

THE DILEMMAS OF GLOBALIZATION

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Abstract

Globalization is one of the most important contemporary megatrends. Paradoxically, it is still not fully known. In my talk I will show that "globalization" is an ambiguous term. I want to highlight three aspects of globalization: economic, political and cultural. The assessment of globalization in these aspects is not unambiguous because globalization itself is not isomorphic. Thus in the context of globalization there is a place both: for a clash of civilizations and for their homogenization; for ecological disasters and for extraordinary actions saving the environment; for the triumph of liberalism and free market capitalism and for counter-reactions to them; for the stability of nation states and for the emergence of powerful, private, non-state agents.

Key words: globalization, homogenization, deterritorialization of culture, identity

The term "globalization" first appeared in the Webster's Dictionary in 1960, but so far, a synthetic definition commonly accepted by all researchers has not been created.¹ N. R. F. Al-Rodhan cites as many as 114 definitions of globalization², which reflects the multi-dimensionality of this phenomenon. Until the mid-80s of the twentieth century, this term was not commonly used in the literature on the subject to describe changes in the world economy. Some authors saw these changes in the ever clearer economic interdependence.³ In the 90s of the twentieth century, the term "globalization" was not only omnipresent in scientific publications, but it also became part of the "global consciousness". This consciousness was the divided awareness of the existence of growing ties between sometimes very distant places, which led to shaping this perception of the world as a whole, in which things that happen in one part of it are related to all the other things.⁴ Frequent use of the concept of globalization by scientists, politicians and journalists in different contexts means that the term is still ambiguous and vague.⁵

Putting aside the discussions and disputes concerning the definition of globalization, one may accept M. Golka's opinion that "it is simply a multitude of mutual and multilateral economic, political and sociocultural relations and interactions making up some signs of the existence of the world system".⁶ Globalization has not created a single, uniform world, or one world community, but has created a worldwide network of dependencies, which, to some extent, affect the whole world.⁷

¹ Cf. G. Gaburro, E. J. O'Boyle, *Norms of evaluating economic globalization*, "International Journal of Social Economics" 2003, no. 1-2, pp. 95-118.

² See: N. R. F. Al-Rodhan, *Definitions of Globalization: A Comprehensive Overview and a Proposed Definition*, Geneva Centre for Security Policy 2006, http://www.wh.agh.edu.pl/other/materialy/678_2015_04_21_22_04_13_Definitions%20of%20Globalization_A%20Comprehensive%20Overview%20and%20a%20Proposed%20Definition.pdf [access: 11.02.2016].

³ Cf. A. Gwiazda, *Międzynarodowa współzależność ekonomiczna we współczesnym świecie* [International Economic Interdependence in Contemporary World], PWN, Warszawa 1985.

⁴ See: J. A. Scholte, *Globalization: Prospects for a Paradigm Shift*, in: *Politics in Globalized World*, ed. M. Shaw London 1999, p. 9; idem, *The Globalization of World Politics*, in: *The Globalization of World Politics. An Introduction to International Relations*, eds. J. Baylis, S. Smith, Oxford 1998, p. 14.; Cf. R. Robertson, *Globalization, Social Theory and Global Culture*, Sage, London 1992, p. 8, and W. Szymański, *Interesy i sprzeczności globalizacji* [Interests and Discrepancies of Globalization], Difin, Warszawa 2004, pp. 9-10.

⁵ See: A. Gwiazda, *Kontrowersje wokół globalizacji* [Controversy Surrounding Globalization], <http://geopolityka.org/analizy/adam-gwiazda-kontrowersje-wokol-globalizacji> [access: 11.02.2016].

⁶ M. Golka, *Cywilizacja współczesna i globalne problemy* [Contemporary Civilization and Global Issues], Oficyna Naukowa, Warszawa 2012, p. 126.

⁷ A. Giddens describes globalization as "the intensification of worldwide social relations which link distant localities in such way that local happenings are shaped by events occurring many miles away and vice versa"

A lot of evidence may be found to prove that the whole world is covered with this network of mutual dependence. For example, the warmth in our homes depends on the extraction of gas in Siberia, on the energy system controlled by computers produced in Japan, on programs created in the United States and on the radiators produced in Germany. We drive Czech cars that are reproductions of German brands. We wear similar clothes of European chic, designed by fashion dictators from New York, Tokyo or Milan, made of material woven in Malaysia and sewn in Ukraine or China on English sawing machines, or carry Swiss and Japanese watches on our wrists. Even the fate of the entirely isolated, until recently, tribes living in the Amazon rainforest today depends on the demand for paper and for diapers in North America and Europe and logging in the Amazon rainforest for this purpose. Many Australian aboriginal tribes would not be able to survive today without a constant supply of canned food, blankets or simply money. At the same time it would seem that the daily life of many communities: residents of mountain villages on many continents, the inhabitants of savannahs and jungles of Africa or Borneo, is excluded from this global network of dependence, but their political fate, even potentially, is more or less clearly involved in global relationships. World phenomena are now a viable reality, and a kind of a world system influences the development and behavior of individuals and nations as the components of the system.⁸

The origins of globalization

It is difficult to indicate clearly the caesura marking the beginning of globalization. It is still under dispute⁹, within which one may distinguish three main positions:

1. According to the first, globalization has always existed, although it has been fragmentary and spot. It could even be found in the times of ancient empires. A good example would be the Roman Empire, or Medieval Europe, which had routes (e.g. the Silk Road) that enabled trade with Asia.
2. The second position seems to locate the origins of globalization in the times of great geographical discoveries of the fifteenth and sixteenth centuries. At that time, Europe expanded the boundaries of the known world and gradually subdued the new areas. That was the era of colonial empires of truly global dimension. Subsequent links in this process were empires like Spain and Portugal, followed by the Netherlands and the largest in the modern history, the British Empire, which in the nineteenth century was “the empire on which the sun never set”.
3. The third position makes us see the beginnings of globalization in the second half of the nineteenth century, in which – as defined by Jerzy Michałowski – “the eruption of creative energy”¹⁰ occurred. That was when the epoch-making inventions conducive to globalization were “born”: steamers replacing sailing ships, steam locomotives and investments in railway, Bell’s telephone initiating revolution in communications, light bulb, car, or eventually plane.

Overall, globalization was made via political, economic and cultural factors; thanks to individuals and institutions; by compulsory and voluntary mechanisms; through reprehensible dealings and useful purposes; in consequence of non-public and publicly manifested processes.

(*The Consequences of Modernity*, Stanford University Press, Stanford 1990, p. 64), Cf. M. S. Archer, *Sociology for One World: Unity and Diversity*, „International Sociology” 6 (1001), no. 2, pp. 131-147.

⁸ See: M. Golka, *Cywilizacja współczesna i globalne problemy* [Contemporary Civilization and Global Issues], p. 127.

⁹ See: K. H. O’Rourke, J. G. Williamson, *When did Globalization Begin*, Cambridge 2000, <http://www.nber.org/papers/w7632.pdf> [access: 11.02.2016]; Cf. A. Wajda, *Globalizacja. Społeczeństwo i jego rozwój* [Globalization. Society and Its Development], Instytut Wydawniczy „Książka i Prasa”, Warszawa 2011, pp. 49-57.

¹⁰ J. Michałowski, *Globalizacja wczoraj i dziś* [Globalization Yesterday and Today], in: *Godność – praca – globalizacja* [Dignity – Work – Globalization], ed. W. Dłubacz, Stalowa Wola 2014, p. 12.

According to M. Golka¹¹, nowadays globalization manifests itself in:

- the activities of transnational corporations and international economic flows of investment capital;
- the functioning of the international banking system, including such institutions as the International Monetary Fund, the World Bank, or no less important organization, SWIFT – the Society for Worldwide Interbank Financial Telecommunication;
- the international transfer of technologies that are partly derived from activities of transnational economic corporations, and partly rely on plain copying of more innovative models invented in developed countries;
- promoting rational, efficient, predictable and standard production of goods and services, which George Ritzer called “the McDonaldization of societies”,¹²
- the activities of international governmental organizations (the United Nations, the Court of Justice, the World Trade Organization);
- the activities of international non-governmental organizations (the Club of Rome, Green Peace International, Amnesty International, "Doctors without Borders", numerous international sports events);
- organizing networks of transportation and communication, starting from charting ocean pathways, digging Suez and Panama Canals, construction of continental and transcontinental railroads, through incredible growth of road transport and its associated network of highways, to global air transport and the accompanying international hotel chains and the whole transport infrastructure (petrol stations, etc.);
- the development of international tourism;¹³
- continuous development of widespread, globally available media, with gradual fulfillment of Marshall McLuhan’s prophecy concerning the creation of a "global village"¹⁴ through electronic media, popular culture, the first satellite transmission of radio and television and, above all, the expansion of the information society;¹⁵
- promoting universal consumer attitudes.¹⁶

The factors listed above make one realize that globalization is a complex phenomenon and that it has different aspects: economic, political, cultural, demographic, ecological and anthropological. For the purposes of the present article, the economic, political and cultural aspects will be discussed in more detail.

¹¹ See: M. Golka, *Cywilizacja współczesna i globalne problemy* [Contemporary Civilization and Global Issues], pp. 135-137.

¹² See: G. Ritzer, *The McDonaldization of Society* 6, Sage, Los Angeles-London- New Delhi-Singapore, Washington DC, 2011, pp. 14-50.

¹³ See: W. J. Burszta, *Globalizacja i nowa lokalność* [Globalization and New Locality], in: idem, *Antropologia kultury. Tematy, teorie, interpretacje* [Cultural Anthropology. Topics, Theories, Interpretations], Wydawnictwo Zysk i S-ka, Poznań 1998, pp. 163-164.

¹⁴ See: M. McLuhan, *The Gutenberg Galaxy. The Making of Typographic Man*, University of Toronto Press, Toronto 2011.

¹⁵ See: John Naisbitt, *Megatrends. The New Directions Transforming Our Lives*, Warner Books, New York 1982, pp. 63-87.

¹⁶ See: e.g., R. H. Robbins, *Global Problems and the Culture of Capitalism*, Allyn and Bacon, Boston 2002, p. 44; cf. B. R. Barber, *Jihad vs. McWorld: Terrorism;s Challenge to Democracy*, Ballantine Books, New York 1996, p. 23; G. S. Yip, *Total Global Strategy: Managing for Worldwide Competitive Advantage*, Upper Saddle River, NJ: Prince Hall, 1992, p. 120.

Economic globalization

Let us look at **economic globalization**, which seems to be by far the most thoroughly practiced form of globalization in general. Economic globalization is "a worldwide, long-term process of integrating a growing number of national economies across borders, thanks to spreading and intensifying mutual ties (in investment, production, trade, co-operation), which results in the creation of a global economic system with high correlation and significant repercussions of actions taken even in distant countries."¹⁷ The basic role in this type of globalization is played by transnational corporations that thanks to the possibilities of investment and capital flows (including the search for resources, search for markets) achieve a better position in the economic competition than businesses located permanently in one country.¹⁸

Proponents of economic globalization emphasize the fact that it contributes to the competitiveness of enterprises, thus forcing the efficiency, flexibility and innovation of management. Optimizing economic activities also adapts these activities to local needs and conditions.¹⁹ This results in a systematic lowering of prices of goods and services that nowadays have become affordable even for the less wealthy buyers. Therefore, in consequence of the processes of economic globalization, we have to deal with constant increase in the overall material well-being of humanity, regardless of all the accompanying problems.

The advantage of the global McDonaldization is a greater availability of standard goods and services that now is less dependent on time and place. These goods and services are of quite good quality, which increases the level of consumption by a growing number of people who previously could not afford to buy them. A particular benefit is also a kind of certainty and stability offered by well-known products with standard features – regardless of the location and conditions of purchase or consumption. Standardized products are addressed to all people, regardless of social class, gender or generation.²⁰

Paradoxically, globalization of economy also brings negative effects. There are many third world countries completely deprived of its impact²¹ that were pushed to the extreme margin because of that and have formed a kind of "fourth" or even "fifth world."²² Economic globalization brings a general increase in material well-being, yet, instead of contributing to the integration of the global economy, it causes its disintegration.²³ As Bauman emphasizes progressive spatial segregation, isolation and

¹⁷ A. Zaorska, *Ku globalizacji? Przemiany w korporacjach transnarodowych i w gospodarce światowej* [Towards Globalization? Changes in Transnational Corporations and In Global Economy], PWN, Warszawa 1998, p. 20.

¹⁸ P. F. Druckner emphasizes the statement that „Money has no homeland”, *Spółeczeństwo prokapitalistyczne* [Pro-Capitalist Society], translated by G. Karnas, Warszawa 1999, p. 119.

¹⁹ A good example is the strategy adapted by the McDonald's Corporation. See: A. Czerwińska, *Strategie ekspansji korporacji transnarodowych. Analiza przykładu McDonalds Corporation* [Strategies of Expansion of Transnational Corporations. Analysis of the McDonald's Corporation Strategy], in: *Globalizacja. Szanse i zagrożenia* [Globalization. Chances and Threats], eds. A. Sadowski, A. Wyszowski, Białystok 2011, pp. 111-119.

²⁰ G. Ritzer, *The McDonaldization of Societies*, pp. 37-38.

²¹ A. Zorska draws attention to the fact that e.g. Africa uses merely 2.2 percent of the world's investment flows. See: A. Zorska, *Ku globalizacji? Przemiany w korporacjach transnarodowych i w gospodarce światowej* [Towards Globalization? Changes in Transnational Corporations and In Global Economy], p. 116.

²² See: M. Golka, *Cywilizacja współczesna i globalne problemy* [Contemporary Civilization and Global Issues], p. 144.

²³ Assets of more than a thousand of the world's billionaires equal the income of several billion poorest people – representing nearly half the world's population (see: H.-P. Martin, H. Schumann, *The Global Trap: Globalization and the Assault on Prosperity and Democracy*, Zed Books, London 1997, p. 197). Annual income of a big bank in the USA (having over a hundred shareholders) is comparable to the income of a medium-sized African country with tens of millions of inhabitants (see: Z. Bauman, *Does Ethics Have a Chance in a World of Consumers?*, Harvard University Press, Cambridge 2008, p. 249).

exclusion are immanent parts of the process of globalization.²⁴

Another thing that seems to be significant is accusations against economic globalization. The critics claim that it increases the unemployment rate (and causes changes in the nature of work) in consequence of steep competition and automation of production processes that follow from globalization.²⁵ Human work is often replaced by machines, as well as by international financial market, created wherever labor costs are lowest.²⁶

The negative effect of globalization is also environmental destruction due to overexploitation. Earth's natural resources are used unevenly, because 20 percent of the affluent world population uses 85 percent of global wood, 75 percent of available metals and 70 percent of global energy production.²⁷ This overexploitation also causes change in Earth's climate (greenhouse effect, ozone depletion).²⁸ The mass-produced, genetically modified food should also be mentioned. With a view to maximizing production and minimizing costs, corporations often hide the negative influence of such products on human health.²⁹

Political globalization

Supporters of **political globalization** see its positive effects in the form of the factors impeding the aspirations of war. Economic links between nations and states cause systematic reduction of their willingness to wage war, so military confrontation is replaced by the economic one.³⁰ Production and trade are today a much more widespread means of multiplying wealth than the old plunders.

However, seeing these elements as effectively preventing the outbreak of armed conflicts seems premature and simplistic. After all, the world economy was quite tightly integrated already in the years 1870-1914. Even in 1914, Herbert George Wells believed that war has already become impossible. Similar hopes were expressed also in the interwar period. Despite this, the process of integration of world economies did not prevent two world wars, and today does not inhibit aggressive tendencies of Russia.

One of the most frequently quoted allegations against globalization is that it reduces the state's role in organizing economic activity and its role as a sovereign political entity in the scale of the country and in the international context.³¹ Nowadays states cannot fully independently control their own fate, while those that try to resist the global economy (e.g. by using customs barriers, showing dislike of the

²⁴ Idem, *Globalization: The Human Consequences*, Blackwell Publishers Ltd., Cambridge 1998, p. 7; cf. B. R. Barber, *Consumed: How Markets Corrupt Children, Infantilize Adults, and Swallow Citizens Whole*, W. W. Norton, London 2007, p. 20.

²⁵ See: e.g. J. Rifkin, *The End of Work: The Decline of the Global Labor Force and the Dawn of the Post-Market Era*, Putnam Publishing, New York 1995 cf. R. Sennett, *The Corrosion of Character: The Personal Consequences of Work in the New Capitalism*, W. W. Norton, London 2011.

²⁶ See: M. Wądołowska, A. Prawdzik, *Negatywne skutki globalizacji*, w: *Globalizacja. Szanse i zagrożenia* [Negative Consequences of Globalization, in: *Globalization. Chances and Threats*], p. 37.

²⁷ Cf. H.-P. Martin, H. Schumann, *The Global Trap: Globalization and the Assault on Prosperity and Democracy*, p. 39

²⁸ See: E. Okoń-Horodyńska, *Problemy i kontrowersje wokół globalizacji* [Problems and Controversies Surrounding Globalization], Wydawnictwo AE, Katowice 2003, pp. 18-79.

²⁹ For more on this subject see: M. Wądołowska, A. Prawdzik, *Negatywne skutki globalizacji*, w: *Globalizacja. Szanse i zagrożenia* [Negative Consequences of Globalization, in: *Globalization. Chances and Threats*], pp. 40-41.

³⁰ See: H. and A. Toffler, *War and Anti-War. Survival at the Dawn of the 21st Century*, Warner Books, London 1994, p. 24 and next cf. H. Chołaj, *Globalny świat – wyzwania i spory. Wstęp do globalistyki*, cz. 2 [Global World – Challenges and Controversies. Introduction to Globalization Studies, part 2], Warszawa 1991, p. 18 and next.

³¹ See: R. Ł. Sztukiewicz, *Zagrożenia roli państwa związane z funkcjonowaniem korporacji transnarodowych w dobie globalizacji* [Threats to the Role of the State Associated with the Operation of Transnational Corporations in the Globalization Era], in: *Globalizacja. Szanse i zagrożenia* [Globalization. Chances and Threats], pp. 86-94.

transnational capital) are in some way "punished".³² States (or rather governments) acting as investors usually prefer domestic suppliers and contractors³³, which is understandable given the national public opinion and lobbying in the local economy, therefore the logic of the organization and functioning of the state and the logic of the processes of globalization are opposite types of logic.³⁴ Moreover, international capital flows made via the Internet (including international transactions) usually disable the state's taxation capability, which in turn prevents the control of parity and better conduct of internal policies in consequence of the reduced budget revenues. Additionally, these revenues are reduced by registration of the companies in the so-called tax havens.³⁵

Despite the noticeable reduction of the role of states resulting from globalization, one should not think that power has disappeared, or that it is the "reign of Nobody".³⁶ It is emphasized that globalization is a trap for democracy, precisely because the democratic state and its structures are losing not only their legitimacy, but, above all, also their meaning in situations when transnational corporations exert actual impact on the fate of societies, without having anything in common with democracy.³⁷ Institutions and structures of power in the globalized world are hidden, discreet, not to say "obscured".³⁸ Therefore, opinions of anti-globalists claiming that the real power lies in the hands of those who meet annually in Davos may seem convincing. Perhaps there will be a moment in the future when the ones in charge will be quasi-governmental and non-governmental institutions, international legal and trade agreements and international business organizations that will only be accountable to the world market.³⁹

Cultural globalization

The phenomena accompanying **cultural globalization**⁴⁰ may generally be described as "deterritorialization" of culture and its "dissociation". These processes include breaking the relationship between specific values, behaviors and cultural products and certain geographic territories or *certain* social groups, in which they were created and from which they were moved elsewhere. This process often contributes to "the feeling of the lack of locus", and even the sense of being uprooted.⁴¹ Burszta sees the manifestations of this phenomenon in the emergence of: a) new Diasporas, i.e. nations existing outside their homeland; b) hyperspace, exemplified by unified supermarkets and airports, devoid of the characteristics of locality; c) hyper-reality, denoting artificial worlds created through

³² H.-P. Martin, H. Schumann, *The Global Trap: Globalization and the Assault on Prosperity and Democracy*, p. 76

³³ Cf. G. S. Yip, *Total Global Strategy: Managing for Worldwide Competitive Advantage*, p. 77.

³⁴ M. Pietraś, *Globalizacja jako proces zmiany społeczności międzynarodowej [Globalization as a Process of Change in the International Community]*, in: *Oblicza globalizacji [Faces of Globalization]*, ed. M. Pietraś, Lublin 2002, p. 60.

³⁵ See: M. Wądołowska, A. Prawdzik, *Negatywne skutki globalizacji*, w: *Globalizacja. Szanse i zagrożenia [Negative Consequences of Globalization]*, in: *Globalization. Chances and Threats*, p. 42.

³⁶ See: U. Beck, *Power in the Global Age: A New Global Political Economy*, Polity Press, Cambridge 2005, p. 92.

³⁷ See: H.-P. Martin, H. Schumann, *The Global Trap: Globalization and the Assault on Prosperity and Democracy*, pp. 15 and next.

³⁸ See: Z. Bauman, *Globalization: The Human Consequences*, p. 42; cf. U. Beck, *Power in the Global Age: A New Global Political Economy*, p. 93.

³⁹ See: Saskia Sassen, *Globalizacja. Eseje o nowej mobilności ludzi i pieniędzy [Globalization and Its Discontents: Essays on the New Mobility of People and Money]*, translated by J. Tegnerowicz, Kraków 2007; p. 39 and 178.

⁴⁰ Amin Maalouf compares cultural globalization to a vast arena open on all sides, where, among incredible cacophony, a thousand performances take place at the same time, a thousand fights and everyone can come with their own song (see: A. Maalouf, *In the Name of Identity. Violence and the Need to Belong*, translated by B. Bray, Arcade, New York 2000, p. 125-126).

⁴¹ Arjun Appadurai, *Modernity At Large: Cultural Dimensions of Globalization*, University of Minnesota Press, Minneapolis-London 1996, p. 38, pp. 49 and next.

computer simulation;⁴² d) ethnic landscapes, formed thanks to the fact that different groups can move and recreate their identity in any territorial, social and cultural conditions. The shaping of such formations is enabled by great labor migrations and rapid development of electronic technology. Therefore, the process of deterritorialization of culture is, generally speaking, that local orders that used to be strongly connected with a particular place, today, under the influence of changes, can be reborn in different geographical and social areas, or even remain unassigned to any space and function simply as imaginary localities.⁴³

Globalization is often criticized for destroying cultural diversity, killing local identity and local manufacturing (including handicrafts) or their marginalization. These allegations are justified, yet while describing the heterogeneous character of the modern world, one should notice the unusual phenomenon of mutual "game" that accompanies the relations between different local ethnic or religious cultures on the one hand, and the means and content of global culture on the other. Local minority cultures and subcultures often try to use global popular culture (television, radio and newspapers) and other modern media (the Internet and satellite telecommunications) as a means of public demonstration and presentation on the global stage. They attempt to do it when they struggle for influence, or in battle for a more favorable place vis-à-vis the dominant culture, or even – what is most paradoxical – in the fight against mass culture and globalization.⁴⁴ The global culture provides the local culture with a medium and an audience and formulates its claims.⁴⁵

In the ongoing game between inclusiveness and locality, one may notice a phenomenon called tribalism and the formation of the so-called neo-tribes⁴⁶ it causes. As part of tribalism, a sense of identity stems from relationships with other people, often spatially distant, as a result of shared interests, a similar idea for a work of art, shared ideals, or even ideas for spending free time. In the absence of a permanent identity, one seeks primarily emotional identification with other people in order to establish some kind of relationship of an organic nature.⁴⁷ This form of identity shaping presupposes the existence of global Internet communication and global mass culture. They are the tools that allow one to spread around the world the interests and ideas being the basis for constructing new identities. New patterns of behavior are promoted "over the heads" of local communities, which enables their acquisition and implementation. The neo-tribes are supposed to provide their members with some type of anchor, additional meaning in their lives, as well as to guarantee and offer at least minimal comfort and sense of belonging to a group to which one may metonymically belong.⁴⁸

Although globalization is one of the most commonly discussed issues, this does not mean that the picture is clear. Globalization is not isomorphic. It is a complicated system reminiscent of the structure of a "formless construct of rhizome-like shape".⁴⁹ This phenomenon is well described by the metaphor of foam, where relationships of differences, borrowings, domination, subordination and constant changes may not always have a readable form. In the context of globalization, there is a place for both collision and homogenization of culture; for environmental disasters and actions saving the environment; for the triumph of liberalism, free-market capitalism and counter-reactions to them; for the stability of national states and the emergence of powerful, private, non-state players.⁵⁰

⁴² See: U. Eco, *Semiologia życia codziennego* [*Semiologia quotidiana*], translated by J. Ugniewska, P. Salwa, Czytelnik, Warszawa 1996, pp. 54-55.

⁴³ See: W. J. Burszta, *Globalizacja i nowa lokalność* [*Globalization and New Locality*], in: idem, *Antropologia kultury. Tematy, teorie, interpretacje* [*Cultural Anthropology. Topics, Theories, Interpretations*], pp. 159-160.

⁴⁴ See: M. Golka, *Cywilizacja współczesna i globalne problemy* [*Contemporary Civilization and Global Issues*], pp. 155-156.

⁴⁵ See: B. R. Barber, *Jihad vs. McWorld*, , p. 25.

⁴⁶ See: M. Mafessoli, *Times of the Tribes. The Decline of Individualism in Mass Society*, London 1996, pp. 6-65.

⁴⁷ See: Z. Bauman, *Globalization: The Human Consequences*, pp. 309-310.

⁴⁸ See: W. J. Burszta, *Globalizacja i nowa lokalność* [*Globalization and New Locality*], in: idem, *Antropologia kultury. Tematy, teorie, interpretacje* [*Cultural Anthropology. Topics, Theories, Interpretations*], p. 165.

⁴⁹ M. Golka, *Cywilizacja współczesna i globalne problemy* [*Contemporary Civilization and Global Issues*], p. 160.

⁵⁰ See: Th. L. Friedman, *The Lexus and the Olive Tree: Understanding Globalization*, Farrar, Strauss and Girroux, New York 2000, p. 20-21.

The processes of globalization have changed the face of the world, and we are not able to characterize it accurately. Thanks to globalization the world has become, surprisingly, more mysterious and indefinite than it used to be. It has become a sphere with its center everywhere and its boundaries nowhere.

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