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HOLISTIC APPROACH TO ANALYSIS OF GLOBALIZATION AND INFORMATIZATION OF THE MODERN WORLD

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Issues of interconnection, interaction and interdependence of the processes of globalization and universal informatization of the modern world are considered in the article. It is noted that serious changes are taking place in modern world structures caused by globalization and information processes. It is shown that the main feature of development of information society of this century will be widespread use of electronic information resources and technologies, which become a powerful catalyst for the development of all processes in society. The article argues that globalization is a dynamic process and at the same time has all signs of interpenetration and mutual influence. The interaction of globalization, informatization and digitalization of modern society is holistic and synergetic in nature, and this interaction requires close attention and constant analysis by researchers. The traditional model of globalization is currently undergoing dramatic changes. The reason for these changes is a significant slowdown in economic growth, investment and overall dynamics of world trade. Globalization changes the relationship between external and internal factors of national development: processes that accompany it open up opportunities for expanding ties between states. The information society strives to maximally satisfy its needs for communication and information services. The result of these aspirations is creation of a global information space. As a result, a set of information technologies and systems arises that form a new information infrastructure. In modern society, the media are becoming noticeable actors in world politics and can involve not only individual citizens, but also entire organizations and communities in communication relations.

Key words: globalization processes, informatization, technologies of information impact, holism, synergetics, transformation of the world economy.

Introduction. Relevance of the problem. Currently, significant changes are taking place in the main world structures, which are caused by globalization and information processes. Revolutionary changes are taking place in the sociocultural, political, world outlook and ideological spheres of society's life associated with spreading information technology and globalization of the modern world. The processes of globalization and informatization contribute to the rapprochement of distant states, cultures and people. They cover all areas of life and, according to many scientists, can even influence the elimination of territorial boundaries in the way of direct interaction between different people, ideas and religions. In the 21st century, scientists characterize informatization and digitalization of society as civilization-wide global processes that will retain their leading status in the future. The main feature of information society of this century will have widespread use of electronic information resources and information and communication technologies as powerful catalysts for all processes of social development. The interaction of informatization, digitalization and globalization of modern society is holistic and synergetic in nature.

From a holistic position, the world is considered as a whole, and individual phenomena and objects make sense only as parts of it. Synergy assumes that the combined impact of various processes exceeds the sum of the actions of each of them. That is, these processes enhance each

other's action. Since they are in constant movement and transformation, their interaction requires constant and careful analysis.

Purpose of the study. The purpose of this study is to identify and detail the holistic relationship and interdependence of the processes of globalization and informatization in modern society.

Sources. The process of globalization a long time ago has become one of the very noticeable phenomena of the modern world and constantly attracts the attention of scientists from various fields of knowledge. Research of the essence and components of globalization process and patterns of its development are reflected in the works of many authors. Among foreign authors, the problems of globalization and informatization were studied by P. Aghion, J. Naisbitt, F. Braudel, F. Fukuyama, M. Castells, Z. Bauman, D. Bell, I. Wallerstein and others. Modern problems of the new stage of globalization are considered in the works of A. Giddens, L. Sklair, O. Ianni, M. Waters, P. Dunleavy, H. Margetts, H. Christensen, J. Tinkler, D. Held, J. Attali and other authors. Among Ukrainian authors who study the problems of globalization and informatization, we can name the works of E. Semenyuk, S. Kivalov, O. Borzenko, G. Kovalova, V. Budkin, A. Galchinsky, S. Naumkina, B. Kwasnyuk, D. Lukianenko etc.

Basic material and results. Despite of the fact that globalization is currently the most important factor influencing all aspects of life of human society, issue of defining this phenomenon remains debatable. Scientists are still arguing about the essence of the term "globalization" itself, identifying the features and consequences of globalization processes. The uncertainty of the term "globalization" itself connected with the fact that scientists from different fields of knowledge see different approaches to this process. Historians see globalization as the next stage in human development. Economists believe that globalization begins with the start of multinational companies. Political scientists associate globalization with the development of liberal democracy. The term "globalization" began to be established in scientific literature since 50s of the twentieth century. Between 1950 and 1990 ideas about globalization prevailed as a historical process associated primarily with the development of social relations. In the last decade of the twentieth century, scientists began to recognize that globalization is being integrated into various spheres of public life, but economic understanding of this phenomenon prevails. With the beginning of the 21st century, an integrated approach began to dominate in studies of globalization problems. Modern scientists consider globalization in the complex interaction of all spheres of human society and try to predict the future possible consequences of globalization [1].

The phenomenon of globalization, its nature and possible consequences still cause lively discussions and disagreements among scientists. Globalistics, as a field of interdisciplinary knowledge, began to take shape only in the last quarter of the twentieth century and it still in its formation stage. In addition, globalization concerns all inhabitants of the planet and involves all social systems (states, transnational corporations, international organizations, etc.). Thus, globalization becomes a field of acute confrontation between different interests and competition in all spheres of life. Many researchers and political figures are willing to hold globalization responsible for certain social problems and even for their own mistakes. They believe that globalization has a destructive impact on society and this opinion has certain grounds. For example, the famous sociologist Ulrich Beck wrote that globalization is a specific danger both for states and politics in general [2].

It is now clear that the processes of globalization are ambivalent in its nature. On the one hand, they bring new opportunities for humanity in many areas of life. On the other hand, they contain threats to stable socio-economic development. Information technologies open up new opportunities for rapid growth of national economies and positive changes in their competitiveness.

The digital economy, by creating new markets, helps accelerate economic development. But significant acceleration of economic development can only be achieved by those countries that systematically build the foundations of leadership in digital economy.

At the same time, globalization creates many risks. These risks will certainly overtake those who tried to extract certain benefits from them. As risks spread, they carry a social boomerang effect: those with wealth and power are not immune from them either. Hidden for the time being, side effects begin to affect the centers of their production. The agents of globalization and informatization find themselves in a whirlpool of dangers that they created and benefited from [3].

Globalization has already become an integral part and main direction of the modern historical process. As researchers rightly note, globalization can neither stop nor decline, and it cannot be reversed. The famous sociologist Z. Bauman wrote: "For some, 'globalization' is what we are bound to do if we wish to be happy; for others 'globalization' is the cause of our unhappiness. For everybody, though, 'globalization' is the intractable fate of the world, an irreversible process; it is also a process which affects us all in the same measure and in the same way" [4, p. 1]. Globalization is a multidimensional phenomenon, which means that even seemingly insignificant problems of a regional or local nature can very quickly develop into problems of a planetary nature.

The essence of globalization processes cannot be reduced only to economic aspects. When scientists began to study globalization, its economic side was primary and even main. But it gradually became clear that the process of globalization is many-sided, complex and even contradictory. From the point of view of philosophical analysis, the concept of "globalization" organically unites ontological, gnosiological and epistemological aspects of the study of reality. This means that the term "globalization" is used quite widely among researchers [5].

When starting to study the current state of globalization, it is necessary to take into account that over the past 200 years a certain model of globalization has developed, which has recently undergone serious changes. The rate of economic growth, which is the main characteristic of globalization process, is slowing down significantly, the share of investments in capital investments is decreasing, and the dynamics of international trade are slowing down. The original model of globalization provided that all states of the world shared certain rules of the game proposed by the World Trade Organization and International Monetary Fund. From the very beginning, these organizations were under the determining influence of developed countries of the world. This globalization took place in the form of international flows of goods and capital as part of the global supply of transnational corporations. In such a scheme, integration reached its highest values in such industries as automotive industry and electronics, and globalization model itself was based on three main principles. First, globalization is the main driver of economic growth and prosperity, second, technological progress enriches our lives, and third, shareholder returns fully reflect the contribution of business to social progress of society. Indeed, over the past two hundred years, globalization has increased overall prosperity and reduced inequalities between the development of different countries. However, in practice it has divided the population in these countries into winners and losers from globalization.

Some scientists even call for the suspension of globalization and limitation of market power, believing that in this way a new free world based on democracy can be gradually created in future. Loyalty, responsibility and mutual respect will reign in this world [6].

The deepening income inequality of different categories of citizens contributed to the growth of a certain distrust of the population in the political and economic elite. When the process of globalization was just beginning, most of the world's population had a positive attitude towards it. Citizens believed that majority of the population would receive some benefit, many

people would be able to become successful through their own efforts, and an extensive social support system could protect those segments of the population who were unlucky. The role of the state in this model of globalization was to ensure equal starting opportunities for the population and socio-political stability in society. However, this approach remained effective only as long as economic inequality did not go beyond certain limits. Currently, these boundaries have already been violated.

The same problems have arisen in connection with the intensive informatization of life in modern society. The emergence of a global information space has radically changed all spheres of life on the planet. The information society strives, with the help of information technology, to maximally satisfy its needs for communications, information products and services. The result of such aspirations was global information space, which is a set of information resources, information interaction technologies and telecommunication systems operating on general principles. These components form an information infrastructure that ensures information interaction between subjects of information relationships on a scale of all humanity. An effective information structure contributes to the development of society, value of information increases, and its influence on society as a whole and on the individual only increases. The relationship between information society and global information space is also ambivalent. On the one hand, the global information space is the result of efforts of information society. On the other hand, information society is a product of global information space, since the information infrastructure contributes to the full-scale development of all aspects of life of modern society.

If previously the term “informatization” prevailed in scientific research and everyday life, now it is gradually reducing to the term “digitalization”. In the literal sense, by digitalization, modern researchers understand the transformation of information in which it is expressed in a digital format. Digital technologies are being introduced everywhere into various spheres of public life in order to solution practical problems. The result of this implementation is optimization of all kinds of systems and public structures, increased efficiency and quality of services, and significant savings in time and material resources. An economy that has such parameters is called “digital”. The goal of computerization and informatization was to increase human computing, management and control abilities. Digitalization is capable of solving more complex problems. Digital systems can analyze, predict and choose the best ways to solve problems. Thus, digitalization contributes to establishment of new paradigm for human development and at the same time becomes the engine of global development.

Defining globalization, most scientists recognize the fact that globalization is involved in everything in this world. Such involvement doesn't have total character and does not mean that the same events occur everywhere. The meaning of involvement is that globalization provides an opportunity to consider processes and phenomena that are planetary in nature, meaning they occur throughout the world. At the same time, it is necessary to pay attention to the coherence and integrity of various spheres of life, that is, holistic nature of globalization in the modern world. The principle of holism allows us to consider the process of globalization as naturally occurring, long-term and uniform for the entire planet. And this process concerns all biosocial structures in their interconnections and relationships. Globalization is a dynamic process and at the same time has all signs of interpenetration and mutual influence.

In relation to globalization, holism means that perception and study of modern world is possible only in the integrity and inextricable unity of its components, which continue and complement each other.

In recent decades, the development of Western society has provided the necessary tools to realize the universality of globalization. Such tools can be considered as two main channels of

communication between people – physical and informational. The physical channel includes all types of transport and necessary infrastructure that enable a person to be in the right place at the right time and receive the necessary goods. The information channel is, first of all, the Internet and the availability of various opportunities for establishing communication and obtaining information.

The most common feature of globalization is its procedurality. It's not just constantly moving and changing, it's changing us and the environment. Z. Bauman wrote: “These are reasons to consider ‘fluidity’ or ‘liquidity’ as fitting metaphors when we wish to grasp the nature of the present, in many ways novel, phase in the history of modernity” [7, p. 2].

Consequently, we can talk about globalization as an unstable process that has its own logic and goes beyond its external manifestations. The essence of globalization process is constant variability, and driving force is the capitalistic market, development of new technologies and fashion for everything new. The main slogan of modern society is “new is better because it is new”. This slogan has both positive and negative sides, because in the pursuit of something new, a person sometimes loses the meaning of existence.

One of the leading recent trends is the integration of media based on modern digital information and communication technologies. Currently, web servers are appearing and actively operating on the global computer network, which contain concentrated audiovisual and text information, there are various interactive services, blogs, forums and even their own social networks. Many mass media are actively creating their own Internet resources, which contributes to the development of communication processes. These processes in the conditions of global informatization have characteristic features determined by the new systemic properties of modern world. Modern mass media are becoming noticeable actors in world politics and, since they operate within the boundaries of the global information structure, they have the ability to attract not only individuals, but also entire organizations and communities into communication relations. It is globalization and informatization of modern society that allow the media to have the maximum influence on the formation of consciousness and behavior of individuals and really become the fourth power. In the last century, the media and communications have been a necessary element in the process of forming common ideas of the planet's population about certain events. The rapid development of global informatization has significantly affected political culture of society. Traditional forms of political participation are becoming a thing of the past, and new formats of relationships and connections are taking their place.

In recent years, the concept of a “communication platform” has emerged and gained popularity. Researchers of this phenomenon believe that a communication platform created in the information space promotes horizontal communication between people. In the process of this communication, subjects can develop their own information content, which is difficult to control from the outside [8]. Information social networks are special precisely because they combine all communication channels that are easily accessible to users. They make possible two-way interaction between communication participants and facilitate the dissemination of information among the population. It is now clear that the influence of social networks on the socio-political life of society is ambiguous. On the one hand, they help increase the political activity of citizens. On the other hand, they provide an opportunity to spread false information and contribute to the manipulation of individual and public consciousness. Y. Kokarcha believes that the destructive influence of social networks on political culture, particularly, is manifested in new forms of activity, which are ambiguously characterized and positioned by researchers. Such forms are called forms of media activism and they are aimed at achieving public reaction by creating alternative

sources of news generation [9]. And the famous researcher of information processes S. Kivalov writes that social networks, acting as an arena of communication between subjects and objects of management, provide both vertical and horizontal communication of management structures, and also contribute to the improvement of educational activities and increasing its role in the life of society [10].

Conclusions. The processes of global informatization affect all spheres of society: culture, politics, business, management, education, healthcare, tourism and many others. At the same time, the processes of globalization and informatization are contradictory and ambivalent. On the one hand, globalization and informatization have brought new positive features to the life of humanity. On the other hand, they have given rise to new economic and sociocultural problems and challenges. The globalization of the modern world is characterized by asynchrony and asymmetry, that is, a high concentration of globalization processes in some regions and their limitations in others. This leads to deepening economic imbalances, more complex connections and increased dependencies. World experience shows that it is possible to counteract the destabilization of socio-economic processes throughout the world and in Ukraine through the integrated use of such government regulation mechanisms as a focus on productivity and technology, strategically balanced fiscal policy, investments in human capital, identification and financing socially and business-vulnerable sectors and areas, combating the shadow economy and corruption, etc. The problems of globalization and informatization of modern world require further and detailed study by representatives of humanities. At the same time, it is necessary to study and analyze these processes using the principle of holism, that is, in their interrelation and mutual influence on all spheres of public life.

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ХОЛІСТИЧНИЙ ПІДХІД ДО АНАЛІЗУ ГЛОБАЛІЗАЦІЇ ТА ІНФОРМАТИЗАЦІЇ СУЧАСНОГО СВІТУ

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У статті розглядаються питання взаємозв'язку, взаємодії та взаємозалежності процесів глобалізації та загальної інформатизації сучасного світу. Зазначається, що у сучасних світових структурах відбуваються серйозні зміни, спричинені глобалізаційними та інформатизаційними процесами. Показано, що основною особливістю розвитку інформаційного суспільства цього сторіччя є широке використання електронних інформаційних ресурсів та технологій, які стають потужним катализатором розвитку усіх процесів у суспільстві. У статті стверджується, що глобалізація – процес динамічний і при цьому має всі ознаки взаємопроникнення та взаємовпливу. Взаємодія глобалізації, інформатизації та цифровізації сучасного суспільства носить холістичний та синергетичний характер, і ця взаємодія потребує пильної уваги та постійного аналізу з боку дослідників. Традиційна модель глобалізації у наш час зазнає кардинальних змін. Причиною таких змін є суттєве уповільнення темпів економічного зростання, інвестування та загальної динаміки світової торгівлі. Глобалізація змінює співвідношення між зовнішніми та внутрішніми чинниками національного розвитку: процеси, якими вона супроводжується, відкривають можливості для розширення зв'язків між державами. Інформаційне суспільство прагне максимального задоволення своїх потреб у комунікації та інформаційних послугах. Результатом цих прагнень є створення глобального інформаційного простору. В результаті виникає сукупність інформаційних технологій та систем, які формують нову інформаційну інфраструктуру. У суспільстві засоби масової інформації стають помітними акторами світової політики і можуть залучати до комунікаційних відносин як окремих громадян, так й цілі організації та спільноти.

Ключові слова: глобалізаційні процеси, інформатизація, технології інформаційного впливу, холізм, синергетика, трансформація світової економіки.