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ТЕОРИИ ГЛОБАЛИЗАЦИИ В КОНТЕКСТЕ ПОСТКЛАССИЧЕСКОЙ ПАРАДИГМЫ

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Статья посвящена анализу современных теорий глобализации. Рассмотряются основные направления научных исследований, заложивших основу современных теорий глобализации. Приводится анализ трех основных направлений концептуализации глобализации. Демонстрируется значительное расхождение в понимании сути, структуры и логики современных глобализационных процессов – от отрицания глобализации до ее абсолютизации, а также междисциплинарный характер самой концепции глобализации.

В рамках нового научного мышления, представленного постклассической парадигмой, различные науки оказывают значительное влияние друг на друга, происходит их взаимное проникновение. При этом происходит не просто стирание границ между науками, а активное использование концепций, подходов, теорий, терминов одной науки в рамках другой. Особенно важным в рамках постклассической парадигмы является уделение на сотрудничество социальных систем и их событие с системами природными. В конкретных науках это проявляется во взаимопроникновении естественнонаучных и гуманитарных концепций. На основе такого взаимного проникновения и заимствования создаются более комплексные теории и концепции объяснения современного взаимосвязанного мира. Одной из таких современных комплексных междисциплинарных концепций является глобализация.

Теория глобализации стала появляться в научном дискурсе в середине 1980-х гг., когда данное понятие стал разрабатывать и популяризировать ныне один из основных теоретиков данной концепции американский ученый Р. Робертсон. Однако ключевой концепцией в научном дискурсе глобализация стала лишь в середине 1990-х гг. С этого времени появилась целая серия монографий по глобализации, не считая огромного количества научных работ по отдельным аспектам и направлениям развития глобализационных процессов (в сфере финансового рынка, экономики, международных отношений, управления транснациональными корпорациями, культурой, миграционных процессов, экологии).

Очевидно, что современные теории глобализации возникли на базе целого ряда научных традиций и исследований. *Основу современным теориям глобализации заложили, по нашему мнению, пять достаточно разных направлений исследований, развивавшихся с середины XX в.*

К первому такому направлению относятся исследования в области менеджмента, развивавшиеся с 1960-х гг. В центре данных исследований феномен мультинациональных корпораций. Зародились они как руководство по повышению эффективности конкурентоспособности крупных американских мультинациональных компаний. Однако в 1970-х гг., когда американские корпорации стали

значительно расширять географию своего функционирования, пытались увеличить рынки сбыта и переместить производство в регионы с более низкой стоимостью рабочей силы, данные исследования сформировали отдельное значительное направление в исследованиях по проблемам управления. Теоретики современного менеджмента в своих работах утверждают, что современные фирмы для повышения своей эффективности должны становиться глобальными, относительно географии своего функционирования и распределения функций управления и производства, а не просто создавать отдельные филиалы в рамках различных национальных экономик.

Ко второму направлению относится серия исследований в области социальных и культурологических теорий, которые также получали свое развитие в 1960-х гг. Данные работы сфокусированы на исследовании принципиальных изменений в характере коммуникации. Исследования проблем массовой коммуникации являются одним из наиболее релевантных современным теориям глобализации. Основу данному направлению во многом заложили идеи представителей Франкфуртской школы. Одним из центральных положений, отстаиваемых франкфуртцами, является положение о том, что система массового производства товаров, услуг и идей адекватна существующей системе капитализма в целом, с ее преданностью технологическому рационализму, калькулируемости и потреблению. Эти идеи были развиты в целой серии значительных работ, акцентирующих внимание на исследовании влияния массовой коммуникации на трансформацию общества и социальных отношений, в частности на возникновении феномена массовости. Это работы Х. Ортеги-и-Гассета, Д. Боула, Г. Лебона, Г. Тарда, О. Тоффера, Д. Ризмена.

Во второй половине 1980-х – начале 1990-х гг. исследователи из разных областей социального знания обратили более пристальное внимание на возросшую роль электронных средств массовой коммуникации и их принципиальное влияние на социальную трансформацию. Основу данному направлению заложили работы М. Маклюэна. Для М. Маклюэна детерминирующим элементом культуры является средство передачи сообщения, а не содержание этого сообщения. Упреждая идеи

Slavianstvo V Usloviakh Globalizatsii I Informatsionnoi Voyny Sbornik Statei

Mike Jess



Slavianstvo V Usloviiakh Globalizatsii I Informatsionnoi Voiny Sbornik Statei:

Slavianstvo V Usloviiakh Globalizatsii I Informatsionnoi Voiny Sbornik Statei Book Review: Unveiling the Power of Words

In some sort of driven by information and connectivity, the power of words has be much more evident than ever. They have the capacity to inspire, provoke, and ignite change. Such is the essence of the book **Slavianstvo V Usloviiakh Globalizatsii I Informatsionnoi Voiny Sbornik Statei**, a literary masterpiece that delves deep to the significance of words and their affect our lives. Published by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall affect readers.

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