of globalization at the present stage of development**

**Introduction.** The modern world is increasingly joining the global international integration process in economics, politics, sociology, culture and other areas. The urgency of the problem lies in the fact that Kazakhstan has all the potential opportunities to merge into the modernized engineering world. Leader of the nation N.A. Nazarbayev in his “Strategy - 2050” emphasizes the importance of including Kazakhstan in thirty developed countries of the world, in international research projects, in the development of the Fourth Industrial Revolution, the third social modernization, digitalization, the creation of smart cities, cyber technologies and other global processes.

The uniqueness of the integration process lies in the phenomenon of "globalization", the essence of which is relevant on a global scale. The participants in this phenomenon driven by integration are in constant interconnection, interdependence and mutual influence in different areas or processes. But we should not confuse integration and globalization. These two concepts are essentially different. Integration aims to expand and strengthen the successful development of any industry or development area. But integration acts as a key link in the process of globalization, which determines the relationship between participants in world space. In contrast to integration, the essence and meaning of the concept of “globalization” is more significant and contradictory. It is being considered as the problem relatively recently – from the second half of the twentieth century and it is studied by many researchers, economists, political scientists, ethnologists, cultural scientists, etc. The popularity of this problem allows to conclude that its essence is interpreted very differently, and different justifications are given depending on the field of study. The essence of the content of “globalization” in the scientific system of the world process

and international relations has a growing trend, since its scope and distribution attract great attention from scientists.

**Results.** Scientists have been trying to identify the causes of globalization processes way back in the sciences society. Mainly, the theoretical justification of this problem is considered from an economic point of view. Therefore, the term “globalization” was first introduced by the American scientist T. Levitt “Globalization of Markets” in the 1980s. Exploring the economic problems of T. Levitt, reveals the merger of markets in multinational corporations [1]. At Harvard University, K. Ome published the book “A World without Borders”, where he updated this concept, arguing that the economy of individual national states is not possible, the real world economy depends on global integration [2]. It should be noted that this factor made it possible to develop worldwide and international trade.

University of Paris researcher B. Badi considers globalization from three perspectives. First, globalization is an inevitable historical process that has evolved over many years and centuries. Second, globalization is universalization, in the process of which the whole world lives on the same principles, follows common codes of conduct and traditions, and strives for common values. Third, globalization is the strengthening of interdependence, which undermines national state sovereignty, under the influence of global integration in international relations [3].

Russian scientist V.A. Dergachev connects globalization with regionalization, since regionalization in modern concepts is considered as an integral part of globalization, or as its alternative. Effectively using the geopolitical, geo-economic and civilization code in the interests of the national economy, financial, industrial and commercial capital. He uses the following definition: “Globalization is an objective process in modern international relations, the highest stage of internationalization, based on the development of information and communications technologies” [4]. V.A. Dergachev sees the rudiments of globalization in its versatility. For example, history considers globalization as a stage of capitalism’s evolution.

The economy considers it as a transfer from national financial markets into integration. Politics, by virtue of political regimes, sees in the strengthening of

democratic values. Culturology attributes globalization to westernization, that is, the pressure and dominance of American culture. In addition to these key industries, there are information technology and environmental, ethnic approaches to explaining the processes of globalization. The author wants to see global harmony in globalization, based on high civilizational principles.

Researcher Yu.V.Yakovets gives a qualitatively different interpretation of the phenomenon of “globalization” - in contrast to the early point of view that the national economical realms are uniting into a single global economic sphere, claims that "the process of globalization is far from new." In his opinion, in the course of the development of history, each civilization, state, nation developed separately or in isolation, but despite this, from year to year, the ties of cultural, economic and trade relations intertwined strengthened, multiplied, as if joining a global network [5 ].

Thus, after the theoretical approaches have been analyzed it is obvious that the process of globalization is comprehensive. The boundaries of the study reach almost all social scientific disciplines, representing the intersection of modern dominating processes. This historical global process is influenced by many factors: all kinds of communication tools that completely control the time and space of people; new technological advances that are rapidly spreading new products around the world; the formation and rapid dissemination of common global ideologies, concepts or ideological attitudes that affect the mentality of the public.

Currently, transnational companies (TNCs), which operate simultaneously in several countries with a certain foreign component in economic activity, are strengthening around the world. But the peculiarity of this trend is that transnational companies by capital are national companies, and in terms of their practical nature they have an international status. In the world today there is a huge number of large and subsidiary transnational companies, which is difficult to count, but the major TNCs titans are as before and now from USA, Japan, Great Britain and China. In these countries a large share of the latest technologies creation is accounted for TNCs, which makes them to get high incomes. Moreover, the main area of activity of these multinational corporations covers the sectors of nanotechnology, cybernetics,

innovative technologies, advanced computer programs, technologies that form the mass consciousness and ideology.

Almost the entire population of our planet is included in the global space of the Internet. Due to the Internet, a person, country, nation and the whole planet have many opportunities. Let's say: anywhere in the world allows to make contact with another user "online" and in multimedia mode; saves time by having access to comprehensive information and data; expands the opportunities to advertise services, goods and other necessary products of business activity; creates a comfortable capability for mobile communication and communication via e-mail around the World; provides a real-time opportunity for media to work around the planet; increase the efficiency of interaction between the government and the population of a country or state; allows you to purchase any goods from basic necessities to plane tickets, vouchers, etc. without leaving home; makes it possible to pay bills for taxes, fines and utilities and other services without standing in line at the cash desk; provides the basis for creative development in various hobbies of the individual, as a means of leisure and entertainment; acts as a cognitive and educational resource, helping personal growth, take courses, trainings, classes in "Skype" or "online" mode, and at any time; gives a real opportunity to earn and generate income.

Of course, it's unreal to list all the opportunities that the global Internet network provides, and which is being systematically modernized and expanded.

The main engines of globalization today are the growth of megacities, which have become competitive centers of attraction of capital, human resources, technology and innovation. Large cities with several million inhabitants, and having leading positions and high ratings have been and remain to be "world cities" such as London, Mexico City, New York, Tokyo, etc. Despite the conflicting consequences of megacities, overcrowding, sharp differentiation of society, loss of national identity, increased crime, researchers of urbanization problems call megacities "new forms of urbanization", as they often determine the state's development vector. These megacities take position of dominant in economic, political, cultural and technological development.

Affirmed standardization and unification should be noted as the trends of globalization. The process of standardization and unification of industrial products in the globalization space provides many opportunities: discuss and agree on the development variations of several individual companies and corporations; create conditions for the encoding, protection and decoding of information, cases, strokes, etc.; the possibility of simultaneous use of unified data exchange, protocols, etc.; ensure the coordination of production issues for the globalization process; allows to protect markets from low-quality products, fakes; the use of barcode of products as a language of global trade.

Modern society around the world needs a language that everyone on the planet will understand. English was competitively introduced into the world language arena, globalizing the population. From the end of the 20th century and the beginning of the 21st century English began to manifest itself as an important international language and as the main means of communication, especially in intensively developing areas of activity, professional life, education, etc. English has obviously become a global language, since it is the language of international communication. Media, television, radio broadcasting, magazines and newspapers speak and publish information in English. Everywhere you can find signs, names or advertisements written in English. Currently, many people speak and understand English, in some countries it has even become an official language along with the national one. It should be concluded that the popularity of the English language is a new global phenomenon of our time.

According to experts, globalization as a phenomenon and process is controversial. Due to the development of high technologies, innovations, new means of communication, the increase and strengthening of international cooperation, new opportunities are created for scientific, technical and economic progress. But along with this, on the other hand, the gap between developed and developing countries is widening, the position of national economies and currencies is weakening, economic problems are increasing, and mass consciousness is being manipulated using the latest information technologies.

Manipulation by the mass consciousness is one of the types of specific psychological impact, as a result of which there is a latent excitement and appearance in a person of views that do not coincide with his real intentions. Globalization enables the development of mass communication, which affects the consciousness of all people in the world. The global network, television, cinema, and mass art are the mass media through which an invisible effect on the consciousness of the masses takes place. The media disseminate patterns of behavior, lifestyles, standards, knowledge, as well as perceptions of the surrounding world as a whole. This process models the viewer with the desired reality, not related to reality. Using stereotypes of behavior, substituting concepts, creating metaphors, labeling, distracting, mythologizing, there is a threatening manipulation of mass consciousness.

The French thinker, postmodernist Jean Baudrillard, interprets mass art in globalization through virtual life simulating reality, and calls it simulacra - a means of fixing an experienced state, "generation, using models, real without source and reality: hyperreality", where the truth or the reality is replaced by symbolic reflection - signs. In his interpretation, the essence reveals the images of reality that create the media: radio, television, advertising, etc. Where the images create "mass media", trying to imagine reality in its essence, in its "truth". The masses, following the information, perceive it for truth, where the medium is a message in which the technical device creates a forced imitation scheme, imposes on us behaviors. We are entering the world of pseudo-events, pseudo-history, pseudo-culture using the media. Public consciousness undergoes an illusory, mirage perception when real values continue to exist [6].

One of the researchers of this problem the Spanish philosopher H. Ortega-i-Gasseg suggests the specific phenomenon of "mass-man" of present time, the essence of which is "massavization". A person entering the historical arena, accepts the standards, preferences, fashion imposed by the media. As a result he feels "the same as everyone else", and does not strive for self-perfection [7].

The manipulation of consciousness as well as its danger lies in the following factors: deprivation of an adequate and objective perception of reality on a global

scale; depersonalization, equalization of the human person; the use of the masses in different targeted, beneficial processes for someone; in the loss of traditional values; in isolation from historical roots; the disappearance of the national code and national mentality.

Loss of values, pouring into mass consciousness, unprincipledness as a result of manipulation of consciousness can result in a negative response to globalization in the form of terrorism and extremism. Especially in the 21st century, extremism and terrorism began to acquire global features: the presence of a wide financial base; the use of new latest technologies; having an international character; expansion of the territorial scale of activity.

Today, the entire world community has joined the fight against international terrorism. All kinds of measures are being taken to wipe out the terrorism, including creation of international organizations, but this has not yet stopped or annulled terrorist organizations.

Currently, most of the people lives in developing countries; they do not have a strong influence on the globalization process. Therefore, the interests of many peoples and nations are not adequately reflected in modern globalization. The national question, national interests are mainly not taken into account when conducting globalization operations. The concept of "state sovereignty" is partially destroyed. Underdeveloped countries are absorbed and assimilated by larger, strong developed countries.

**Discussion.** The integration of cultures has led to the loss of national features. National features are gradually being standardized and turning into a common globalized paradigm. Hence, it is necessary to update and implement in integration process such concepts as: ethical - greater respect for human values and human rights; fair - reduce the gap in living standards of people in the state and in different countries; integration - reducing the isolation of peoples, nationalities and states, reducing the size of marginalization; ecological - reduction of environmental damage in the economic activity of globalization; safe - elimination of instability in society, vulnerability of people, countries and communities.

Innovative progress in technical development is mainly aimed at large production, which is naturally located in cities. In this regard, the population is trying to move to cities, leaving the villages. A rapid increase in urbanization and a decrease in the rural population are being revealed. Population growth is significantly ahead of demand for labor causing new problems like unemployment, an increase in the crime, problems with housing in cities, as well as recession in the development of the agricultural sector.

Having analyzed the benefits and drawbacks of globalization, it becomes necessary to identify and introduce values that would reflect the interests of all participants in the process. These value principles should be a fundamental pillar of global regulation. Adherence to these value principles will allow more efficient management at the national, state, regional, global levels, but at the same time observing competition, humanity, environmental protection, and national interests of countries included in the globalization process.

Modern integration processes are developing very rapidly. Integration is based on the goals of satisfying one's own interests and those of the world community. However, these goals are based on the availability of resources, opportunities, geographical location, stage of economic development, solutions, etc. The presence of these factors can affect the status of a participant in an international process. The ability of a participant to provide, satisfy, fulfill, affects the level and result of participation in the international arena. In other words, to become an equal participant in the globalization process, to go beyond the framework of national development, means to have great potential.

**Conclusion.** Integration globalization gives all countries a threat or new opportunities; it is almost impossible to unambiguously answer since this balance is fluctuating. The participants in this process need to adequately respond to globalization problems, adapt to new conditions, take advantage of the opportunities that the global economy provides. Globalization is feasible if there is mutual understanding between states.



Thus, globalization is a natural historical process of realization and expansion of interdependence and interconnection between individual entities (economic agents) and an integral part of the world system, when each entity, along with self-regulation and self-development, becomes a participant in international relations and functions within the framework of agreed international economy and politics, having a direct impact to different extents. Globalization is a global trend in the modern development of the 20th and 21st centuries, which appeared in the historical development of the 19th century. A defining important feature of globalization is international relations in interdependence and in mutual influence in various areas and fields of activity.

A feature of the globalization phenomenon is its versatility, expressed in the definition of globalization as an ideological, economic, social occurrence. In other words, the globalization process covers almost all areas of public life, including economics, politics, ideology, the social service, culture, ecology, security, lifestyle.

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