THE NOTION OF GLOBALIZATION AND THEORETICAL APPROACHES TO UNDERSTAND IT

Today, globalization has become one of the most influential forces that determine the future course of our planet as a whole. It applies to all areas of public life, including the economy, politics, social sphere, culture, the environment, security and others. Undoubtedly, globalization contains both positive and negative aspects. Its positive effects associated with the effect of competition to which it inevitably and negative – with potential conflict, which it threatens.

Globalization has emerged as a new paradigm for describing the way in which the human family can relate to each other. Globalization is the increased interconnectedness of all peoples on the face of the earth. We can now more easily, rapidly, and cheaply move, and thus share, ourselves, our consumer goods, our material and human capital, and the values that comprise our respective cultures. Our ever-increasing ability to share our God-given and complementary gifts with one another holds with it the possibilities of enlarging the scope of our communion and solidarity.

Whatever attitude to globalization supporters and its opponents, we must admit that it has clearly changed the global system, creating new problems and opening up new opportunities.

One of the main issues related to the phenomenon of globalization, now is the question of who appears to benefit from globalization?

Keywords: globalization, competition, national economy, politics, culture, interdependence, sovereignty, state development.

Problem in general and its relationship with important scientific and practical tasks. Referring in this paper to study the phenomenon of globalization, especially by trying to answer the question: what does the current total interdependence of nations and peoples bring – a general term progress and prosperity or new threats and conflicts?

The purpose of the study, therefore, is to identify the main areas and directions of the phenomenon of globalization, and to define and clarify the role of globalization ceased or other socio-political and cultural processes and phenomena taking place today.

Analysis of recent research and publications. Today there are many attempts to give a short, but capacious definition of globalization, but not yet come to a common denominator fails. However, for many appropriate understanding of modern globalization proposed by Anthony Giddens, who defined globalization as «the intensification of global relations linking distant from one place so that local events generated events occurring many miles away and vice versa» [1].

If you try to define globalization in a few words, we can say that globalization is, according to the famous Ukrainian researcher of globalization Oleg Bilorus, process of acceleration and improvement of various international flows of goods and information in the overall context of social development [2].

If you give a wider definition, we can say that globalization is a process of intensification of interconnections between various forms of social life, due to which the interdependence of actors of international relations increases [3].

As remarked by Mikhail Delyahin, one of the first researchers of the phenomenon of globalization, globalization is characterized by such features as «destruction of administrative barriers between countries in planetary associations of regional financial markets, the spread of financial flows, competition, informational technologies and worldwide. The most important
feature of globalization, in his opinion, is the formation of the scale of the whole world in not just financial or market information and financial and information space, which increasingly have to carried out not only by commercial, but also all human activities» [4].

The famous Russian philosopher S. Panaryn defines globalization as «a process of weakening of traditional territorial, socio-cultural and public-political barriers, becoming disordered by external influences and a new system of international cooperation and interdependence» [5]. But now there is no universally accepted concept of globalization. Different regions, societies, scientific disciplines, the term has its own specific meaning. Globalization, therefore, is in need of serious theoretical reflection.

Previously obscure aspects of the problem. Thus, in a broad sense it refers to the growing interconnection and interdependence of all segments of the world economy and politics. Globalization today means a new stage of integration processes in the world and leads to greater involvement of humanity into a single open system of financial, economic, social, political and cultural relations based on the latest tools of computer science and telecommunications. Consistently emphasizing the economic foundations happening now in the world of global change, different authors identify different aspects of globalization, such as: organizational, managerial, economic, technological, spatial, cultural, political.

The main material studies with full justification of scientific results. The objective content of globalization are heterogeneous in their origin, field of manifestation, mechanisms and consequences of processes that allows and requires consider globalization as a qualitatively independent, complex system of events and relationships integral to its consistency, but internally too controversial. The literature is now often indicated more visible sources of all or part of the processes that together and form the phenomenon of globalization in general, namely the appearance of the first subjects of the world economy and politics (transnational corporations, states, inter-governmental organizations), the combination of interests, abilities and opportunities that would allow them to operate globally in one or more areas of life on a daily basis (as «subjects of global relations»); development of various kinds of communications, infrastructure and relationships, which leads to a degree of social connectedness and interdependence of the world, when too many more signs of savagery socio-historical individual, specific societies and modern man as kind as a whole, are no longer an isolated problem «bear the corners» and are a common problem of all mankind that threatens its security, its prospects and the rising of the very preservation of life on the planet; stable, long-term negative environmental and economic consequences of other human on the planet, reached in the second half of the 20th century proportions that threatened not only by significantly near exhaustion of non-renewable natural resources, but also for its unpredictable consequences of mutations throughout the Earth’s biosphere, including humans; transformation processes in international law, which is the legal basis to globalization, which leads to dependence independent of the world community, primarily to the western world opinion and international corporations which have their interests in most countries.

It should be noted that although the term «globalization» today has become a popular cliché. According to researcher of globalization Zygmunt Bauman, the idea of this phenomenon is not new. [6] The beginnings of globalization, we can see already in the days of Antiquity. In particular, the Roman Empire was among the first countries that has established its dominance in the Mediterranean region, which led to the interweaving of various cultures. The origins of globalization are the same in the 16th and 17th centuries, when the stable economic growth in Europe was combined with advances in navigation and geographical discoveries, resulting in the Spanish and Portuguese explorers spread around the world and engaged in the colonization of America.

After the Second World War globalization recovered in an accelerated pace. This is due to improvements in technology that have led to rapid sea, rail and air transport, as well as the availability of international calling. Since 1947, the removal of barriers to international trade engaged in the General Agreement on Tariffs and Trade (GATT) – the series of agreements
between the major capitalist countries and the developing countries. In 1995 75 GATT members created the World Trade Organization (WTO). Since then, 21 more countries, including Ukraine joined the WTO.

Globalization reaches the works of many thinkers of the 19th and the early 20th century in the field of geopolitics, such as, for example, Mackinder, who described the way in which the world now will unite [7]. But even in the 1970s, the term «globalization» was purely theoretical value, and in the modern sense was used in 1983 in an article of T. Leavitt, who spoke about economic globalization, and in 1985 the sociologist R. Robertson extended the meaning of having considered it as a social process by which geographical, social and cultural systems disappear [8].

Some researchers identify so-called proto-globalization or globalization – 1 [9]. Its timing outlines as follows: the middle of the 19th – the early 20th century (before World War I); its geographical area is the Atlantic World, Europe, the North America. Based on certain parameters, they argue that in the early 20th century, the world was more globalized, united and coherent than in the middle [9]. In particular, the North Atlantic region a century ago was more unified than a few decades after the two world wars.

We believe that the factors that contributed to the development and spread of globalization, among others, in particular, are the following:
- the first, the Western world came out of the hardship of the 1970–1980 years and has restored its role of global economic dominance;
- secondly, the information revolution has helped to tie together some regions of the planet;
- the third, the collapse of communism, and then the crisis in Asia, created the illusion of victory of liberal values globally;
- the fourth, the increasing of cultural exchanges between the periphery and the «first world».

Since the late 20th century globalization served as something new for economic, social and cultural spheres as a means of universal spread of Western values and a tool for the global community as a guarantee of rapid development anywhere in the world of science and technology and involving the peripheral regions of the planet in a global economy. Each of these aspects of globalization carrying some ideological load in terms of theory, was not competitive because: a) globalization can not be considered as a fundamentally new phenomenon in international life. To verify this, You can not even stop at the purely quantitative parameters of its individual «waves» and focus on the fact that at the end of the 19th century the scale of international trade, investment and migration flows in particular were much higher than at the beginning of the 21st century. Much more important is another fact that appears a closer analysis of the concept of «globalization». It is clear that this term is used to refer to processes that, in any sense, covering the whole world [10]. But what is this world and what is identified with it throughout the world? It is clear that such an identity can perceive only representatives of the Western civilization, able to move freely around the world and receive adequate and timely information on all the events taking place on the planet. For the majority of our contemporaries who inhabit the so-called periphery of the world, the world is limited outside of their local community and planetary scale of various processes hardly accessible even in their imagination. At the turn of the 20th – the 21st centuries and was not a new set of phenomena that have been designated by the term «globalization» and the depth of our understanding of globalization; putting the concept of globalization at the center of modern sociology, philosophy we break the rule that offers not multiply entities beyond the amount required; b) globalization is not a tool to create truly one world. If the previous era was extending different, worlds that are sometimes opposed to each other, modern globalization, whether we like it or not, embodies the only expansion of European civilization. It should not be considered as a tool of globalization and the interaction of different cultures and traditions; It was and remains a means of building Eurocentric world. So-called «lateral branches of the West» is actually European branches, so
that the story of the second half of the 19th and the 20th century gives us examples that any of these branches would give life to what could be called a product of the West as such. The analysis of the facts shows that today's unification becomes less likely; The same was said about the evolution of methods of European expansion. Globalization, which in the early stages supported by political means, now moved to the economic and financial sphere. Therefore, according to Kenneth Brown, in the new century cultural integration (or unification), against which are directed the most pretentious speeches of anti-globalists, is not a necessary condition for the predominance of Western countries over the rest of the world and therefore generally can be removed from the agenda [10]. European civilization stores and retains its cultural base in subordinated economically, but culturally and ideologically heterogeneous world; c) globalization subordinates regions and countries in economic way. Each stage of European expansion, starting with the development of Mediterranean trade and till present days, was driven by scientific and technical achievements and the gradual change of the dominant technological structures. It allowed the Europeans to pass a series of sequentially changing one after the other forms of social organization for two millennia, while the rest of the world in traditional societies remained in virtually unchanged form. In European history the key factors that ensure economic progress have changed more than once: military power of Antiquity, Medieval monopoly has given way to the leading role of the owners of capital. Either way, the control of the most rare resource in the community, rare production factor remained the basis of social polarization. But if so, then global inequality in modern conditions is insurmountable. Indeed, since the beginning of the 20th century, the Western economic system is increasingly finding features of «economy based on knowledge»; d) production of information and unique products, which reflects the main achievements of culture radically different from the production of other wealth: it requires a high, not low, both in the industrial society, educated workers; consumer information and skill-capacious products becomes a factor that promotes rather than prevents the accumulation of capital, and, finally, the product information can be implemented several times, bringing income to the owner, but staying with his property. It is the moment when the Western economies began to be «knowledge-based». «The new inequality», the product of the new economy, acts not so much in external expansion of the Western world as in its internal progress; globalization is often finds the cause of the deepening current inequalities; it can not simply be a significant factor in overcoming this inequality; d) the current globalization, in our opinion, does not overcome, and establishes the peripheral nature of individual countries, which is due to its internal logic. At all stages of expanding the boundaries of a civilization arose contradiction between the mother country, which sought to impose their will and colonies or provinces who wanted more independence and autonomy. Turning to the experience of past empires, we see that all of them – from oriental despotisms of ancient Rome and the British Empire and the Soviet Union – collapsed precisely because of the inability to optimize the relationship between center and periphery. In this regard, it should again be emphasized that the European model of expanding the boundaries of their civilization was based not so much on the conquest of other peoples and their incorporation into the zone of influence as on the creation of new European-style societies in which Europeans themselves either constituted an absolute majority or a substantial part thereof (as in Latin America). Therefore, modern globalization schematically may be represented in the form of several concentric circles, going from the center to the periphery:

- the first of which covers Western Europe, USA, Canada, Australia and New Zealand;
- the second includes countries with a strong European cultural influence and the significant role of immigrants from Europe; these includes Russia, Latin America and parts of the Middle East, especially Israel;
- the third circle includes countries that were colonies of European metropolises and embraced many of Western values; this, above all, India and some countries in North Africa, South Africa, a number of Asian countries;
- for the fourth round of independence was the problem rather than achievement – these include the majority of African countries;
- a special place is occupied by Asian countries – Japan, Korea, Taiwan, Malaysia and Singapore, which successfully copy the Western way of life, while maintaining its own system of values and Muslim countries, which to this day remain obscure by immigrants from the West [11].

It is worth noting that trying to view a striking phenomenon of globalization has been worked out three main theoretical approaches: imperialism, the theory of dependency and world system theory. The three classical approaches to understanding globalization can be considered a classic, but it is certainly not all the theories that have been proposed. There are a number of theories such as modernization theory, the theory of stages of growth, the concept of interdependence of national economies, the concept of equal partnership and others. Consider some of them.

*The theory of imperialism.* The theory of imperialism was first proposed by the English scientist John Hobson [12]. The founders of this theory also are O. Bauer and R. Hilferding [13]. Theories of imperialism and neocolonialism explain the structure of the world as a struggle between the major powers for new markets and sources of raw materials, industry capital investment by strengthening their cultural and political influence.

Hobson work was published in the early 1900’s. during the «struggle for Africa» between the Western powers. According to Hobson, colonialism was the result of attempts to find new markets for investment opportunities as western production exceeded the capabilities advantageous realization on their own markets [12]. According to his theory, the majority of the population can afford to buy only a relatively small portion of the goods produced, because all the time there is an urgent need for both new markets and in ways reduce the cost of production by search of cheap raw materials and labor elsewhere. The term imperialism in the sense of Hobson meant desire to win and enslave nations, and one manifestation of this desire was imperialism – is directed outward expansion [ibid].

This process is facilitated as the economic development of Western countries and the impoverishment of much of the rest of the world because of no industrial regions vykachuvalysya resources.

*New imperialism.* Later authors, using Hobson’s ideas, created a theory of new imperialism [11]. The object of their research is the modern society. The old colonial empires, like the British, have disappeared, almost all colonial regions are now the countries with independent control. However, according to proponents of this theory, industrial states retain control over the rest of the world due to its leadership in global trade, the influence of powerful corporations that operate globally. Western countries are able to maintain their privileged position infinitely long, controlling all branches of modern social development.

*The theory of dependence.* The theory of new imperialism is inextricably linked to another approach, known as the theory of dependence. It was first formulated in the analysis of the situation that has arisen in South America. According to the theory of dependence, the international community has developed unevenly, resulting in core industrial world (US, Europe, Japan) plays a dominant role, and the third world countries are depending on this core. The causes and nature of such dependence are caused by what stage the process of colonization was a particular country and who conducted. Dependence usually lies in the fact that the economy of third world countries is based on the production of cash crops for developed countries.

For example, Brazil has been and remains the largest producer and exporter of coffee. As other cash crops countries, can be called sugar, rubber and bananas (hence the humiliating name «banana republic», which is fixed to unstable regions of South America thanks to those who differentiate between them and the prosperous regions of the North). Agriculture is the only traditional methods and cultivation of cash crops for export prevented development in the South American countries of modern industrial production. As they further behind industrialized
nations in Europe and North America and become dependent on supplies of manufactured goods in these countries begins stagnation.

The economist Andre Hunder Frank evolution towards third countries used the phrase «the development of underdevelopment». These countries, he believes, are poorer as a result of the fact that they occupy a subordinate position in relation to industrialized countries [14].

The theory of dependence – or dependence metatheory – was the most popular in 1960 – 70 years. Metatheory dependence and peripheral development was launched by a group of Latin American economists and sociologists headed by Argentine economist Raul Prebisch [15].

Metatheory is divided into three areas: the dependent underdeveloped, dependent development and reproduction dependence. The starting point of the theory is the assertion that the capitalist system on a world scale at the same time generating economic development and sophistication poorly at international, national and local levels. Proponents of the concept of dependent underdevelopment argue that the capitalist system contributes to underdevelopment of developing countries and that true development is impossible so long until the system exists. Thus, A. Frank argued that the metropolis appropriates economic surplus of its satellites and uses it for their own development. Satellites are also poorly developed because they do not have access to the same excess, and due to the polarization of society and exploiting contradictions that are created and maintained internally metropolis – satellite. These contradictions stimulate the development of the metropolis and makes the process of «sudevelopment» of satellites [14].

The scheme of «satelization» model was based on a linear relationship, which led to the absolute relationship between the countries. It covered the theoretical sphere to explain the growth and development (even limited), which took place in several countries. Certain way out of this was the concept of reproduction or modification of dependence, which implies that some countries of world periphery or sectors of the economy that were depending, can get out of addiction. This concept considers the development strategy as being subsidized from abroad. The price paid or that sector of the economy of states to overcome addiction, not worth it. For example, international aid given manufacturer developing country can strengthen the position of products on world markets, but it also may exacerbate currency situation in the country due to the increase in imports, leading to greater dependence.

The theory of the world system. World-system theory proposed by Immanuel Wallerstein is the most sophisticated attempt of interpretation of paintings of world inequality. According to Wallerstein, since the 16th century until the present day there was a process of forming the system of global economic and political ties based on the expansion of the world capitalist economy. This system presupposes the existence of core, semi-periphery and periphery outdoor arena. Core states – those who have previously only encountered modern types of business, and then began the process of industrialization: UK, Netherlands, France and the countries of North West Europe that joined later, for example, Germany. At the core of industrial production were advanced for that time forms of agriculture [11].

States located in southern Europe around the Mediterranean (such as Spain), become semi-core countries. They were associated with the Nordic countries trade relations of dependence, but their economy is not developed. A couple of centuries ago Peripherals – «outer limit» of the world economy – took place on the eastern edge of Europe. Much of Asia and Africa at the time belonged to the foreign arena – it does not affect trade relations, which were formed in the core countries. As a result of colonial expansion and follow-up of large corporations, Asia and Africa have been involved in the global economy. Today, the third world countries make up the periphery of major world system, which includes core and acquired a dominant position the United States and Japan. Wallerstein argues that because the core countries dominate the global system, they are able to organize world trade so that it meets their interests. He agrees with supporters of dependency theory that first world countries have acquired the opportunity to exploit the resources of the third world countries for their own purposes. The concept also includes provisions on state dependence whereby the gap between center and periphery defines the basic contradiction of the world system.
Today globalization seems very attractive and comprehensive for many people, but it is still in the initial stage and providing all of its consequences is very difficult. But some of the first results of this new system of world order already outlined. We can say that its impact on the socio-economic developments and the situation in individual countries and regions are mixed. The positive features of globalization include the growing contact and relations between the peoples in the economy, trade, technology and culture. Over the past 50 years, the average per capita income in the world increased three times. World GDP increased from 3 trillion to 30 trillion dollars. Over the past quarter century, more than 10% increase in the number of people who have reached the average level of prosperity [16].

REFERENCES
Самойлов О.Ф. Понятие глобализации и теоретические подходы к ней. Сегодня глобализация стала одной из самых влиятельных сил, которые определяют дальнейший ход развития нашей планеты в целом. Она касается всех сфер общественной жизни, включая экономику, политику, социальную сферу, культуру, экологию, безопасность и тому подобное. Несомненно, глобализация содержит как положительные, так и отрицательные аспекты. Ее положительное влияние связан с эффектом конкуренции, к которой она неизбежно приводит, а отрицательный – с потенциальными конфликтами, которые она угрожает.
Глобализация возникла как новая парадигма для описания способа отношений между людьми. Теперь мы можем легче, быстрее и дешевле двигаться, и, таким образом, делиться ценностями, которые формируют соответствующие культуры. Возникает необходимость постоянного расширения сферы нашего общения и солидарности.

Как бы ни относились к глобализации ее противники и сторонники, нужно признать, что она уже явно изменила мировую систему, порождая новые проблемы и открывая новые возможности.

Одним из основных вопросов, связанных с феноменом глобализации, в настоящее время является вопрос о том, кто оказывается в выигрыше от глобализации?

**Ключевые слова:** глобализация, конкуренция, национальная экономика, политика, культура, взаимозависимость, суверенитет, государство, развитие.