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### Article — Published Version

## Reflections of Globalization in Society Today

Journal of Economics Bibliography

*Suggested Citation:* Moura, Maria Lucia (2015) : Reflections of Globalization in Society Today, Journal of Economics Bibliography, ISSN 2149-2387, KSP Journals, Istanbul, Vol. 2, Iss. 1, pp. 9-17,  
<http://www.kspjournals.org/index.php/JEB/article/view/174>

This Version is available at:

<https://hdl.handle.net/10419/108375>

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# Journal of Economics Bibliography

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Volume 2

March 2015

Issue 1

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## Reflections of Globalization in Society Today

By Maria Lucia MOURA <sup>a†</sup>

**Abstract.** There is a growing global impoverishment. Some claim that the increasing number of street children and youth, especially observable in the world's poorest countries, was one of the consequences of globalization. The article aims to explore and provoke a reflection on globalization in developing countries. Globalization or globalization as it is referred to in recent decades is more a process of global meltdown, striking and explicit, in the fields of economy, culture and politics, the process followed by a remarkable loss of meaning of power of nation-states. The opening of markets in emerging countries has caused a profound change in the economy closing industries that could not compete globally. Question the globalization of poverty and underdevelopment caused and reinforced by the accumulation of wealth and somehow still not discovered how the people can benefit in some way.

**Keywords.** Financial globalization, economy, corporative.

**JEL.**

### 1. Introduction

The connection of multinational borders, especially since the Internet has made the world become smaller. Human societies around the world have laid closer contacts gradually over many centuries, but recently the pace has increased dramatically. Jet planes, affordable telephone service, e-mail, computers, huge ocean-going ships, instant capital flows, all these made the interdependent world than ever.

Multinational companies manufacture products in many countries and sell to consumers around the world. Money, technology and raw materials move ever faster across national borders, with the products and finance, and the ideas and cultures circulate freely. As a result, laws, economies and social movements are forming internationally.

Many politicians, academics and journalists seem to treat these trends as inevitable and generally welcomed. But for billions of people in the world, globalization oriented business means old ways of eradication of life and may threaten the livelihoods and culture. It is necessary to rethink social justice, versus a global product, proposing alternative ways, more responsive to public needs.

It is known that intense political disputes continue about globalization without a future direction. We do not inhabit a world with limits. Corporate greed pcoming trigger insecurities and minimize livelihoods and resources of people.

Absolute freedom of the land rose in free societies, formed by free people who can recognize the other's freedom. The plurality highlights the identities of companies, featuring the full freedom of the land. This comparison sometimes below reflects the lack of freedom.

"Globalization refers to all the processes by which people of the world are incorporated into a single global society, global society" (Ianni, 1999).

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Globalization is a leveling of social inequalities. Looks are uniquely for the Web in the world of information technology, when the web of life food chain is in the background. So walk the webs of communities, economies, local and diverse cultures, as it becomes easy to create false and specious arguments, which sees the world as flat.

Internationalized by breaking regional barriers, the States, now globalized, begin to express the economic unity of the world where the production of goods and services, trade, companies, markets of production and consumer goods and the workforce are drawn into the sphere of global competitiveness, overwhelmed by compulsion of privatizing capitalism. Explain this phenomenon and especially its social consequences, presupposes not only capture their economic and technical dimensions, but understanding the political determinants of its mechanisms ([Souza, 2010](#)).

In this sense, presupposes put in the agenda the neoliberal ideas, his background, his crusade to dismantle the nation-state and the achievements accumulated by the working class. It also implies identifying the direction that has been given to the restructuring process and, finally, to report the fallacy of globalization, given the panorama of the crisis and globalized social misery ([Souza, 2010](#)).

The process of globalization, in its current phase, reveals an intention to establish world domination in the association between large organizations and blindly technology used. But the reality of the territories and the contingencies of "half sister" ensure the impossibility of desired homogenization ([Santos, 2001](#)).

The question that arises here is whether, on the one hand, to what extent the notion of space can contribute to the interpretation of technical phenomenon, and on the other hand, verifies systematically the role of technical phenomenon in the production and transformation the geographic space ([Santos, 2011](#))

An analysis of globalization as a phenomenon not only economic revealed to us the impact of such a process in modern society, and destradicalizada where there are no more grounds last and where reason no longer has the dogma status ([Torres, 2004](#))

All these characteristics of that company were marked by globalization, to the extent that the reduction of temporal space distances made contact with the different reveal how contingent are all institutions and social structures ([Torres, 2004](#)).

From this privileged microcosm, exclusion, blindness, it excludes both the beauty of diversity as the brutality of exploitation and inequality, it leaves out the social and ecological externality of economic globalization and free trade, it deletes the walls that globalization is building - insecurity walls of hatred and fear - walls of "intellectual property", privatization walls ([Shiva, 2005](#)).

As for e-commerce companies, seem to forcement dismantling of trade protections, workers and the protection of the environment. Low wages, subsidies, outsourcing costs and the technology used in information supports the cheaper prices, calling the attention of consumers.

## 2. Globalization

The term "development" in itself, expresses an intellectual challenge because of its polysemy. Its significance is shown controversial since the different schools and different authors who are engaged in thinking on the subject shall, in general, establish and to sign what they consider to be the necessary parameters so that you can recognize it from a specific theoretical and ideological point of view. ([Santos & Carrion, 2011](#))

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It is believed that the globalization project is a centralized project along the axis of class and economic inequalities, as the axes religions, different cultures, gender, and geographic regions. Never before in human history has there been a gap between those who work and those who accumulate wealth, because we can see through various indicators ([Junior, 2004](#)).

The more globalization advances farther and powerless we are conducting a democratic ideal. The situation is so serious that most do not even know what is the meaning of the word democracy. We do not know and we do not question. ([Junior, 2004](#)).

This conclusion can be enhanced by examining the inequalities of wealth, which are considerably larger than income inequality, since the most common, is that wealthy families have a higher net worth than their annual income, while the poorest households, this heritage tends to be lower than income ([Werthein et al, 2003](#)).

In the words of John K. Galbraith, "globalization [...] is not a serious concept. We, the Americans, invented to conceal our economic input policy in other countries." ([Nogueira, 2000](#)).

The Globalization, like any other process of change, brings beneficial and harmful effects. Among the harmful effects it produces, is the destruction of the conditions that make possible the construction and operation of the democratic system. The result is that we are herded by globalization and we can do nothing against its negative aspects as much as we do not have the right instruments.

According to [Castells \(1999\)](#), the new information technologies are integrating the world in global instrumentality networks. The computer-mediated communication generates a huge range of virtual communities. But the social and political tendency characteristic of the 1990s was the construction of social action and policies around primary identities - or assigned, rooted in history and geography, or newly built in an anxious search for meaning and spirituality. The first historical steps of informational societies seem to characterize them by the pre-eminence of identity as its organizational principle.

Never before has the hatred between cultures been so global. Never before has there been concentration global three biases as violence accumulation of goods, violence cultures, and violence of militarized wars.

Globalization has gone through three major eras. The first lasted from 1492 when Columbus sailed towards the Americas opening trade between the Old and the New World until around 1800. I would call this step of Globalization 1.0, which reduced the world of great size for medium and basically involved countries and muscles ([Friedman, 2006](#)).

Globalization is, admittedly, a large, amorphous topic area, but he still embraces everything and can cover several stories and issues. It is known the stop des exclusion and discrimination that globalization has strengthened and works in the construction of alternatives, fair solutions to a sustainable world in relation to peace, equity powers, because corporate globalization is unconscious, arrogant and is robbing us the freedom that is fundamental to our core values and human potential.

The market has become the structuring matrix of social and political life of humanity, overriding national borders, and their "virtues" are recovered as a universal value, and not as national identity. Who runs the global economy is increasingly the financial market, because, ultimately, are the great corporations, not governments, who decide on the exchange rate, interest rate, income from savings, investments, commodity price ([Alberti & Siqueira, 2004](#)).

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Thus what is decisive for the autonomy of national policies is the way and the degree of dependence on financial markets subject to the instability of expectations.

In this context the world we are complaining is not flat. It is diverse progressive and does not focus on one person or government agency. It is sustainable and safe for all, based on cooperation and sharing of land resources and our skills and creative potential. The freedom we seek is freedom for all, not just for some.

Science can take different forms in different cultural and historical contexts, but all these forms of humans acquire knowledge part of a general character that is in the exploration of the potential for innovation incorporated in a given material culture.

With that thought globalization is a recent historical process that has no parallel in history. For this it is argued, even that would be the product of the new information technologies. And the world started to become global in the sense that we know, from the XV / XVI to the great voyages that invaded the Americas. ([Scocuglia, 2006](#)).

According to Dale (2004) globalization is often regarded as representing way inevitable progress towards cultural homogeneity, as a set of forces that are making the states / obsolete nation and which can result in something like a world politics, and how reflecting the overwhelming growth of information technology.

In this context example of this technology are the social networks, and the Internet continues to evolve, with new digital communication tools such as Face book, Twitter and YouTube Instagram etc., Where every day increase expectations, creating larg glo bal communities acting in together for social change, environmental and even political.

Facebook is anchored in a time of events with universal scope perspective, as the globalization of capital, the emergence of new economic blocs, intensification of com mercial competition in the international financial relations, the emergence of multina tional companies with characteristics that are indicative assigned to a process that is called "globalization".

In this context witnessed since her pregnancy, the growth of the largest network conglomerate of digital communication, the Internet. The Internet is enlarged, and regroup the Telematics is now presented through a media composition of a new language domain ([Mariz & Lindozo, 2014](#)).

Although it seems a direct affront to authoritarian governments, this explosion of online international communities raises questions to which nations can somehow create actions and policies to protect their own culture in a way to try to prevent external intrusions.

Facebook is a tool, characteristic of this process, and is located in the center of so-called cyber-capitalism and, as such, aims to focus the information placed in it. Facebook is a absorbent data, is a monopoly platform where all can come in, but you can not do. Thus, serves the capitalist proposal, the moment in which there is concentration and accumulation of information and there is also an arsenal of knowledge led by their managers ([Mariz & Lindozo, 2014](#)).

However, as part of a trend towards globalization dozens of citizens continues to participate in bridging cultural boundaries, with the intention of joining these powerful online communities and, in turn, ignoring the established policies on free flow of information, isolation and protectionism.

As for the field of smartphones the famous WhatsApp, can perform an entire business in minutes virtually ignoring national borders, and seems to be impossible to diagnose which country and operates through this medium. The use of applications has become widespread and a user anywhere in the world can access

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at any time services without any identification concerning the country or economic activity.

After all the principles of free market and the specific regulations of the Washington Consensus ton, [Amorim \(1994\)](#) does not populate (at least yet) all relations of all social groups on a global scale, although they represent the dominant ideology or the current hegemonic thinking. The current stage of the dominant form of globalization would not be able to give in any way the southern countries, much less achieve the "development". ([Santos & Carrion, 2011](#))

### **3. The economy and the states**

From an economic point of view, as the opportunities for growth and technical progress are shared equally, globalization, unlike leads to a deepening of existing inequalities. In this context also raises the question of how economic pressure and the increasing pressures on the environment can be manipulated.

From a political perspective there is the problem of a possible loss of sovereignty of nation states in the foreground. Cultural perspective is a homogenization or americanization contributing and influenced the living standards in developing countries, under the influence of globalization fundamentally altered to why almost all the southern countries have opened their markets to the world economy to integrate.

Continuing opening took place in part against the masses due to the Loans conditions by international financial institutions and other creditors without forgetting the aggressive export policies of rich countries in multilateral and bilateral trade agreements. The economic and social effects of integration have been very uneven.

The impact on the political sphere we are concerned with respect to the State of cement impairment in all countries, although in some more than others, has been losing power, features and functions.

It lacks, increasingly, the ability to control your finances as crucial as the price of foreign exchange, interest rates, tariffs and commodities, as well as the deficit of the size in the budgets and balance of payments, are not susceptible materials be defined by purely internal and sovereign decisions. ([Alberti & Siqueira, 2004](#))

On the other hand a small number of countries, especially in East and Southeast Asia could increase through foreign trade and importing techniques capital, technology and management, as well as a specific control for benefits to participate in national public policy in the globalization process.

According to [Bavaresco \(2001\)](#), the phenomenon of globalization brings into crisis the theory of modern sovereignty, because the forged nation-state from the sovereign autonomy can no longer control and protect their territory and ensure to the people to legitimacy of its decisions, to increase a political project.

Corroborating this thought, [Cocco \(2002\)](#) states that the integration of each country in a globalized movement of credits, financial-monetary investments and goods appear at the same time, as an unavoidable fact and like most responsible for the current economic mess. Globalization plays a paradoxical role.

On the one hand, is the "scapegoat" to which governments may charge the failure of their policies; on the other hand, is in institutions (IMF, WB, etc.) and markets (by exchange rate policies, interest rates, etc.) of globalization that seek revenue and remedies to the crisis.

[Cocco \(2002\)](#) points out yet:

"Once again, the tragedy is confused with the farce". Is attributed to 'globalization' as a generic phenomenon, the crisis responsibility for, while definitely deliver by hand the 'globalization' as precise set of

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transnational institutions to policy definition and management to overcome the crisis ([Cocco, 2002: 21](#)).

However, this does not mean that the notion of State remains tight, after all, globalization affects the ways of conducting socioeconomic policy. In a scenario where the form and the economic vector of globalization, the market is characterized by dispossession and deregulation, the question to be answered is whether it is still possible to think and act in the national context ([Alberti & Siqueira, 2004](#)).

The term globalization, which simply refers to an interconnection of people worldwide, has two positive and negative connotations. From a positive perspective, all marvel at the technological revolution and the wealth of information at your fingertips ([Wormer, 2005](#)).

The Globalization breaks the barriers of economic protectionism, affecting businesses and requiring lower levels of social protectionism and more intense relaxation of protection systems to work. Governments today are concerned to reduce the cost of labor to create jobs and also providing businesses with better conditions for participation in the large global market and increase exports ([Freitas & Vieira, 2003](#)).

Specifically, however, there are huge challenges ahead for most of the world ses Wonderland, the which are part of a process marked by hegemony and dominance of a few countries. Concerns the fact that globalization may benefit more sharply a few developed countries to the detriment of the other that are found in reality, the margins of the process ([Destroys, 2011](#)).

It is important to emphasize that, besides the already mentioned elements, several scholars to demonstrate, in the sphere of political globalization, the restrictions imposed by this globalization to the States, especially the poor and emerging countries, the loss of external and internal sovereignty, the difficulties governance and governability ([Wanderley, 2006](#)).

The "Phase of Multiplicity of the Offer", open this decade, when the pay-TV systems are decisively implemented in the country and increase the number of channels, must be related to the final acceleration of globalization, which, although not a phenomenon new, has been exacerbated in nowadays occurring in 90 years, the formation and expansion of multimedia conglomerates, the exchange between transnational corporations, the spread of globalized programming formats and transmission large-scale deterritorialized mainly on pay channels. ([Brittos 1999](#))

Therefore the globalization of content and business interests becomes an immovable reality, as exposes an executive of pay-TV area, "There's been a very rapid globalization and violent television programming distribution, the result will be what could be called the end of national ghettos. Thus, as has happened with the national cinema and Brazilian music we leave the ghetto in which we live in terms of television. The explosion is inevitable, there is no stopping it. No use looking for the monster and say 'you will not enter Brazil' ([Gleiser, 1995](#)).

## 4. Education and power relations in society in globalization

The Globalization is a phenomenon that has dramatically intensified in recent fied dé, making it impossible to ignore it either when we analyze the present time, ten ing understand the effects that the flurry of political, economic, social and cultural caused (and continues to cause) in our day-to-day, when speculate about the future, trying to glimpse the signs of the times to come and idealize solutions to the challenges and problems that this process has generated ([Morgado, 2009](#)).

Authors state that whilst acknowledging the persistence of "a conservative view of the pedagogical relationship and the power relations that it establishes"

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globalization inserts a perpetuating trend "a very compartmentalized view of educational intervention," it is possible a profound transformation of contemporary educational paradigm on the basis of a change in attitude. ([Amado, Freire & Caetano, 2005](#)).

The changes in the global economy associated with a decline of Keynesian Welfare State consensus and state emptying the thesis translated into a transfer of activities and power either to a higher, supranational level or to lower level sub-national, non-governmental organizations, or mere consumers, affected the relations between the state and education. ([Seixas, 2002](#)).

The most extreme theorists of globalization and postmodernism in a world of global markets and supranational political organizations claim that the national education systems would be doomed to extinction, converging on a common standard, thus losing their specificity.

On the other hand, the increasing diversity and cultural fragmentation threatened the public and collective character of national education systems, becoming education increasingly a well of private and individualized consumption. ([Seixas, 2002](#))

It is known that the higher education institutions in the global economy live cross-border relationships and continuous global flows of people, information, knowledge, technologies, products and financial capital.

Not all universities are private, but all are subject to the same processes of globalization - partly as objects, victims also these processes, but in part as subjects or key players, this phenomenon.

There is also the tinting of globalization by area, place, nation, language (s) of use and academic culture. It is also known that the performances vary differently and according to the type of institution. If a global environment everything is connected in a fine mesh there is the weight of this size for each institution.

Higher education is implicated in all these changes. Education and research are precípuos elements for the formation of the global environment.

Thus, one ceases to perceive the development as a process of essentially economic, directed mainly by economic and political elites, to pass to be provided for in their economic, political, social and environmental dimensions ([Salles, 2014](#)).

## 5. Final remarks

The Globalization is a systematic succession of changes in a defined direction, ie the trial for all peoples and communities, integration and fusion in the economic, social and cultural area, reaching all at the same time and all the time. In fact for some communities the benefits are great, but overall seems to affect some of the human rights, injuring the right to work, to free choice of employment, to just and favorable conditions of work and to protection against unemployment. It also seems to hurt people as equal rights without distinction and equal pay for equal work. It is known of the affected communities when the negative consequences of some aspects of globalization. The contradiction between theory and practice that mark the process of economic globalization nowadays always happens in a veiled way. In short, migration is indisputable when creating aspects for both enrichment and to a weakening of poverty. Policies that run this principle will be more effective than the opposing hell-bent on consist tar with intransigence, both to globalization, as the migration of people in space.

As for higher education also believe despite the challenges that we can take advantage of this globalization positively, because it becomes a great opportunity for transformation in education in the coming years, which is driven in part by

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technology, but also for accessibility reasons, the needs of students and their families and why not say by society as a whole.

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