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Globalization, value system and changes in quality of life¹

Abstract

In the modern world system activity, which manifests as a resultant of a process of globalization. No modern society is exempt from the process of globalization in a greater or lesser degree. All social substructures, under the influence of globalization events, changed the facets of their relationship, especially in the period before the beginning of the last decade of twentieth century. Globalization manifests itself as a universal process or a global methodological framework, with a whole set of social research methods and techniques for «adjustment» of structural concrete and specific segments of the supremacy of the process philosophy, which is contained in the number and quantity. Generating the association of individual, social or any other substructure, voluntarily or forcibly, is the essence of operational techniques and procedures of the methodological framework that is called globalization. A techniques and procedures are actually some transition in the world. Dominance in the structure of the globalization processes to adapt the world demands of powerful (state, company) determines the capital. Interests of any country any powerful companies that want to increase the capital, in any way and get to it and the main target. Therefore, the dominant three dimensions of globalization: technological, economic and IT. The dimensions of democratization, human rights or humane development of personality in the background or virtually no, compared to the three major dimensions, primarily through a number of events observed, the quantity and significance statistics process. Collapsed to a system of traditional and orthodox values and the general, and the individual level. Instead of values the collapse of society, constituted a vacuum or empty space waiting for a long time, more than two decades, to establish what might be called a system of values. Globalization processes have changed the cultural patterns of human life and meet their quality of life in the sense that it becomes a higher priority in the consideration of individual mechanical switching hardware, which can be operated from a «center». In doing so, it ignores the internal dimensions of human beings, which is very complex.

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Because of its complex internal dimensions of human beings, who are opposed to globalization «terror», can sometimes devastating effect on society, which is also shown in terms of South Slavic environment.

Key words: *Globalization, globalism, system of values, quality of life, capital, number (of), quantity.*

Introduction

Transfers in periods of social and other systems in (and), by itself do not necessarily mean improvement in any aspect of existence. If after a certain passage of time there are no significant changes, it becomes obvious that the transformation does not bring the positive effects. It rather carries the features of strangeness, superficiality and banality. It is the effort to establish modernization-globalization promoting stunts and unsuccessful project elements and bring them bizarre features such as superficiality and banality. Bizarre social relations indicate that they are trying to establish a weird way, which is quite strange, and distant surroundings in which are those who aspire to succeed. Or it is a rather unusual establishment of some new social circumstances, especially if they impose the same technological resources and proclaimed speed. In a way, and in particular in establishing of new social circumstances, it is trying to incorporate something in the social system in a way that would perhaps be possible in an atmosphere of some other areas, but not South Slavic. The issue of establishing new social relations is very sensitive because it is about changing substructure of all society segments. New relationships and incorporating them into public and social life is an extraordinary situation that requires the involvement of a large number of institutions and participants, because the circumstances are irregular. Given that social change is a result of certain types of global pressures of international institutions and other foreign officials, they are accepted as foreign dictations in the home affairs, and through this as an imposed solution internationally. In many cases the imposition of such extravagant and eccentric, and unusual approach, is the further key to successful solutions. And finally, as the “bizarre, superficial and banal” means incompatibility, the challenges of modernization and globalization show that it is not possible to connect the “functional unit” opposing the incompatibility of different types and different characters.

In the society of impossible variations there are many that can hardly be possible to give. Three segments of society embodied in the transition of modernization, liberalization and globalization can hardly provide a feasible, expected

and possible structure in any environment. It will rather produce challenges of modernization, through mission impossible and unsuccessful projects. And the impossible mission of modernizing concerns the constitutional elements and figures a lot more with products of society (f.e. crime, corruption, drug addiction, alcoholics, pimps, trafficking), and all those combined to increase the depth of these challenges. The whole society, and its products have become a shallow quantum number that only determine the statistical sum, and not the quality itself.

Globalization - the process of complex state

None of the current social processes in their terminology and conceptual definitions in the first decade of the third millennium is used as much as the concept of globalization. Different approaches provide different interpretations and, clarification, as well as the definition.

Obviously this is a process that is carefully planned and organized from the center of interest, which is on a large virtual scale, or at least it aspires to be. Remarkable the same way as the means and procedures that seek to achieve a state of blurry and mysterious. Still, supporters of globalization deny that the process merges from a single center conductor. It is obvious that they succumbed to naivety and incompetence that globalization promotes. It is rarely justified, in terms of its own thesis, a theory of absence of the center from which the orchestra deals with some types of conspiracy theories as anyone's plan, or projects which have various hidden agenda towards globalization.

The modernization puts its efforts towards the establishment of globalism containing a large dose of forces which tend to collapse due to social structures that oppose or resist the process. In fact, in a way, globalization is a kind of enlargement "of the American dream."²

The globalization is seen as the "headquarters", force is completely legitimate to use because, as Thomas Friedman says "globalism to America, in order to be effective, must not be afraid to act as an omnipotent superpower, that it actually is. McDonald can not flourish without the Mc-Donell Douglas F-15 designers."³ Silas has a global center where someone always dominates. The global world is created according to the model of the strongest, because "the world that

² Imanuel Wallerstein, *Societal Development or Development of World System?, Introduction, One World Society*, in: *Globalization, Knowledge and Society*, London: Sage Publications, Newbury Park, New Delhi, 1990, p. 155.

³ See: Veselin Drasković, *Kontrasti globalizacije*, Beograd: Ekonomika/Kotor: Fakultet za pomorstvo, 2002, p. 14.

the United States are trying to create through international institutions is the world based on government forces.”⁴

It is not a new process. Which is, in fact, in certain modalities, the beginning of the society modernization. So, a few centuries ago, it was, in fact, closely linked, in many segments of its expression, with the process of modernization.

Contemporary sociological theory deals with issues and problems of globalization for a long time already. Dilemmas on whether the issue of globalization in the current considerations appeared in the last decade of the twentieth century and many decades of the third millennium, apparently the question arose, although the issues were treated before the events that have began the transition of society, resolved major part of the theoretical assumptions of classical sociological theory. A more detailed theoretical discussion of this phenomenon can be found in Marx, Weber and Durkheim’s work, as well as representatives of the Frankfurt School. The authors note their preferences or “school talking” about a crisis of a man and the disappearance of humanism, which is an essential prerequisite for access to system changes in society. During that period, the end of the decade, a century and the same period of time in the new millennium, one can observe how the changes have left their mark while they were talking about the classics of sociology. Left their mark on the visible consequences of human activities and the way humans think. Change has not even spared the structure of its life organisation.

It can not be denied that globalization issues and problems of globalization, mainly through the media, have obtained a dominant image of the world and the discretion about powerful states and the Company’s business.⁵

At the time of globalization when the world becomes the whole globe or activities related to the state, the culture and politics on a new dimension, states have not formally gone anywhere, no territories are gone, no men have disappeared. But that is changing the character of sovereignty.

Universal constant of the local issues that get the character developments of globalization, the fundamental maximum of modernization stunt, in which the world is becoming “one big global village.”

⁴ Noam Čomski, *Profit iznad ljudi, neoliberalizam i globalni svetski poredak*, Beograd: Filip Višnjić, 2003, p. 89.

⁵ How powerful and how companies are trying to turn the globe into the local village can be best illustrated by the example of the phenomenon mostdecade campaign of Santa Claus. There is almost no early second decade of the third millennium, a man on the planet who does not know what it looks like the symbol of new year holidays, when they go on the way out of their northern European huts. But Santa Claus is a globalization phenomenon that has promoted a media campaign for Coca-Cola in 1934. During the decades of flows acting on global process of creating the image of Santa Claus made a global phenomenon with local characteristics of its modes of action in certain realms.

Giving priority to the creators of technology and communications modernization include media events in the area of social events as the major relationship regulator and someone who is feigning public opinion for the realization of big ideas, “masters” of technological chaos, and for most semiperiphery and peripheral societies, daily life becomes a hell.⁶ The media on one side tries to have pretenses on getting into every part of human intimacy, and on the other side to be the chief interpreter of all constitutional developments within the social structure, ignoring the legal interpretation or some other standard. Sometimes surprising commentary or interpretation of certain phenomena rises a question ‘where it came from and to such an explanation’, often you can hear the answer that is “transferred to television,” or heard on the media as the most powerful influence nowadays. In a somewhat rare extent it can be heard that it’s an impact of some other media.

Leaving no room for the individual dimension of being human, collapse of modernization with its diverse expressive arms brings a lot more attention to technological aspect we were given that emphasize local contradictions as certain desirable type of diversity, which create the whole process.

In the turmoil of globalization intertwined events, that should not be intertwined, the ground of “hot blood” is created. So if something happens in the hot and glowing space in which the individual dimensions of human flourishes to unimagined proportions, it is possible to expect sudden and unexpected twists. As dictated by the technology, intensive change in the given speed events like this happening on film, not in everyday life, the ordinary man is hard to cope in this hell and survive a vortex of globalization.

Difficult circumstances of globalization lead to mental isolation of the individual. The course of events globalization inadvertently created, in order to achieve their goals and non-interference in its structural goals, historicized space and events. Throwing some unresolved historical circumstances in the past at peoples faces, globalization and modernization mechanism aims to convey the essence of the goals of other phenomena, leaving in its own quiet and unspoilt area of peaceful reflection and rounding whole. In the whirlwind of the South Slav way, scandal hungry media fall and tabloidization develop corruption and other products of modern times; media is abusing positions and thus to the complete chaos that certainly fits the modernization projects.

⁶ Urlieh Bek, *Rizično društvo. U susret novoj modernji*, Beograd: Filip Višnjić, 2001, p. 78.

Dimensioning of globalization

Discussing issues and problems of creating a climate of globalization necessarily leads to talking about the parties and the dimensions of the process. The definition of globalization by some authors (Wallerstein, Giddens, Held) as the global impact of specific local level, best applied in modern times, may reflect the specific methodological tools or through certain methodological framework, which is no other way, I can call up various forms of transformation or transition. All known transition (Southeast Europe, Southern European, Western European, South American) are actually defined and put in specific methodological framework of the global project.

Each process, when it enters into the social world stage, or when trying to make a certain influence in the specific local environment, emphasizes and stresses that their own dimensions for the humanization and dehumanization that a man does not, or the humanization, not dehumanization projects.

Thus, the globalization, as the dominant dimension of the South Slavs, the early 90s of the twentieth century, emphasized its democratic dimension and the dimension of human rights and the improvement of life. Dimensions that were recognizable as a significant feature of globalization at the beginning of the second decade (technological, economic) are only superficially mentioned as one, not important in the structure, marking the sign.

It is obvious that globalization, in order to impose its model and determine the integrity of the process, imposes three dimensions: technology, information and economic.⁷

The first two important dimensions define today's globalization, the globalization of modern technology and information – communication dimensions. Many of these two dimensions function as a set, but because of their diversity, their spread usually takes only up to two dimensions. Without them, in any case, there would not be modern or contemporary globalization. World or Globe would be at hand without them. In this way the world is on the palm of a hand and in the computer. Only through the coupling of these two dimensions it is possible to achieve the basic conceptual idea of global thinking and local action.

In technological terms, characteristic of globalization and its impact on society are based on a structure that is inevitably linked to the technological advances that are developing very dynamically. It exists in a society where technological

⁷ The first two dimensions (technology and information) in any case do not constitute one and the same dimension, as can be seen in some editions. Do not make a single dimension because the technology is more comprehensive and wider than the computer, which is only one aspect of its manifestation.

inventions quickly overtake and outstrip other. It's hard for technological innovation and news to keep up. General performance and what comes next is becoming out of date and uninteresting as fast as "tomorrow." Changes that occur in the technical area of development in the first decade of the third millennium are happening much more dynamically than just a decade ago. Technological change can cause consequently changing social relations, and thus transforming the entire social structure. For seismic system changes that are occurring in the South Slavic region in the last twenty years, before it took the life of that social structure, it has changed the appearance of such a / ratio of globalization. A verification of the change should be on the social stage, perhaps, even more than their structural changes. From the technological advances that dominate the globalization environment, and achievements in this field, they all have certain benefit groups and centers that process what is created. In the same way the group has a monopoly on the technology and achievement. The monopoly on technological development and technological inventions centers (companies, countries) is very expensive to sell. Limits to Growth Capital obtain unimaginable speed and quantity, and multiply the basic aim of the globalization process.

Another dimension of globalization concerns and is reflected in the computerization of society and the information revolution. Information in the period of globalization is changing rapidly. Almost as fast as the technical achievement, which at first glance may seem like there is only one dimension. At the beginning of the second decade of the third millennium, a huge percentage of people and institutions on the planet are interconnected in a world in one universe.

Third, the economic dimension of globalization, the process which is treated as a wide open market where competitive and stronger than the exercise gain unlimited profit. The goal is to maximize the profit as much as possible and increase the materialization of the existing property. Market relations are the basis of regulation and social relations in this concept. And it is procuring all the products on the market of the legality by-products of globalization (organized crime, corruption), which became a specific feature of this process.⁸

In times of globalization the state's sovereignty is changing, and the character of society, culture, individual and group. More and more we talk about participatory model of sovereignty. With the time change and the concept of national culture and national identity where national culture is faced with other aspects of globalized culture. And as soon as the culture is changing, then all substructure spheres are changing, because the culture in a broader sense sets a manner of style and life.

⁸ Subsumed under the laws of the market, education, health and some other activities that affect the development component of society is pernicious, because that is undoubtedly legalized corruption and crime in these areas.

It should be noted that national culture has never been homogenous in any sense, but it manifests a semblance of homogeneity. And underneath there is a heterogeneous one difference, both in terms of values, and in the ways of life and lifestyles, as well as customs etc.

In this way, globalization may threaten the image and homogeneity. It could somewhat break it. It significantly increases the further globalization of the internal structure of individual heterogeneity, which hinders their adjustment standards.

Globalization and the transition of consciousness

As a major social change globalization contains a conglomeration of all these dimensions, elements and indicators. All parties and all the dimensions that are discussed will be incorporated into globalization. And when this is so, then globalization is not actually reduced to the economic dimension, which is otherwise often done, and can only be seen and treated by economic laws and market size. After all, the main instrument of the methodological shortcomings of transition in South Slavic conditions are that this incidence was reduced at the end of the economic dimension, that is what privatization is.

Methodologically speaking, the framework of globalization and all the phenomena within it, are the dominant challenges of Sociology and Social Research. In order to have a better understanding of globalization, there must be a global change of consciousness. Observers, researchers and participants in all modern developments have experienced the transformation of consciousness or mental transition. Only in this way it is possible to speak of other ubiquitous dimensions and sides of globalization: political, democratic, economic, IT and technology. If the internal dimensions of human beings are not observed in their entirety, problems that are present early in the second decade of the third millennium arise, and that does not give hope for the successful completion of projects/processes labeled as globalization. One segment of the globalization in the methodological framework, called transition, is much further from the successful completion of Southeast Europe into reality. It is much further away from a successful conclusion than it was when it began, the 90-ies of XX century. In the 90-ies, at least, there was some kind of social value, some kind of social values and social capital, so to speak. Something that collapsed completely after twenty years of globalization progress. And that capital has not only collapsed, but it reached the quantity and value of zero and below zero. So there

was no mental transition that we could talk about or any other changes in the structure of globalization.⁹

For these reasons, and the question of what all the different determinants of globalization and all its dimensions and displaying will become in the context of stories about daily life and the (lack of) well-being? Where is that located and where is it present in all specimens of perception, what about its qualitative dimensions? Are all dimensions of globalization that are being discussed (technological, information and economic, but also some others) at the expense of what is an inner dimension of human nature and the quality to meet their needs?

Globalization raises the question for every single man of where he is now and where his place in the process is. But it is obvious that in a situation of powerlessness in the situation of a technological speed, and quantitative gives (globalization insists on more speed, the number, the quantity but the quality) it's difficult to expect that the man stuck in it can find the right answer to many issues. Not rarely, it's been asked: who is the main globalizator? Who is the holder of the globalization process. Because it is evident that many anonymous forces that can not be controlled by known means and mechanisms showed up at the social scene. As much as science and social thought, together with institutions, are trying to direct the global trends and some global trends that fail in the desired ratio, the things sre getting out of control very often. Imaginary power is to get in the way of information flows, generated by possibility of a certain control and responses to these questions at the man in globalizations perception and perspective.

The system (dis) value in the period of globalization

Developments in globalization are often placed in the space between the imaginary and real, virtual and real. Deleterious effects of the new solution bring

⁹ How far from the transition state of awareness in the society can best portray the answers to questions in the research on transition and globalization. Usually when you put the first question relates to whether the respondent for the transformation, no matter which type, the majonity of the remarkably high response to the affirmative. But if you are already the next question asks respondents to answer whether a certain type of change for socisl and other relations, where he will remain without jobs and without existence, due to adjustments in certain standards at the time, most of the response is proportional answer the first question, but in a negative terms. This shows that the great strides already, formally started the process, and that citizens have no awareness of that it means and what made some system changes. The consequence of such a state mental transition is disastrous in this achievement and the realization of certain ideas and methodological structures, and the overall process of globalization.

the individual into a state of consciousness which would be much better for him if the most of these transformations were dreamsvision or unreal.

When talking about something that is a system of values and respect towards globalization it is undoubtedly important to ask the question of mutual influence and interaction: Has globalization affected the value system or value system was influenced by globalization? Not in the way of an answer given in the affirmative or the first or second answer, in the same way as you can not tell whether globalization is good or bad, in a pejorative sense of the value statements. But it can be noted that globalization has some of its good and bad sides that need to be adjusted, and to adapt some concrete and specific terms. It is obvious that in times of globalization, universal system of values rather collapses. In fact, globalization was made during the conduct of its specified empty space or vacuum values. Presumably in the vacuum of at least entering the traditional and orthodox values based on freedom, on paper, on the right, the diversity and all that are gradual and permanent cultural values of what is traditional and universal constant. And it is situated in Southeast Europe space gap between traditional and modern, between what globalization imposes with its intense flow and something that's slowly modifyng lifestyle.

Economic profit, as shown by some studies¹⁰, influences to the extend of individuals who firmly believe in traditional values of the universal value system, is changing to something that is called consumerism. It is noted that 85% of people believe¹¹ that they should have awareness of the present order of values, many do not think their country is where it goes, but a lot more thinking about what the consumerist interests and how to get there. Therefore Globalisational society is not bad company and there is no established system of values because you are bad people, but because "what some good people remain silent"¹² and do not talk about the bad side of globalization. They move their consciousness in terms of direction and specific media requests and media operations, which are very dynamic and are the primary means of achieving the goal of globalization.

Time of modernism, globalism, and through it, is very well served with some new people to steal from non-institutional power of their predecessors, who had a vision and not allowed the value to go on crumbling. Ordinary people are the biggest losers of modernization / globalization, since the creation of something "new" lost a sense of security, and in many cases the existence, or almost all the essential elements of quality of life.

¹⁰ Jan Rifkin, *Evropski san*, Zagreb: Školska knjiga, 2006, p. 73.

¹¹ *Ibid*, p. 89.

¹² Ulrich Beck, *Šta je globalizacija*, Zagreb: Vizura, 2003, p. 67.

Globalization era and the quality of life

Seen from the point of life, modernization, globalization can be a positive process, from the point of improving the quality of life and economic point of view, that is a partially negative process. Something directly affects the quality of life of individuals, groups and societies. Namely, it is a process that economically produces a small group of newly rich. Therefore, in the process, many (most) losers, and those belonging to the top of small non economic pyramid.

Globalization speed in which the quality of life turns into the quantity and the quality of statistical figures in these modern times. This time internal instability caused in humans can eventually turn into questioning and reasoning about the emptiness of life and its narrowness. The middle generations in such situations are left on the quest (anger) of thinking of life with the great possibility of noting the alienation and anomy. The younger are waiting for middle-aged and older to do something, and while waiting, the time seems to pass irreversibly. And they become disoriented. Globalization imposed speed which simply grind their cognitive capabilities of a better life and prosperous society.

Race for numbers and statistics to the masses in modernizing building society turns them into individuals and groups who can not communicate, not even with their closest environment. When all this is unavoidable, then a pursuit of its existence true identities and search for the man who is worthy begins.

In the time of speed, quantity and bad values

Globalization is now in a stage of the “build” of its recognition of speed, shallowness, bizarre, quantity and simplification of top givens. Culminates in the system of (lack of) values (e), a man’s life is built on improvisation full of failed ventures. The challenges of modernization era that dominated the rest are plutocracy, amnesty, primarily commercial, and then the other scams that modern language called a business and technological dictatorship of speed are doing. Humanistic thinking of the world and moral foundation of human survival are suffering a growing loss. Modernizing flows compress it into a closed space in which it is at a loss and which is slowly losing the ideals for a better and fairer life.

But, since the system of values collapsed, the quality of existence lies and lies in the memories of where life resides. And on the one displaying the form of modernity, obviously live far away from fiction and virtualization as a feature of the modern period.

The formal process of globalization and the physical state does not disappear, cultures, individuals and groups. But in the process of globalization and the changing character of sovereignty to substantially transform the individual, group, society, and their structure.

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