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## **Globalization and its mechanisms of achievement**

### **Abstract**

*The introductory section of the paper refers to the conceptual operationalization of globalization and the different theoretical views on globalization. The central segment of the script is dedicated to the dimensions of globalization and its mechanisms. The final section of the script is focused on the consequences of globalization, of which one has a positive and other negative effect on humanity.*

**Key words:** *globalization, westernization, capital, market, nation, nation state, culture, civilization, size, mechanism, consequences.*

### **Introduction**

The dynamics to modern society was given by the rapid development of science, technology and techniques of the mid-60s of the last century, which allowed the intensification of social relations, activities and their interconnections - the increase of international exchange and interdependence, integrated by the term globalization. In early 90-ies of the last century the use of the term was intensified, when a triumph of liberal capitalism in the long contest with communism was achieved. These events not only changed the “political image” of the world, but the changes occurred in all spheres of life - it opened the door to the West, primarily the United States, to achieve the influence on the rest of the world that is supposed to accept the dominant Western models in politics, in culture and in everyday life.

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A variety of meanings that are ascribed to the notion of globalization, as well as the non existence of definitions that would be universally accepted, evidence about the controversy of this term - one understand globalization as a planetary process that can not be stopped, while others under the term covers unstoppable expansion and dominance of Western civilization throughout the world.

Building a global society has its negative and positive consequences. The negative effects would be reflected in the unequal distribution of economic wealth, resources, uneven economic growth, rising of global “barbarism” (the rise of transnational mafias, drug cartels and the like.)<sup>2</sup>, the performance of disintegrating and separatist tendencies and movements and the like. On the other hand, increasing the overall standard of living, increasing the social mobility, free integrated world market, the development of political pluralism, the development of democracy and democratic procedures, the dissemination of scientific knowledge that are becoming available to many users and so on, are some of the positive consequences of globalization.<sup>3</sup>

Due to the different views on globalization - its role, significance and consequences it results with the dispute over the concept of globalization (hyper-globalists, skeptics).

In this paper, we will discuss different approaches to globalization (neo-liberal, reformist, radical, etc.), the dimensions of globalization (economic, political, cultural, information technology, globalization of languages, science, terrorism, etc.), As well as the mechanisms through which the processes of globalization (military federations, multinational companies, key financial institutions and organizations, broadcasters, the American ideas of human rights, the various (and often secret) organizations like the Bilderberg group and Trilateral Commission, then science, technology and techniques.

## Defining globalization

The term globalization entered directly in the conceptual circle of social sciences in the sixties of the 20th century, and its use intensified in the nineties.<sup>4</sup> It

<sup>2</sup> Samuel Huntington, *The Clash of Civilizations and the transformation of the world order*, Podgorica: CID, 1998, page 357.

<sup>3</sup> Ivan Šijaković & Vilić Dragana., *Sociology of Contemporary Society*, Banja Luka: Faculty of Economics, 2010, page 66 – 67.

<sup>4</sup> Earlier, instead of the concept of globalization, its substitutes were used, such as the «world citizenship», «federal state of eternal peace», «internationalization of capital», «mondialisation», «convergence», «modernization», «totalization», «World Integration processes», «planetary management», «centralization of the world», «planetary socialist revolution. Some thinkers are trying to show that the creators of globalization are, economic multinational powerful companies

means changes in modern society (in politics, in economics, culture, etc.) that lead to an increase in international exchange and interdependence in the world. The development process of globalization was influenced by the progress made in communication systems (the invention of satellite communication), which was made in the sixties of the previous century, and that allowed the transfer of large amounts of information around the world, connecting people, intensification of social relations and activities of people. The specificity of this process are new technologies, new social actors, new markets, new mechanisms of management, etc. In the countries of Eastern Europe and the USSR, the early nineties of the 20th century were followed by significant social, political and cultural changes (the free market system of competition, development of democratic political institutions, cultural opening, etc.). caused by the collapse of communism and the victory of liberal capitalism, by which the concept of globalization has taken on its frequent connotation.<sup>5</sup>

Regardless of differing opinions on the process of globalization<sup>6</sup>, as well as the fact that in human history were recorded some developments that have had similar “global” trends (the expansion of great religions and civilizations,

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that are interested in the rapid circulation of goods, capital, people on an international scale, which seeks to transcend the nation state as the biggest obstacle on this path, then that the main protagonists of globalization are the powerful Western countries, led by the U.S. as the «world policeman», under whose command baton, the globalization of the world is trying to be achieved. About this Henry Kissinger talks in his book «Diplomacy» (1994). He says that this is the third attempt by the U.S. to establish a new world order, which would mean that the globalization of the world was achieved. Wilson is the first in 1918, sought to implement the concept of democracy by the measurements of United States. The plan was unsuccessful due to the strategy of American isolationism.

<sup>5</sup> Anthony Giddens, *Sociology*, Belgrade: Faculty of Economics, 2005, page 57.

<sup>6</sup> Some thinkers are trying to show that the creators of globalization are, economic multinational powerful companies that are interested in the rapid circulation of goods, capital, people on an international scale, which seeks to transcend the nation state as the biggest obstacle on this path, then that the main protagonists of globalization are the powerful Western countries, led by the U.S. as the «world policeman», under whose command baton, the globalization of the world is trying to be achieved. About this Henry Kissinger talks in his book *Diplomacy* (1994). He says that this is the third attempt by the U.S. to establish a new world order, which would mean that the globalization of the world was achieved. Wilson is the first in 1918, sought to implement the concept of democracy by the measurements of United States. The plan was unsuccessful due to the strategy of American isolationism. Another time Harry Truman wanted to reach that with the «Marshall Plan», but he failed due to conflict with the Soviet Union. Then a period of cold war started, in which there was a balance of forces, ie, the balance of fear. It was only the third time in 1989, the fall of the Berlin Wall, and in 1990 by the disintegration of the Soviet Union when Bush and Clinton opened the way to world domination. Henry Kissinger, *Diplomacy I – II*, Belgrade: Verzal press, 1999.

military conquest and giant empires), globalization, as M. Pečujlić remarked, represents a permanent and universal aspiration of mankind.<sup>7</sup>

In scientific terms, the term globalization implies that it is objective, permanent, unstoppable and irreversible process of integration of the world in economic, political, cultural, civilizational and communication aspects. In ideological terms, globalization is equated with globalism, and the efforts of powerful global forces of the West to establish its economic, political and military domination of the world. Hence the effort to identify globalization with the «westernization». On the other hand, we have regional connections of Pacific region countries designated as «isternization». So, here it comes to two (competing) models which are “masked” by globalization.

From the foregoing in connection with globalization, we can agree with M. Pečujlić that this concept symbolizes the spirit of our time, a powerful force that shapes the life of the modern world.<sup>8</sup>

### **Different theoretical views on the phenomenon of globalization**

Given the topicality of the globalization process various discussions about it have been initiated, from which different explanations of this phenomenon were created, ie. various attempts to understand it. Classification of approach to the analysis of globalization, which is accepted by most modern scholars, gave the prominent thinker David Held. He identifies three schools of thought regarding globalization: hyper-globalists, skeptics and transformationists.

- 1. Hyper-globalists**, have an affirmative attitude towards globalization, which is fetishized to the paroxysm. Its main protagonist is Ome. He argues that globalization represents a new era where people become active subjects disciplined by the global market (and it requires from them personal initiative and entrepreneurial spirit immanent to a market economy).
- 2. Skeptics** remain critical, not to say, a nihilistic attitude towards globalization. It is, for them, a myth that can not be led to contextual relationship with the real facts. The level of economic integration and of each other integration is under the one talked about by hyper-globalists. Therefore, it is not the ideal-point model of globalization which hyper-globalists imagine, considering that it is the paradigm to which we should, without question, strive. Also, the power of national governments in regulating

<sup>7</sup> Miroslav Pečujlić, *Globalization - two characters of the world*. U: Vučinić, Marko. (ed.), *Aspects of globalization*, Belgrade: The Belgrade Open School, 2005, page 37.

<sup>8</sup> *The same*, page 5 - 6.

economic activities has not been declined. This means that the illusion of globalists is in that, that the sovereignty of nation states will be placed in the «museum of antiquities». It will continue to manifest itself because a nation and nation-states show a resistance to globalization, which desires to cancel them. In addition, the skeptics are invited to the fact that economic integration in the world is blocked by the influence of regionalization. The world economy today is conducted by three major financial and trading blocks of Europe, Pacific Asia and North America. In other words, the world economy is less integrated compared to the classical gold standard era at the end of the 19th century.

3. **Transformationists**, global interdependence explain by the modernization process. They dispute the view of the disappearance of nation states which, by their nature, are resistant and can not easily be crushed. In their view globalization is followed by the integration of large states and fragmentation of small states. On this basis, national and religious conflicts in them are encouraged, which, as a rule, leads to their dissolution. This causes a great uncertainty, and mankind is in a diabolical situation from which is difficult to find a way out.

Leslie Scler believes that the sociological works on globalization can be differentiated into four categories:<sup>9</sup>

- a) **World-system approach** is based on the distribution of countries on countries of the centre, semi-periphery and periphery.
- b) **Model of global culture** is focused on the problems of constituting national identities determined by the homogenized mass media.
- c) **Model of global society** is emanated by science, technology and industry, as major economic branches.
- d) **Model of global capitalism** has affected the forces of globalizing capitalism and it is its *differentia specifica* in relation to other socio-economic formations.

Roland Robertson watches the globalization at the psychological level emphasizing that it «refers to the thickening of the world and raising awareness of the world as a whole». Anthony Giddens essence of globalization diagnoses with these words «The world has in many important aspects became a single system as a result of closer interdependence that now affects everyone of us. The global system is not only the environment in which the specific company is developed. Social, political and economic ties that cut borders between countries in a decisive measures influences the fate of people in different countries. General term for denoting the growing interdependence of world society is globalization».<sup>10</sup>

<sup>9</sup> See: Lesly Scler, *Rival conceptions of globalization*, Proceedings: *Globalization, a myth or reality*, Belgrade: The Institute for Textbooks and Teaching Aids, 2003, pages 31 - 47.

<sup>10</sup> Anthony Giddens, *Sociology*, Podgorica: CID, 1998, page 58 - 59.

In the opinion of Solta on the phenomenon of globalization, there are three theoretical approaches, neo-liberal, radical and reformist.<sup>11</sup>

**The neoliberal approach** is characterized by radicalism, where the market has a magical power to solve all social anomalies, where we exclude the social consequences caused by the market. This means that on one side more and more minority elites of an enormously rich is created, and on the other a gigantic mass of all more and more poorer.

**The reformist approach** argues for globalization with a social character, which faces strong resistance of big business. It tries to push welfare capitalism in favor of neoliberal capitalism that has no understanding for depriving position of social groups that are marginalized by society (workers, youth, intelligence).

**The radical approach** has a nihilistic attitude towards globalization, arguing that it causes many turbulence in society and that it puts the barrier to its development and progress.

He subsumed globalism under the «rule of the world market ideology, the ideology of neoliberalism.» Globality warns us of the fact «that we have been long living in a global society.» Globalization is reified through the «processes through which transnational actors with varying prospects of power, orientations, identities and networks intersect and undermine sovereign nation-states». And Mihailo Marković, such as Ulrich Beck, trying to draw a demarcation line between globalization and globalism.<sup>12</sup> Globalization, in the opinion of the mentioned authors, is “an unstoppable process of global integration of technology, communications, political, scientific and cultural spheres.» Globalism is «ideology and politics of world domination.» Nenad Suzić points out that there are two models of globalization<sup>13</sup> as follows: a) the development and convergence of civilizations on Earth, or b) Americanization. On the ambivalence of the concept of globalization points out Vladimir Vuletić also, because for it are often used interchangeably, such as internationalization, globality, globalism, glocalization, regionalization, imperialization, new world order.<sup>14</sup>

From all these considerations about globalization by many authors, we could look at her characterization with the following labels:

1. The phenomenon of globalization is amorphous concept, because each of these theorists interprets in accordance with his «personal equation», so the essential meaning of globalization remains unclear to us.

<sup>11</sup> See: Jan Aart Scholte, *Globalization- A critical introducton*, London: Macmillan Press, 2000, pp. 35 – 42.

<sup>12</sup> See: Mihailo Marković, *Interview*, Literary Gazette no. 43 and 44, 2006.

<sup>13</sup> See, Nenad Suzić, *Globalization and the Serbian national interests*, Banja Luka: TT Centre Banja Luka, 2001, pp. 5-12.

<sup>14</sup> Vladimir Vuletić, *Sociological Dictionary*, Belgrade: Institute for Textbooks and Teaching Aids, 2007.

2. Globalization is not a myth but a reality whose objectivity, in its many dimensions, economic, technological, political, cultural, civilizational, informative, no one ever questioned.
3. Globalization is the work of scientific-technological revolution, with special emphasis on the essential role of the third scientific-technological revolution (information revolution)<sup>15</sup>, which has contributed for globalization to become an unstoppable process of a global integration.
4. We must necessarily withdraw the cardinal distinction between globalization and globalism, where globalization has a positive connotation, and globalism is absolutely unacceptable, because it is a function of the mighty world powers turned into an ideology and politics of domination in the planetary scale.
5. Globalization has focused on the destruction of nations and national identities. If that were to happen, there would be uniform and colorless humanity, which would be the definitive end of humanism and morality with the fear of the apocalyptic end of modern civilization.
6. Globalization and fragmentation are two complementary processes where on the one side we have the fusion of large states, and on the other dissociation of small states.

## **Dimensions of globalization**

When it comes to globalization, then it is in its manifestations occurring in multiple dimensions.

1. **Economic globalization** implies the organization of production in the planetary scale. This strong economic incentives give transnational corporations that are interested in a quick and smooth process of circulation of goods, capital, ideas, people. So, here we have a planetization of capital that mercilessly breaks all ethnic and other barriers and their expansion has reached into every corner of the globe.
2. **Political globalization** denies the role of national states in the domain of market standards (regulation commodity-money relationships), protection of human rights, natural and social environment. This is not a matter of individual nation-states, which are based on the classical con-

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<sup>15</sup> Here, we are talking about the third technological revolution to the “inertia” and the inspiration that launched Alvin Toffler book “Third Wave”, although more accurately we can speak of five scientific-technological revolutions (steam engine, electricity, nuclear energy, information technology and solar energy). Even on the order there is not total agreement, whether nuclear is, third or fourth revolution, or whether the IT revolution occurred before or after nuclear.

cept of state sovereignty, but it must be taken into account the entire international community.

3. **Cultural dimension of globalization** is intentionally directed toward creating a uniform global culture. No doubt such a thing could be achieved due to the homogenization of national cultures and different styles and views.
4. **Information globalization** means the globalization of communication, because the information sharing is the world process that occurs in meteoric speed.
5. **The globalization of science, technology**, since they are, by nature, a universal product, because they are incorporated in the knowledge and experience of mankind as a whole and are of utilitarian importance to all nations.
6. **The globalization of language**, where English has become a world language, and not without reason stresses out that in the 21st century it will be dominant because of the complementary relationship with information technology. English is increasingly suppressing other languages from schools and from official use in the business world. With this, we question the other national languages and national identities in the era of globalization, which aims at destroying them.
7. **The globalization of terrorism**, because we are witnesses that the terrorist attacks are occurring on the entire planet, and no country in the world is protected from the scourge, which inspires an Islamic state.
8. **The globalization of a world view** that seeks to impose by force to the whole of humanity by the protagonists of the new world order led by the United States.
9. **The globalization of pollution of natural and social environment** whose environmental consequences affect all of the countries of the world (regardless of that they are higher in developing countries than those countries that are economically and technologically far more developed than them).
10. **Globalization of the injustice** that excommunicated justice and it shall act in the name of it. From this we conclude that in the planetary distances the prevalence of positive law was established which follows the principle of injustice, rather than the natural law principle of justice. More than obvious today is the natural law completely helpless, because it no longer serve as a corrective to any positive law, but can only be a farcical ornaments, decorations to camouflage the brutality and inhumanity of positive law.

## **The mechanisms of globalization**

Although there were processes of history and the efforts that had a “global” trend, here we will look at the ways in which processes of globalization are in the true sense of the word, taking place in our time, simultaneously, meticulous, using a number of mechanisms, some of which we extract the following:

1. Behind the globalization of the world there are economically powerful multinational companies. It is not unknown that today in international economic relations and trade the last word has some 500 transnational companies that are concerned with the economic aspect of the freedom of trade and the abolition of tariff and all of the other barriers to international planetary scale. In the words of the famous American economist, Kenneth Galbraith, their economic power is such that they negate any need for the nation and national identity, because the loyalty to the world companies is becoming more crucial than geographically and politically bounded notion of nationalism and patriotism. More precisely, for an Italian or French, with its capital in the “Phillips” or “General Motors”, it is more important to make a profit or surplus value, but to feel like Italian or French in subjective and national sense. Therefore, the Western world is a world of citizen economic interests, and in comparison with those interests, all of the other interests, even national, are of secondary importance. The essence of the world have clearly diagnosed Hegel, Adam Smith, McPherson and Jeringa. Hegel called the bourgeois world “battlefield of private interest,” and Adam Smith said that it was a man inside of him born to be a trader.” Also, McPherson pointed out that the Western world is “the world possessive individualism”. These marks are inclined by R. Jeringa founder of the theory of interest in legal doctrine when he says: “My bag is my freedom on the way.” So, the property is the condition of the manifestation of my freedom, because it contains “covert emancipatory core.”
2. On the line of globalization of the planet work and key financial institutions and organizations: World Bank, IMF and the World Trade Organization. Through these institutions and organizations is needed to achieve the restructuring of the world economy in the interests of America as the leading world power, under whose command baton, violent unitarian of the world is conducted.
3. In the function of the globalization of the world are also broadcast media (satellites) that contribute to people around the world participate directly in all the major political, cultural and sporting events. The geographic distance between continents is losing its importance and in connection

with that, Marshall McLuhan rightly points out that the whole world is becoming a “planetary village”. In other words - a compression of time and space started, since at the same point in time some media event can be viewed at all points of the globe (at the same time in New York, London, Paris, Moscow, Cairo, Beijing, Melbourne, Toronto). From this we can conclude that the Gutenberg galaxy, as the time of the book and the written text, is definitely located in the “museum of antiquities” giving way to a place of far more efficient, faster communication using the picture that emerged with the discovery of electronic media, satellites.

4. The globalization of the world is trying to justify and camouflage itself with the traditional American idea of human rights. This is best illustrated in the example of the former socialist countries where the first voluntary are so extended that they subsumed the rights of minority nations.<sup>16</sup>
5. A special articulation in the process of the violent world of globalization give the secret organizations like the Bilderberg Group and Trilateral Commission, whose main task is reshaping the world in order to achieve the ultimate goal: a new world order, which will be represented by a single world government.<sup>17</sup>
6. The globalization of the world is now trying to come true with military alliances. Of these, the greatest role has NATO pact which, is by admission of new members, violent Machiavellian method spreading to Russia and China, seeking to destabilize and destroy them as great military powers.

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<sup>16</sup> “Slovenian, Croatian, and then the tragic Bosnian-Herzegovinian secession, under this doctrine was interpreted [...] as the right of small national groups to self-determination up to secession. [...] So it was done by Republican absolutization and relativization of national boundaries. [...] But a democratic procedure was covered by institution referendum applied to such administrative units that corresponded to the smaller nations. [...] So they have (these are the Serbs) who created the biggest victims of the Yugoslav community and to people on two occasions, during the First and Second World war, been placed in a situation of complete national deprivation. [...] Paradoxically, in this way, the rights of minorities have come to the fore while, at the same time, rights of each national majority qualified as something inherently suspicious and always on its own dominator. “In this way, the second dissolution of Yugoslavia was made by provoking ethnic conflicts that have resulted with constitution of small countries unable to resist the economic exploitation and political dominance by world powers.

<sup>17</sup> Bilderberg Group was formed in 1954, in Holland, at the „Bilderberg” hotel, by which it received such a name. it is described as an invisible hand, as the government plutocrats of economically powerful elite invited to rule the world. For it, it is characteristic that it made the paper of Karington or the plan which was used for the destruction of the former Yugoslavia. The Trilateral Commission was constituted 1973rd in Tokyo. It consists of a coalition of the world’s richest three regions: America, Western Europe led by Germany and Asia led by Japan. The Trilateral Commission is an organization of transnational financial capital. Within, the dominant position holds America in order to achieve its dream, to by the 2000. rules the world (this dream is not yet completed and the big question is whether it will ever be accomplished).

7. To globalization of the world their contribution give the science and technology, as their results transcend national borders with using all of the nations without differences. From international centers, scientific and technical knowledge is being spread diffuse in cosmopolitan meaning.
8. The globalization of the world and in the economic field determines the emergence of a global culture that is increasingly pushing the specifics of national cultures, by homogenizing lifestyles and views.
9. The globalization of the world is trying to implement itself and through sects whose mass expansion has lately been brought to paroxysm. They disavow nation (national culture, national identity) by trying to denationalize their members. Hence it is quite understandable why sectarians reject a priori any nationalism and patriotism towards their country. Then, the sect desecrate national symbols (they do not want to welcome flag, listen to the anthem). Although they are at first sight different, they all have a common denominator expressed in the form of destruction of national consciousness and establishing a defeatist mind in order to cancel the national identity. It is understood that this is an essential prerequisite for the establishment of uniform humanity in which there will not be nations and national cultures. On top of all, they are trying to install a new world order in America initiative, and with the masochistic support of powerful European Union countries (Germany, England, France) which seeks to unify for leveling the pendulum of national characteristics with rich culture, tradition and so they align with the Anglo-Saxon standards.

### **The consequences of globalization**

Given the fact that globalization is repugnant and multidimensional social phenomenon, then it is quite understandable that it has positive and negative consequences. Starting from the hypothetical assumption that the globalization of the world is the equal participation of all countries, regardless of their economic and political power, it would have several beneficial effects on humankind.

- a) There would be an open, democratic society with secured rights and freedoms of citizens;
- b) There would be an increase in living standards of people conditioned by the economic prosperity that would occur as a result of rapid and unimpeded flow of capital, kudi, ideas, goods;
- c) Planetary value of civil society would have experienced its affirmation, such as market economy, rule of law , parliamentary democracy, the ideology of freedom and citizenship;

- d) Permeation of different cultures does not result in the creation of a uniform global culture, but that each nation has the right to develop without hindrance their own national culture, education, language;
- e) Freedom of the media would not be a function of propaganda to mislead world public opinion, but truth and justice, as the only legitimate idea guiding the journalistic profession;
- f) It would reduce the distance between the economic, technological and civilization of the less developed countries and developed ones.
- g) There would be a versatile connectivity of the world, where would be achieved the equal position of nations and states, which vanishes oppression, misery and violence, and in their place comes the freedom of the individual as a condition for the free development of everything.
- h) Globalization has emancipatory potential that could be used by developing countries in an effort to free themselves from economic and political dependence on the imperialist, colonial powers.

Considering the consequences of global processes and mechanisms by which they exercise, we will point out some of its negative effects on humanity:

- a) Planetary military interventionism against all those countries that do not accept the ruthless world of globalization;
- b) Negation of nations, nation states and national cultures in order to create a uniform and colorless humanity;
- c) It is seriously shaken the vision of a multipolar world, and on the pedestal of unquestioned value is set the concept of a unipolar world;
- d) It gives encouragement to the clash of civilizations centered on religious intolerance and incitement of ethnic conflicts;
- e) Final twilight of international law from which they were definitely for all time extracted the truth, justice and fairness.<sup>18</sup>
- f) Changing the position of social capitalism with neoliberal capitalism, which causes the deepening of social inequality potentiated by the quantitative paradigm of economic and technological development of the capitalist countries.
- g) Massive expansion of terrorism as a counterpart to the U.S. Certainly it is a major threat to the world peace, while we can include other hazards summarized in satanic combination between “apocalyptic technology, environmental degradation and demographic explosion.”<sup>19</sup>
- h) Brutalization of the globalization process, determined by big capital and its need to be fertilized and to bring owners of capital, surplus value and profit.

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<sup>18</sup> It is now manifested in a striking manner in the work of the International Tribunal.

<sup>19</sup> See: Mihailo Marković, *The Interview*, Literary Gazette no. 43 and 44, 2006.

- i) Chaos of the world caused by neo-liberal totalitarianism. It, in itself, in the words of Ulrich Beck, produces risk society, whose future is uncertain and it is possible that it comes to self-destruction.
- j) Seizing sovereignty underdeveloped countries of real socialism in order of their disintegration, and thus to become protectorates of powerful western powers.

## **Conclusion**

From all the foregoing, it is clear that globalization is a multidimensional process, which entails a series of contradictions. Global society is under construction at the “Globe” in which people, social groups, communities and other forms of collective existence are increasingly relying on each other. Its main constituent element is the economy, the free integrated world market. This society is also developing at the level of social relationships (increasing of social mobility, the overall living standards, expanding the business and entrepreneurial spirit of the closed and underdeveloped societies, etc.). Political globalization is reflected in the development of political pluralism, the development of democracy, the respect for human rights and freedoms. The formation of a global society is also evident in the field of culture (the need for one language, standardization of education, etc.).<sup>20</sup> However, in a global society there is an increasing manifestation of many negative global phenomena - tribal aspirations and movements as resistance to globalization, uneven economic development, the emergence of a global “barbarism” and so on., to which contribute number of mechanisms through which globalization is achieved (military alliances, multinational corporations, financial institutions, broadcasters, etc.). In the further development of global society it is necessary to determine the different directions - construction of a global order on different lines, to reduce existing inequalities, reduce the existing tensions, etc. For these reasons, further research and reflection on the concept of globalization and global society opens up many questions and problems to be answered: How to resolve the issue of global justice and the courts? How to establish the institutions of global society? What are effective mechanisms to build a global society? How to stop global “barbarism”? Seeking answers to these questions is a great challenge and a great problem for scientists, especially sociologists (and sociology), as contemporary social processes occur rapidly and make more complex reality.

Prevela: Tamara Straživuk

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<sup>20</sup> See in: Ivan Šijaković & Vilić Dragana, *Sociology of Contemporary Society*, Banja Luka: Faculty of Economics, 2010.

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