

DIMENSIONS OF GLOBALIZATION IN THE CONTEMPORARY ERA

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Abstract: Globalization is a phenomenon, especially economic and cultural, through which the countries of the world are increasingly interconnected and, therefore, influence each other. In a world in the process of globalization, seemingly isolated events have a global impact. For example, a terrorist attack or a resounding bank failure can have an effect on a significant part of the world.

It was the information revolution that allowed globalization. The fact that television, radio, newspapers and the internet provide us with information about the entire planet, in real time, has led to the emergence of a global interconnection, in which everyone is concerned about everyone. To all this was added the ease with which man of the contemporary age can travel, mainly due to the development of commercial aviation.

A multipolar world, in the process of globalization and interconnected, thanks to the information revolution, has led to the emergence of a new cultural diversity. People from different cultures communicate at a distance or live together exchanging ideas, habits, etc. They know each other better and cooperate more and more, in the spirit of peace and solidarity. However, humanity still has many problems to overcome in this century. These include weapons of mass destruction, wars, pollution, terrorism, cross-border crime and economic or health crises. Today, global problems require a global response, involving all nations and all cultures.

Keywords: Globalization, world system, economic interdependence, information revolution, global culture.

Globalization, as a process of human history, is relatively old, being considered a system of generalized order, based on a center of power, which, in time and by virtue of its expansion mechanisms, ends up restructuring the “known world” in a relatively unitary system.

As we understand it today, globalization has as its starting point the formation of the *modern world system*, which appeared in the 16th century. Prior to the modern process of globalization, there were also slightly smaller “global” evolutions, but extremely important in the world known at that time. The best known case is that of Venice, which imposed its domination over the entire Mediterranean area for a

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period of about five centuries, alone or with other “centers of power”, such as Genoa, the Byzantine Empire or the Ottoman Empire. Venice was the first European power to rationally concentrate capitalist resources (credit, industry, trade, etc.)¹.

What makes the difference between the old and the new process of globalization is the *industrial revolution*, which took place on the support of the state administered by an urban elite and a capitalist bureaucracy. In fact, the *industrial revolution* refers to the “global transformation of political, social, economic and cultural relations through the spread of machinism and mass production”². Large-scale production has become possible as a result of the expansion of the use of steam engine technology, which has given both the width and speed of transport to a scale never before seen.

An important feature of the *industrial revolution* in the West refers to the integration of the agricultural sector in the industrial and banking circuit, within the national and international market. In this sense, the globalization or expansion of the industrial world to rural areas has led to the disappearance of agricultural workers and the anthropological pattern of the village order³.

Viewed from a certain point of view, globalization can be identified as a process by which the socio-cultural spaces of the world unite under a politico-economic leadership, which does not necessarily have a direct character, and can only be influenced by the center of the system. Thus, local cultures integrate into a *global system*, under the coordination of a dominant culture.

Globalization can be seen as an expansion and acceleration of global interconnection in all aspects of contemporary social life, from politics to culture and from economics to the spiritual realm⁴. Modernity has accentuated interdependence, interconnection, and, over time, enshrined them as existential modes of society. The massive movements of the population, the reduction of distances, as a result of the increase of the speeds of the movement, the multiplication of the mass media, which managed the performance to transmit faster and faster what is happening in the world, occasioned the realization that “modernity is inherently globalizing”⁵.

Interdependence expresses the reciprocal link between two processes, two actors or two communities, so that any important event that occurred within the perimeter of

¹ Fernand Braudel, *Timpul lumii*, volume I, translation and afterword by Adrian Riza, Bucharest, Meridiane Publishing House, 1989, pp. 146–149.

² Radu Baltasiu, *Antropologia globalizării. Transformări și curiozități (de)codificate*, foreword by Ilie Bădescu, Bucharest, Mica Valahie Publishing House, 2009, p. 22.

³ *Ibidem*, pp. 23–24.

⁴ Cezar Avram, Roxana Radu, *Despre globalizare și securitate, suveranitate și intervenție umanitară: nevoia de reconfigurare a acestor concepte*, in “Anuarul Institutului de Cercetări Socio-Umane «C.S. Nicolăescu-Plopșor»”, no. XV/2014, pp. 231–251; Mihaela Bărbieru, *Fenomenul globalizării între tendință și realitate contemporană*, in Cătălin Stănciulescu (coord.), *Drepturile omului, globalizare, securitate*, Craiova, Sitech Publishing, 2015, pp. 9–20.

⁵ Anthony Giddens, *Runaway World. How Globalization is reshaping our lives*, New York, Routledge, 2000, p. 60.

one will influence the other. The interdependence involved in globalization differs, first of all, in its scope: it is not limited to relations and connections between two states or communities, but covers intercontinental distances. To these are added some elements related to the magnitude of the connection, its consistency and impact.

In the contemporary era, we are dealing with networks of a completely different density and complexity. Today, the world is crossed by a lot of intercontinental interdependence networks (economic, cultural, communication, educational networks). It is not just the fact that the density of these networks has increased enormously, but the fact that they intersect, giving rise to *complex interconnections*. Economic interdependence affects cultural and social ties and, at the same time, has a considerable impact on ecological interdependence. Industrial development, especially in developing countries, visibly affects the environment and the interdependence specific to this field, which in turn can stimulate the setting of environmental protection standards, but it can also induce attitudes hostile to industrialization itself. As a result, there is an interdependence of a completely different nuance, which involves not only a high density of networks, but also many points of intersection and contact between networks already established or expanding. If information is circulating on these networks that the price of oil is going to rise, the message will prepare a type of decision among developed countries, for example the purchase of an additional amount of fuel, an approach which, in turn, accentuates the tendency to increase prices. If that information is accompanied by data on increased instability in oil-exporting countries, then the signal may prepare a more complex type of response.

In any case, the complex interdependence based on intersecting networks induces the perception that an event in one part of the world can have a very significant impact in another part of the world, which fosters a sense of insecurity: the life of a community is no longer affected of facts, processes, attitudes within the respective community, but also of external actions and measures.

The analysis of the phenomenon of globalization should not eliminate the military component, which, in recent decades, has manifested itself, in particular, in the fight against terrorism and insurgency, more or less associated with it. In the context of globalization, this interconnection is a sufficient argument to be able to state that “the security of a given area is inseparable from global security”⁶. Although traditional forms of combating threats to international security, through military alliances, are still necessary to eliminate the factors of insecurity that are globalizing and the mere manifestation of the military power of states is no longer enough.

Taking into account its dimensions of manifestation, globalization establishes the conditions of pressures that influence international security, but also the way in which the perception of security is reflected in the experiences of physical and spiritual security of each person.

⁶ Mihai Marcel Neag, Eduard Simion, Alexandru Kis, *Intelligence și globalizare*, Sibiu, Techno Media Publishing House, 2015, p. 5.

The political-military security landscape is complemented by global trends in population growth, inequalities in economic development, urbanization, pandemics, accumulations in biotechnology, environmental issues and global warming, lack of resources etc. In this context, the main challenge of the last three decades is, without a doubt, to re-establish the coordinates of the global *balance of power*. The new security architecture manifests itself as a competitive arena in which reference systems, relational landmarks and levels of ambition are redefined, by virtue of more or less different sets of values and interests, but which position states in relation to the main entities of the spectrum of international relations⁷. As George Soros mentioned, “the obvious principle of globalization is competition. As long as there is globalization, competition will accompany it”⁸, which leads us to the idea that this perspective will be maintained for a long time.

From this perspective, states can be defined as *powers*, an attribute conferred by their political, economic and military potential, in contrast to states experiencing certain stages specific to crises. The relations between these states involve international governmental organizations, but also civil society organizations, transnational companies or terrorist networks, to name just a few. The factors generating politico-military crises are well outlined and relate to internal and external vulnerabilities and threats, to the structure and functionality of the state system, manifested peacefully or through the use of violence⁹. The fact that most conflicts stem from ethno-religious, territorial and/or ideological motivations, and a relative reduction in military violence is associated with increased political, economic and technological violence, is an additional argument that all these aspects must be taken into account in security analyzes.

The beginning of this century was dedicated to efforts to develop forms of cooperation and security policies that respond to the globalization of insecurity, while realizing that globalization does not eliminate traditional geopolitical concerns. Divergent positions, but also the need to reach a consensus, are strongly visible in forums and summits, where key leaders of the planet meet; they are challenged to go beyond strictly national interests (internal political and social pressures) and to adopt a compromise solution, in which to frame their own priorities. In this sense, it is obvious that an adequate capacity for security control and management presupposes foresight, anticipation, and any policy of action must be based on logical, coherent and plausible predictions¹⁰.

⁷ *Ibidem*, pp. 5–6.

⁸ George Soros, *Despre globalizare*, with a foreword by Daniel Dăianu and a preface by the author to the Romanian edition, translation by Silviu Lupescu, Iași, Polirom Publishing House, 2002, p. 128.

⁹ Gabriel-Marian Oprea, *Noi tipuri de manifestare a crizelor politico-militare contemporane*, in “Infosfera”, year V, no. 3, Bucharest, 2013, p. 53.

¹⁰ Mihai Marcel Neag, Eduard Simion, Alexandru Kis, *op. cit.*, p. 15.

More than two decades after the onset of modern terrorism¹¹, it can be seen that the world's view of the future has changed dramatically, with insecurity and fear becoming a cruel reality. As James Canton puts it, we will live in an “extraordinarily dynamic, turbulent, multidimensional future over which uncertainty will reign”¹².

International terrorism is not only the creation of the Arab-Muslim world, but also part of the aggressive and warlike attitude of Islam, of political leaders who have divergent interests and ambitions. In order to fight terrorism, it is necessary to understand the roots of the harmful factors, a correct diagnosis in order to streamline security policy, a strategy anchored in reality, but also a dialogue with Muslim states. Terrorism is the dark side of globalization, and economic warfare and its impact on the identity of nations is the engine of our contemporary history. Globalization will be the most successful “revolution” that will lead to the accumulation of global democracy, free trade, free markets or deepen poverty. Worldwide organized terrorist networks will rely on the phenomenon of globalization to achieve a global destabilization, which will raise funds, new recruits from poor or even rich states in the West to commit new acts of terrorism¹³.

In the opinion of journalist Traian Ungureanu, “Islamization is already a fact in Western Europe. The elites of the West prepare meticulously, dogmatically and somnambulistically a funeral rite from which they expect the last satisfaction”, and “the West risks to go out of history through the passivity it shows”¹⁴.

The intensification of the phenomenon of globalization is the fundamental feature of the world economy at the beginning of the 21st century and is characterized by the accentuation of the tendency to reduce and eliminate barriers between national economies, as well as to amplify the links between these economies. Although it is a term often used in the literature, it cannot be said that there is a generally accepted definition. In this sense, one of the best known is the definition of the World Bank, according to which “globalization refers to the fact that in recent years an increasing part of global economic activity takes place between people and companies from different countries”¹⁵.

Regarding the economic dimension of globalization, it is at the forefront of the determinants, manifesting both a quantitative and a qualitative component, which justifies the economic importance of the other dimensions of globalization. The

¹¹ We are considering here, the attacks concerted by the Al-Qaeda Organization, the attacks in Spain, Great Britain, France, Belgium, but also those initiated by the ISIS Organization.

¹² James Canton, *Provocările viitorului. Principalele tendințe care vor reconfigura lumea în următorii 5, 10, 20 de ani*, translation by Iustina Cojocaru, Iași, Polirom Publishing House, 2010, p. 18.

¹³ Anghel Andreescu, Valentin Dulgheru, *Globalizarea terorismului. Riscuri la adresa securității informaționale*, in “Revista de Științe Militare”, no. 4/2016, pp. 63–64.

¹⁴ Traian Ungureanu, *Războiul timpurilor, declin occidental și asediu islamic*, Bucharest, Humanitas Publishing House, 2006, p. 231.

¹⁵ Apud Ioana-Adriana Murariu, *Cauzele și implicațiile procesului globalizării economiei mondiale*, in “Studia Universitatis «Vasile Goldiș»”, Economic Sciences Series, year 21, part II, 2011, p. 329.

quantitative side of economic globalization is justified mainly by the unprecedented increase in the volume and structure of trade in goods, capital and services, involving most nations or economic entities internationally, and by increasing international production, relocation of industry or mass migration of workforce. The qualitative perspective of the economic dimension refers to the new realities regarding the limits of human knowledge, determined primarily by technical or technological progress and the spread of these elements of modernity globally, as well as the emergence of collateral phenomena or side effects, with a major impact on social, cultural or political life of nations (popularization of economic integration phenomena, common policy on the regulation of international trade relations or environmental pollution etc.). In fact, the success of globalization refers to the universal perception of this phenomenon, determined on the basis of the success of the world economy and its ability to meet the needs and aspirations of all people to the greatest extent possible, on a large scale and in relation to the set of national particularities or interests, harmoniously corroborated with the regional or global interest. The balance of the world economy can lead to the equitable distribution of wealth globally and, ultimately, to the unequivocal acceptance of globalization as an irreversible and positive phenomenon¹⁶.

Under the strictly economic aspect, of the efficiency of the allocation and use of resources, the economic globalization appears as a rational phenomenon, able to provide a bigger volume of goods and services, with less and less resources. Economic globalization presupposes, in essence, the globalization of the process of creating the gross domestic production of the states of the world¹⁷.

In the current international division of labor there are countries with varying degrees of international specialization. Thus, developed countries, which rely on modern technology and the rapid circulation of information have an efficient specialization that ensures a large share in all international trade. On the other hand, we have poorly developed countries, with unilateral specialization and a small share of Gross Domestic Product (GDP) in world exports. The main characteristics and trends on the world market can be considered: the tendency to restructure the international division of labour, respectively to assert the developing countries on the market of manufactured products; specialization of developed countries in research with results in modern and ultramodern techniques, while developing countries specialize in suppliers of raw materials and basic or classical industrial products; the reorientation towards basic products of the developed countries by increasing the correlation between the extractive and the processing industry in order to limit their dependence on external sources; regrouping in developing countries that may lead to restructuring in the international division of labour; the decrease in the number of countries involved in international financial flows and, at the same time, their rapid growth both quantitatively and as a role in the financing of other

¹⁶ Cătălin C. Popa, *Globalizarea economică și instituțiile financiare internaționale*, Constanța, "Mircea cel Bătrân" Naval Academy Publishing House, 2008, pp. 10–11.

¹⁷ Ioana-Adriana Murariu, *op. cit. in loc. cit.*, p. 331.

countries; increasing the share and role of structures, economic areas in the international economic division, the emergence of mixed or totally new economic systems; the tendency to “repatriate” the traditional manufacturing industries, which through ultra-sophisticated equipment reach higher profit and performance rates than the period of their cantonment in third world countries¹⁸. As a result, it is estimated that the world market will mean more and more competition between producers, which will deepen the international division of labour. The technical-scientific revolution, the cultural revolution, the information revolution and the telecommunications revolution as well as the increase of the role of the political factor are likely to bring major changes in the international division of labour.

Globalization can be a dynamic and powerful force for growth and development. To the extent that it is properly managed, the foundations for sustained and balanced growth at the international level can be laid. For this, it is necessary to maintain perseverance in the search for consensual solutions through open and direct dialogue, which must take into account the interests of all participants¹⁹. However, globalization can have negative effects on economies in transition, through uneven developments and major imbalances in current account balances, which can lead to large trade deficits, especially in countries that have delayed structural reforms²⁰.

Considering globalization as a process of deepening and strengthening the interdependence relations between the actors of the world economy, an attempt was made to balance the two forces present on this huge stage of the world economy: on the one hand, the natural inclination towards cooperation, and on the other hand, the fierce competition in which the economic protagonists engaged, in various forms of competition²¹. The purpose of such an approach is extremely clear, namely, to see which of them manifests itself with greater intensity.

The growth of emerging economies in recent decades has led to a reduction in inequality between nations, but only in the short term. This happened at a time when markets around the world became connected through trade and investment. Globalization has helped emerging economies grow, as they have been able to export to America or Western Europe, while benefiting from investment. Due to the faster growth of emerging economies, inequality between countries has diminished. However, global income inequality has remained unchanged. Equality has failed to improve, and in some cases has even worsened.

Inequality is a problem for many nations, where economic differences have contributed to a backlash against globalization and even against capitalism.

¹⁸ Ilie Rotariu, *Globalizare și turism*, Sibiu, Continent Publishing House, 2004, p. 77.

¹⁹ Carmen Păunescu, *Marfa și globalizarea pieței*, Bucharest, The Academy of Economic Sciences Publishing House, 2004, p. 44.

²⁰ Dumitru Patriche, *Comerț și globalizare*, Bucharest, The Academy of Economic Sciences Publishing House, 2003, p. 142.

²¹ Gheorghe Postelnicu, Cătălin Postelnicu, *Globalizarea economiei*, Bucharest, Economic Publishing House, 2000, p. 86.

Although the increase in income inequality can be considered as an effect of globalization, it does not lead to the conclusion that the remedy is found only in trade policy. A fiscal policy that can help redistribute and grow is government-backed investment. Thus, investments in infrastructure could generate well-paid jobs with medium qualifications. Such a regulated fiscal policy could generate income for certain segments of the population. Improving infrastructure and increasing middle-class incomes, which comprise most consumers, are likely to ensure this growth. In general, it is appreciated that inequality should be, first and foremost, an internal problem, not a commercial problem for governments. The response to globalization is focused on the attention of policy makers to trade agreements, which means that this development is in full swing²².

The degree of globalization of a country is measured, first of all, by the level of openness of its economy to the outside and by the share of foreign trade in the Gross Domestic Product (GDP) and the investment environment. The basis for assessing the level of globalization of the world economy is the degree of its internationalization. The accentuation of economic integration between nations has led to the erosion of differences between national economies and to a decrease in the autonomy of national governments, a trend that shows no signs of stopping.

Whether or not we are followers of globalization, we can see examples of its size and effects every day: increasing the volume of operations, the amount and location of direct investment, business relocation, financial market fluctuations, economic competition between states and regions. Trade, finance, transport, production, services, capital are today parts of a whole that no longer belongs to the physical borders of states or continents. The growth of international trade, superior to the growth of national productions, the internationalization of financial markets, the increase of the influence of large companies on administrations, the homogenization of lifestyles are some of the characteristics of economic globalization²³.

The financial dimension is also relevant in the process of globalization. The expansion of the financial services and customer portfolio on a global scale indicates the trend of creating a global finance market. Markets are interconnected, and events affect all actors. The opening or abolition of national exchange control systems has been a driving force in financial globalization. On the global stage, financial transactions are the headliner in the profit economy. They exceed the value of international trade in goods and services, which can easily evaporate economies considered stable. Systemic risk has increased in the financial market, with national economies now being put in a position where the levers of action have lost their effectiveness. Another aspect of globalization is the fundamental economic

²² Constantin Anghelache, Cristian Marian Barbu, *Globalizarea și evoluția economică mondială*, in "Revista Română de Statistică" – Supplement, no. 9/2018, pp. 58–59.

²³ Lucian Săcălean, *Globalism și globalizare*, Târgu-Mureș, "Petru Maior" University Publishing House, 2008, p. 46.

exchanges, with the meaning of capital flows on various national markets that have become increasingly difficult to control²⁴.

Another extremely important aspect concerns the fiscal field, the possibility of control over the finances of such a company being, in general, reduced. Thus, the transfer of important sums of money resulting from commercial activities is favored, and there is even the risk of concealing them in order to evade the payment of obligations due to the state. International money laundering has imposed considerable costs on the world economy, resulting in the deterioration of the efficient operations of national economies and, by promoting a worse economic policy, slow corruption in the financial market, reduced public confidence in the international financial system and, as a result, the reduction of the world economy growth system. Faced with these problems, the country's political decision-makers would be forced to tighten their fiscal policy to try to create a budget surplus, which would be used to neutralize the monetary effects of capital influences²⁵.

From an economic point of view, globalization means the global integration of production, trade and the financial and banking system. At first glance, this integration should give poor countries a chance to grow faster, but so far globalization has rather led to the marginalization of poor countries. Their participation in world trade has remained limited, access to the international financial market is virtually non-existent, and their share of total international investment is diminishing. In fact, globalization reduces the autonomy and decision-making power of national governments and prevents them from successfully intervening to support their own economies.

It has often been argued that the process of globalizing the financial system would bring some benefits to all countries. However, the financial crises that have affected Asia, Mexico and Russia, all of which are in full swing, have called into question this alleged advantage. Thus, it is considered that the multiplication of financial crises after 1980, would be precisely the result of financial liberalization and the possibility of operation for a very large number of banks. It also adds to the explanations of the financial crises the phenomenon called *contagion*, which can manifest itself more freely in a global economy²⁶. Certainly, we can say that the phenomenon of globalization limits the scope of national policies and economies, but offers the advantage of a faster solution to those problems that can not, by their very nature and complexity, be solved except globally: the distribution of resources, access to technology and information, ecological issues, combating contemporary extremism of any kind etc.

The internationalization of trade and investment has been one of the main causes of the intensification of the globalization process. In the age of *information*

²⁴ Alina-Petronela Negrea, *Globalizarea și dilema identitară*, in "Economie teoretică și aplicată", volume XIX, no. 9(574), Bucharest, 2012, p. 76.

²⁵ Lucian Săcălean, *op. cit.*, p. 55.

²⁶ Pavel Suian, *Globalitatea lumii*, Cluj-Napoca, Risoprint Publishing House, 2005, pp. 51–52.

globalization, financial transactions and cooperation agreements are carried out extremely quickly from one continent to another. At the local level, as a result of international exchanges, products and ideas foreign to the respective community enter more and more often, which are easily assimilated and integrated. The *information revolution* created the premises for the irreversibility of connections and interdependencies between all states of the world and the emergence of a key phenomenon of postmodernity: *global culture*. People tend to dress the same, eat the same, listen to the same music, have the same habits, and believe in the same moral values. Therefore, the products of global consumer culture can be defined as those products that go beyond cultural spaces. Thus, development is both an economic and a cultural process. The correlation between development and culture expresses, in fact, the global character of social determinism. On the other hand, local cultural traditions, the specific past of each people or each community have their say and the stronger the local values, the stronger the awareness of belonging to them, favoring the exacerbation of anti-globalization tendencies²⁷.

The impact of cultural globalization on urban life has produced changes in the two basic components of culture: the *artificial*, with reference to clothing culture and the architectural and the *mental*, considering as a characteristic example the musical culture, while gastronomy was viewed as a corollary between the two components²⁸.

In trying to create a *global culture*, an important role is assigned to foreign languages. By all appearances, English is, indisputably, at the top of the hierarchy, being used worldwide in all its forms: written, spoken, formal, informal and in the form of specialized registers: economic, legal, technical or journalistic. We can see that English has become the central language of international communication in business, politics, administration, science and academia, being at the same time the dominant language of global advertising and popular culture²⁹.

The problem of language dominance and the threat to linguistic diversity is linked to another more general problem, that of cultural imperialism: the idea that a culture can have a hegemonic character. This pessimistic construction of the idea of global culture predominated at the end of the twentieth century. Indeed, the *theory of cultural imperialism* can be considered one of the first theories of cultural globalization. This concept of global culture is perceived today as the spread of American values, goods, and lifestyle³⁰. The clearest evidence is the obvious convergence and standardization in cultural goods around the world. In support of

²⁷ Radu Săgeată, *Globalizare culturală și cultură globală. Global și local în geografia culturală*, Bucharest, University Publishing House, 2009, pp. 38–39.

²⁸ *Ibidem*, pp. 40–48.

²⁹ David Held, Anthony McGrew, David Goldblatt, Jonathan Perraton, *Transformări globale. Politică, economie și cultură*, translation by Ramona-Elena Lupașcu, Adriana Ștraub, Mihaela Bordea and Alina-Maria Turcu, Iași, Polirom Publishing House, 2004, p. 391.

³⁰ George Ritzer, *Globalizarea nimicului. Cultura consumului și paradoxurile abundenței*, translation by Raluca Popescu, Bucharest, Humanitas Publishing House, 2010, pp. 40–41.

this idea, John Tomlinson said: “Take any catalog, from clothes to music, to film and television, to architecture and you will not be able to ignore the fact that certain styles, brands, tastes and practices now have global circulation and can be encountered almost anywhere in the world”³¹.

In the context of globalization, each culture has the right and it is necessary to design its own path, each comes to the common treasure with its own historical, spiritual, traditional and identity load. The assertion of the identity of each nation, of its cultural particularities, constitutes a right without which the universal, by not recognizing or destroying the particular, loses its very essence. If the elements of civilization, by their nature, can be unified on a global scale, culture, which in turn is subject to evolution and using the latest conquests of civilization, cannot also support, by its nature, unification.

The examples we are experiencing in the process of globalization from this point of view are a warning, against which, if no measures are taken in time to prevent the spread of the phenomenon, the common society of the future tends to lose the most beautiful side and maintain its verticality.

There is an extremely rich and varied memory of civilizations, but also of the most diverse cultures, whose hypothetical disappearance would constitute for humanity one of the greatest dramas. Thus, in the conditions of globalization of civilization factors, of reconsideration of sovereignty, of the very idea of state, of supranational institutionalized forms, the cultural and spiritual dimensions will be those that will ensure the identity of states, peoples, as bearers of their own identities, of their spiritual and cultural treasure, shaped throughout history. At the same time, only culture or the degree of culture can enable the degree of reception of the values of globalism, can show resistance or openness to reform, to change, can determine relations with civilization in terms of asserting their identity, beliefs, customs, traditions and mentalities of the national spiritual heritage. Without renouncing ethnicity and religion, one's own traditional and cultural values, identity, the idea that is imposed, objectively and rationally in economic, social and political sense, is the promotion of democratic values, equality in rights and obligations, constitutional guarantee of freedoms and their free exercise, without constraints and discrimination, but also the protection of minorities³².

Globalization, although often debated as a phenomenon that causes turbulence and change, is in fact, the term used for the collective effect, the change that takes place as a result of global involvement. Globalization can be seen as a technological, economic, political, behavioral and cultural phenomenon that has arisen worldwide; initiated and made possible by modern means of communication, transport and legal infrastructure, although we must admit that phenomena such as globalization can be

³¹ John Tomlinson, *Globalizare și cultură*, translation by Cristina Gyurcsik, Timișoara, Amarcord Publishing House, 2002, p. 120.

³² Vasile Stănescu, *Societatea civilă în fața globalizării*, Bucharest, National Institute of Economic Research, 2001, p. 49.

observed in the past, throughout history. In conclusion, globalization is a term used to describe how people become “more interconnected” globally from an economic, political and cultural point of view.

Because of the very high speed with which information circulates today through the media, trade and, of course, travel and the trends and ideas that are being launched, we are dealing with a globalization of cultures; for example, a consumer in our country can enjoy the same clothing items as a consumer in the United States, France or China.

Another aspect of globalization is the revolutionary change in technology, especially in the field of transport and communications, which has transformed the world into a global city. Transport costs have fallen as a result of technological advances, which make foreign markets more accessible to trade. Without electronic means, billions of dollars in financial goods and currencies could not be exchanged daily around the world. Globalization is also unfair and uneven, because while economically developed countries raise barriers against imports from less developed countries, they also support the idea of free trade in terms of their own export regime³³.

Due to the extremely varied perceptions regarding the phenomenon of globalization, a wide range of opportunities and threats of this phenomenon can be highlighted. Opportunities are linked to changes in the division of labour in terms of output, aggregate demand and low unemployment rates, market unification in order to improve and streamline markets and the price mechanism by liberalizing cross-border trade and also investment. Another opportunity is that it can produce a lower rate of inflation, as it favors greater penetration of imports from countries producing cheaper goods. There are also some negative aspects of globalization, such as the fragmentation of structural conditions, the reduced autonomy of national economies, the instability brought by the plurality of economic models, but also possible problems in governing the global economy.

The spirit behind it was to make globalization a positive force for all people and all countries. There are no simple solutions to this problem, but a new approach to this “phenomenon” is needed, in the sense that the dominant perspective on globalization must shift from a concern for markets to a more open approach and a more direct focus on people's lives.

From the above, it can be concluded that globalization has a permanent and irreversible evolution, and the promoters of this “phenomenon” can only be those states that have the necessary means, obviously reflected in the level of economic development. On the other hand, developing countries must adapt to the rules established by the stronger states, thus finding themselves, in a position of subordination, of dependence. The changes generated by globalization cannot be

³³ Alexandru Ghițiu-Brătescu, *Fața umană a globalizării – o posibilă soluție a actualei crize economice*, in “Journal of Doctoral Research in Economics”, volume 1, no. 3, Bucharest, The Academy of Economic Sciences Publishing House, 2009, pp. 21–23.

stopped, but people can manage them effectively, orienting them towards desirable goals and values, synonymous with normality and prosperity.

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