

**GLOBALIZATION INFLUENCE AS THE KEY FACTOR IN THE
INTERNATIONAL RELATIONS DEVELOPMENT: ECONOMY, SCIENCE,
CULTURE, LANGUAGE DETERMINANTS**

***INFLUÊNCIA DA GLOBALIZAÇÃO COMO FATOR CHAVE NO
DESENVOLVIMENTO DAS RELAÇÕES INTERNACIONAIS: ECONÔMICA,
CIÊNCIA, CULTURA, DETERMINANTES DA LINGUAGEM***

***LA INFLUENCIA DE LA GLOBALIZACIÓN COMO FACTOR CLAVE EN EL
DESARROLLO DE LAS RELACIONES INTERNACIONALES: DETERMINANTES
ECONÓMICOS, CIENCIA, CULTURA, LENGUA***

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ABSTRACT: The purpose of the article is to identify the peculiarities of theoretical problems of the globalization process influencing the economic, political, cultural and linguistic life processes internationally. According to the research work, international relations development is strongly influenced by the leading role of dominant impact of the need to find the unique way in collaboration, intensification of the internationalization and globalization processes. The authors pay special attention to the fact that acceleration in the rates of development poses new threats and challenges and they require adequate actions of the international community. On this basis, it is necessary to stress, globalization is seen in a necessity to unite world community to deal with integration and predictability. One must admit, strengthening of organization mechanisms and development management is of great importance today, therefore, there is an overall strengthening of supranational structures and it is necessary for successful progress.

KEYWORDS: Globalization. International relations. Theoretical aspects. World community. Global economy. Global communication. Global science. Global language. Global way of life.

RESUMO: O objetivo do artigo é identificar as peculiaridades dos problemas teóricos do processo de globalização que influenciam os processos de vida econômicos, políticos, culturais e linguísticos internacionalmente. De acordo com o trabalho de investigação, o

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desenvolvimento das relações internacionais é fortemente influenciado pelo protagonismo do impacto dominante da necessidade de encontrar o caminho único na colaboração, intensificação dos processos de internacionalização e globalização. Os autores prestam especial atenção ao fato de que a aceleração das taxas de desenvolvimento apresenta novas ameaças e desafios e requer ações adequadas da comunidade internacional. Com base nisso, é necessário frisar, a globalização é vista como uma necessidade de unir a comunidade mundial para lidar com integração e previsibilidade. É preciso admitir que o fortalecimento dos mecanismos de organização e gestão do desenvolvimento é de grande importância hoje, portanto, há um fortalecimento geral das estruturas supranacionais e é necessário para o sucesso do progresso.

PALAVRAS-CHAVE: *Globalização. Relações internacionais. Aspectos teóricos. Comunidade mundial. Economia global. Comunicação global. Ciência global. Linguagem global. Modo de vida global.*

RESUMEN: *El propósito del artículo es identificar las peculiaridades de los problemas teóricos del proceso de globalización que influyen en los procesos de vida económica, política, cultural y lingüística a nivel internacional. Según el trabajo de investigación, el desarrollo de las relaciones internacionales está fuertemente influenciado por el papel protagonista del impacto dominante de la necesidad de encontrar el camino único en la colaboración, intensificación de los procesos de internacionalización y globalización. Los autores prestan especial atención al hecho de que la aceleración en las tasas de desarrollo plantea nuevas amenazas y desafíos y requieren acciones adecuadas de la comunidad internacional. Sobre esta base, es necesario subrayar, la globalización se ve como una necesidad de unir a la comunidad mundial para hacer frente a la integración y la previsibilidad. Hay que admitir que el fortalecimiento de los mecanismos organizativos y la gestión del desarrollo es de gran importancia en la actualidad, por lo que existe un fortalecimiento general de las estructuras supranacionales y es necesario para avanzar con éxito.*

PALABRAS CLAVE: *Globalización. Relaciones internacionales. Aspectos teóricos. Comunidad mundial. Economía global. Comunicación global. Ciencia global. Lenguaje global. Forma de vida global.*

Introduction

In the XXI-st century humanity embarked on a new stage of the international relations development. It is characterized by the expansion of international economic, political and cultural collaboration, intensification of the internationalization and globalization processes. The world community strives for greater integration and predictability, strengthening of organization mechanisms and development management. Acceleration in the rates of development poses new threats and challenges and they require adequate actions of the international community (AWONUSI, 2002; CRYSTAL, 2003).

Much attention is paid to crisis situations settlement in Africa which prevent the countries of the region from achieving sustainable development and economic growth.

Methods.

This article is based on two groups of methods: general scientific methods' and special methods' groups. The group of general scientific methods includes analysis, synthesis, abstraction, generalization, induction and deduction, these methods are used to understand the relevant theoretical and practical material. The group of special methods includes the descriptive method, the taxonomic method, allowing to rely on the isolation of linguistic and cultural units.

Results and Discussion.

The actuality of the research issue is determined by the significant role of media in present events in Africa and their influence on the current social and political processes.

We consider the political events in the West-African region (in particular Guinea, Guinea-Bissau and Liberia) and Angola, their causes and the role of developed countries in the African conflicts. Having deprived of political, ideological and military support of the USSR and being under pressure from rising internal difficulties revolutionary and democratic regimes in Africa either changed their policy, ideological orientation or they had to stand down in favour of other regimes. But new regimes in Africa are rather fragile, there is an abrupt polarization of the ethnic factor. The numerous parties, political coalitions and movements are mainly formed on the ethnic basis and that poses a danger of fierce interethnic struggle for power (BAGHANA, 2018).

Media in Africa is of great importance. The point is that the purpose of media is not only to give information about internal and international events. They play the special role in forming civil and political consciousness among broad cross-section of the population and national community within the framework of the state's borders. It also affects the overcoming of ethnic strife that impedes the economic and social progress of the society (KATCHRU, 2006).

The objective of the research is to study the process of representation of the events in Western Africa and Angola in mass media.

According to the objective, we need to solve the following tasks: to find out specific sources of information covering the events connected with the conflicts which directly or

indirectly had an influence on political culture, public opinion of the population of the region under study and as a result affecting the reconstruction of political life in the region.

General characteristics of the countries of the African continent

Africa as a region is not internally homogeneous unit, it is based on the most diverse grounds, from natural to political. Traditionally, there are five major sub-regions: North, West, East, Central or Equatorial, and South Africa.

In political terms, Africa is the youngest region in the world. The average age of the countries located here is less than 40 years.

The vast majority of states were formed after the collapse of the colonial empires of the European metropolises in the second half of the XXth century. An important role in the settlement of all regional and internal conflicts that abound in the region belongs to the Organization of African Unity, established in 1963, as well as to the United Nations (PHILLIPSON, 1992).

There are several major reasons why Africa is of strategic importance to the world economy, including the geopolitical interests of the United States of America, as the largest player in the world market. Chief among these is the oil. West Africa already accounts for 15% of the oil imported to the United States, and this figure, according to all forecasts, will reach 25% over the next 25 years. Oil fields are found on the coasts of Angola, Sao Tome, Gabon and Nigeria. The United States is trying to reduce its energy dependence on the Middle East, so Africa has become a special object of American political interest in recent years.

The development of the African continent's economy over the past two decades has given rise to frustration. The struggle against poverty and for the improvement of living conditions has brought practically no results. Africa has benefited less than other regions of the world from the momentum of globalization. Although there are successes, but there are new problems. The decisive turning point is still far away.

Africa is currently facing the challenge of mobilizing domestic resources to attract investment to the region. A great potential lies in regional cooperation, expansion of cooperation in the field of industrial production, infrastructure and socio-cultural construction.

Social problems of the peoples of African countries

In Africa, almost all the global problems of humanity are very acute, including poverty, the depletion of certain types of natural resources, inter-ethnic and religious conflicts, etc. Since 1970 alone, more than 30 wars have been fought in Africa, and in 1996,

14 of Africa's 53 countries were affected by armed conflict, accounting for more than half of the world's war deaths, resulting in more than 8 million refugees and displaced persons.

The roots of Sub-Saharan Africa's social crisis are economic in nature. The region's economic growth rate in the 1980s and 1990s was the lowest in the world. 33 of the 45 States in Sub-Saharan Africa are least developed countries. The GDP structure of the countries of the region is dominated by either the extractive industry, usually represented by the extraction of one or three types of raw materials, or inefficient agriculture, which can also produce only a narrow range of products for export. The low degree of diversification of production results in high instability of export revenues and makes the states of the region dependent on external borrowing. 31 countries in Sub-Saharan Africa are classified by the IMF as countries with a high degree of debt burden. In these circumstances, most states in the region simply do not have the necessary resources to implement an active social policy. The key problems of the region include: the demographic situation and the specifics of the processes associated with it, poverty, the health crisis, education problems, unemployment, forced migration (POPLACK, MEECHAN, 1998).

The concept of globalization

Most scientists agree that globalization is a natural process of migration of all kinds of resources: monetary, human, industrial, economic, educational, scientific, etc. on a global scale, not manageable, which occurs at a certain stage of the development of the information society. Of course, globalization leads the world community to a new stage of the development. Thus, the intensification of international competition associated with the redistribution of resources and the activities of multinational companies leads to the deepening of specialization and the international division of the labor market. Another advantage of globalization is economies of scale, which can potentially lead to lower costs and lower prices, and therefore to sustainable economic growth.

However, along with the benefits that globalization promises to the world, there are clear problems that lead to the emergence of opponents of globalization.

Since the main source of globalization is private companies, the process is beyond the control of States. This does not lead to an equalization of the economic situation between countries, but to a deepening of global inequality. Another problem of solutions is generated by the situation that has developed on the periphery of the modern world. Having gained independence from the mother countries, the new states sought to copy European political institutions, but in most of them there were no nations, no prerequisites for the development

of democratic processes. The economic strategy of the newly independent states also proved to be a dead end. Like many developed countries in the past, they initiated the accelerated development of national industry, but in the last third of the twentieth century, industrialism turned out to be an outdated paradigm (VOLOSHINA, BLAZHEVICH, 2019).

Over the years, more than 16 million people have died here in wars or internal ethnic conflicts; but despite this terrible experience, developing countries are increasing military spending, reaching 15.7-27.4% of all budget expenditures in a number of African States (SIMONS, FENNIG, 2017).

The third set of problems created by globalization is caused by the fear that control over the economies of individual countries may pass from sovereign governments to the most powerful states, global corporations and international organizations.

In addition, opponents of globalization see it as a source of assimilation of national cultures, since the integration of the world community leads to the emergence of globalized "homogeneous" media, art, pop culture and the widespread use of the English language.

Summing up all the above mentioned information, we can conclude that, despite the positive effect that globalization brings, the population of many countries has been unable to perceive it correctly. In addition, globalization at the present level has escaped the control of developed States and international organizations, which has led to a huge number of conflicts and armed clashes in the countries of the "third world", and, consequently, a huge number of regional and international conflicts.

Manifestations and trends of globalization in the countries of the African continent

Globalization in its modern manifestation appears as a multi-level and multilateral system of various integration manifestations. The main ones are: global communication, global economy, global politics, global culture, global science, global language, global lifestyle.

a) Global communication (VOLOSHINA, 2018).

New means of communication in interaction with improved old ones (jet aircraft, television, radio, Internet, mobile phone) connect people on different continents. Geographical obstacles and interstate borders are receding. Space and time is shrinking, people and nations are coming together.

b) The global economy.

An increasing number of goods are produced by the combined efforts of many countries. But the emerging global economy is dominated by 40,000 multinational

corporations (TNCs), which overwhelmingly belong to the capital of the United States, Western Europe and Japan. They often sideline or even subdue the economies of medium-sized and small countries. Of the 100 largest economic entities on the planet, 51 are TNCs and only 49 are countries. We are talking about such TNCs as Coca Cola, Ford Motor, Philip Morris, Mitsubishi, General Motors, and Toyota. The annual turnover of General Motors exceeds the gross domestic product (GDP) of Thailand and Norway, and the turnover of Ford exceeds the GDP of Poland, Greece, and Malaysia.

c) Global politics.

Global politics is emerging, and its most influential and powerful subject is the community of developed Western states, the leader of which is the United States. The Western powers, relying on their economic and military power, either directly form their most influential international organizations, or crush them under themselves (the World Agreement on Tariffs and Trade, the World Bank, the International Monetary Fund, the International Bank for Reconstruction and Development). Nation-states are retreating before the global power of the community of Western powers. The United States and its allies, in the name of the greedy interests of their TNCs, in the name of self-serving political interests, are increasingly unceremoniously flouting the norms of international law and committing crimes against sovereign States and their peoples. This was clearly demonstrated by the wars against Yugoslavia and Iraq. In these situations, the negative consequences of the termination of the existence of the USSR as a second superpower, which was a counterweight to the United States, a powerful deterrent to curb their aggressive policies, allowing other peoples of non-Western countries to develop freely, were fatally manifested.

d) Global science.

Global science is being formed, which is facilitated by international academic exchanges, the development of the global academic infrastructure (international forums, journals, publishing houses). Sociology, among other sciences, both as a system of theoretical knowledge and as a social institution, is becoming global.

e) Global language.

A global language has emerged English, which is used for communication between different countries and peoples. It connects people of different nationalities and skin colors, but at the same time, its increased spread threatens the positions of even very developed languages in a number of sectors of public life (politics, business, science) – Russian, Chinese, German, French, Spanish and other languages. The scope of the latter is narrowing even in their national territories. National languages are clogged with English cosmopolitan

slang, syntactic calques, national languages are degraded to the level of a mixture with the English language.

(e) A global way of life.

There is a steady trend towards a global unification of the way of life: people in different parts of the world consume the same food, wear the same clothes, listen to the same music, watch the same movies, and receive information from the same mass media. Such global unification destroys national identity, local identity in all spheres of life.

On the one hand, globalization is a process of unification and integration of humanity, accompanied by an increase in the quality of life and the level of well – being of humanity, the acceleration of economic and political development of countries, the intensification of the exchange of technological, scientific and cultural achievements between different countries and peoples (VOLOSHINA, 2019).

On the other hand, globalization is deepening unprecedented chasm between the rich West and the poor non-Western world, increased with extraordinary rapidity gap between the developed Western countries and the backwardness of all non-Western countries, the rigid dictates of the West over the rest of the world, the unification of national and cultural identity of the peoples of the world, their spiritual identity, the destruction of the national sovereign state, standards and spiritual devastation of the human personality. All this causes a wave of opposition to the process of globalization, generates a disintegration trend, which has recently gained strength and is becoming truly global (CRYSTAL, 2003; EGBE, 2010).

American-style globalization brings with it many such threats to humanity that are truly deadly for it. The world community has not yet fully realized the depth and scale of these threats that are leading humanity to destruction, although in the depths of the national consciousness of peoples, an increasingly clear understanding of the dangers that threaten them with the development of events in the direction of universal liberal globalization is gradually maturing.

Here are the most important ones:

1) Liberal globalization leads not just to the erosion of national statehood, to the undermining of the sovereignty of independent national states, but to their decomposition and complete destruction.

2) Liberal globalization, creating a unified non-religious culture, or rather a global surrogate of culture, also tries to destroy religious traditions and national cultures.

3) Globalization condemns humanity to complete lack of spirituality, it destroys the traditional values of people's life. It creates a zombie person, devoid of faith and historical

memory, torn from national roots, religious traditions, who does not remember his ancestors, indifferent to his Homeland, capable only of consumption, that is, focused exclusively on satisfying his purely physiological needs. Liberal globalization seeks to turn man into an animal, a creature that can be easily manipulated.

4) Liberal globalization, depriving the countries of the world of their national-state and cultural identity, turns the entire planet into a kind of faceless, homogeneous space, dominated by only one superstate.

5) Liberal globalization with the goal of creating a world order, a world government, a world police, a world armed forces as some kind of supranational, supranational structures, logically leads humanity to the unprecedented and terrible consequences of the establishment of global economic, political and spiritual totalitarianism on the entire planet, when only the United States as the center of the world dictatorship, global manipulation will rule all peoples. Liberal globalization seeks to unite all independent, independent states under the auspices of the United States into a single "world community", a "union of states" with the gradual and complete deprivation of the former states of their rights and opportunities to defend their national interests, to pursue their national policies.

Conclusion.

Globalization is a new reality type which leads to the convergence of economies and the opening of borders. However, if we analyze this process deeper, we will find that all these benefits are distributed in a small, relative to the rest of the planet, region of the world - Western Europe and the United States. Objectively, globalization now exists only for the countries of Western Europe. The developing countries of the world are conspicuously excluded from participating in the process of making important decisions.

Speaking about the place of mass media in the process of globalization, it is worth mentioning that one of the most important tasks of their activities is to form the opinion required by the media on each issue considered by the largest possible part of the audience. This thesis, on the other hand, does not include those channels and publications that aim to form their own opinion among viewers, or objectively and impartially cover events. In this case, when there is an interaction of the press of both above mentioned types with the same audience, there is a possibility of a conflict situation, a clash of opinions, and the viewer must decide for himself whose opinion to listen to? In such type of the situation, when the viewer chooses his place in the events, globalization is characterized by its inertia, subordination to

the majority opinion. The majority should be understood as the United States and its allies. The anti-globalist minority, in this case, consists of people who do not accept the mass dictate opinion and do not correspond to the cultural component of their lives.

With regard to ecology, its connection with globalization and the place of the media in these relations, it must be stressed, in the majority of cases they play a positive role, fairly objectively describe environmental problems, which resonates both among the masses and among conscientious industrialists, on whom the ecological well-being of the world directly depends.

Acknowledgements

This work was supported by Belgorod State University to support the social and humanitarian grants, project № 826 - OD

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