

# Perspectives on Globalization Paradigm: The Struggle to Build a Better Society

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## Abstract

The main purpose of this article is to ascertain the phenomena of the globalization as a paradigm shift from historical times to modern times. This paradigm shift can be traced through an analysis of the ideology of the globalization march. World society has shifted from medieval era to modern age through a transnational period in which appears a juncture called as the stage of Enlightenment. At this stage, these arose an ideology as to develop a ‘perfect man’ for the upliftment to a better human society. According to long discourse erupted as to find out such an exemplary person could be created either by the Marxist socialist way. Marxist ideology has pointed out that such a noble human might only be created by a socialist social system. Marxist perspective advocates that the highest stage of their social system would be realized in a universal communist society. However, the capitalist way of social system advocates that a perfect manhood could be improved within the capitalist system. Anyhow, the world society has now climbed up to the topmost point of that long discourse by 1990 decade. This is the commencement of modern stage of the globalization process. At this stage, it has been pointed out, that the ‘perfect man’ is none other than the ‘realistic man’ as has been developed by the modern globalization march.

**Key Words:** Enlightenment; Globalization; Noble Man; Paradigm Shift; Perfect Man.

## 1. Introduction

Globalization is an evolutionary process began since the 15<sup>th</sup> century. Study of its origin as well as its progress is extremely complex subject. However, by the 21<sup>st</sup> century the globalization process has turned the world society virtually into a flat world [1].

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The word “globalization” as process, first surfaced in the English Language in 1959 and entered a dictionary two years later [2]. Notions of “globalism” as a condition began to circulate in 1980s [1]. Since the 1990s globalization have become a major academic growth industry. The problem is now explored across subject disciplines, across the socio-political spectrum [2]. With the many faces it has, it affects every sphere of human life. It is declared that the whole world taken as a single system, ruling it by way of a powerful super markets. Accordingly, the globalization means the exchanging of merchandise or commodification. Globalization is an enhancement to “nation state” and the states task should be limited to the management of socio economic and cultural spheres. They include protection of private property, maintaining social well-being, development of infrastructure facilities etc. Some critics fear this type of state would lead to anarchism due to lowering of importance as a nation state. Affairs held by the state would now be handled by the transnational cooperation. As such, this type of society could be declared as a “liberal socialism”, they argue [1,2]. Gopinath (2008) identified nine sub-systems within the whole system [3]. They can be named as; inanimate material system, animate non-human system, technology system, economic system, political system, ideological system, system of cyber inter-relationship, societal system and cultural system [3,4]. Hence it is emphasized that the globalization process should have to be understood as a signal system and not as signal and solitary cases. At this stage, these arose and ideology as to develop a “realistic man” for the upliftment to a better human society. This is the commencement of modern stage of globalization process.

## **2. Objectives of the Study**

The purposes of this article under the theme, ‘Perspectives on Globalization Paradigm: The Struggle to Build a Better Society’ are;

- a. To identify the globalization as a process continually perpetuating, since historical times to present times and then to future times.
- b. To make out the ideologies existing within that process.
- c. To clarify the globalization process as a Paradigm shift as a result of the identification of those ideologies.
- d. To realize discourses about shifting of the historical ideology from creating the ‘noble man’ and the ‘perfect human’ to futuristic ideology advocating the development of a realistic man.

Rather than the globalization process, the modern globalization era or the post capitalist stage, far differs from any era of human history. Also, the period commencing from 1990 and 2000 has been defined as a ‘flat World’ based on a technological society [2,5,6]. Globalization taken as a nation state has been defined as having another sort of anarchic society [1]. This also can be described as a ‘liberal socialism’ directed by the society through ‘transnational corporations’.

## **3. Methodology**

This article needs to be considered as a ‘library research’. This study can also be described as an analytical investigation based on the information gathered through various secondary sources. Therefore this research is

descriptive study and details related to the collection of secondary data and data analysis are discussed below. Academic framework used in this article was the ‘sociological imagination’ forwarded by C. Wright Mills.

## 1. Modern Globalization as a Paradigm Shift

As an access to circumspect globalization paradigm, it is important to grasp the meaning of term ‘paradigm’ well. Thomas Koen has asserted the meaning of the term paradigm as a ‘scientific frame of wisdom’. Accordingly, Jayadewa Uyangoda has asserted that the ‘paradigm’ could be defined, as the common framework consisting; theory, research methods and scientific language style adhered to by the scholar community of a certain historical period [7]. In this context globalization seems to be a paradigm wherein the concept of creating an excellent human being would be realized [8]. As such my next step to find out, as to how that framework of wisdom or the paradigm shift was capable of creating that ‘exemplary man’.

Martin Albrow argues that whenever a paradigm shift take place from historical times to modern times these opens the necessities of introducing new theories and methodologies [9]. Accordingly, ideology concerning the world community as the global society which is speedily changing will be examined. Basic rules of any ideology pro claim that ideology is trustworthy. An ideology is a compact whole of comprehensions, beliefs, concepts, doctrines, conclusions and attitudes [8]. These ideologies permeate the standard values to the world society such and such proposals recommended as trustworthy by a dominating social group [10]. Whenever the social groups change, ideologies too change.

As such, examining of the global ideology shift paves the way to understand globalization paradigm. During the historical evolution world society shifted from medieval times to modern times [17]. In between this shift there occurred the age of enlightenment as the transitional stage. During that enlightenment age, one futuristic view about the creation of a ‘sublime man’ or a most beneficial future for global community came to be known Marxism reached as its highest peak [21]. Karl Marx became the pioneer of the ideology of the scientific communist society of the vision of the highest exemplary human society [8,11]. This invincible ideology established by Marxism on the perfect man was dismantled at last by ‘Neo Western Ideology’. This new western ideology with the aim of improving the realistic man handles the globalization ideology. In other words, the present globalization paradigm is connected to the idea of the realistic man who is emerging from the neo western ideology. Following the table shows this view more clearly.

**Table 01**

### Process of Creating the Noble Man

<i>Human Nature *</i>	<i>Ideology</i>	<i>Society</i>
1. Perfect Man	Marxist Ideology	Perfect Communist Society ( Scientific Communism)
2. Realistic Man	Neo Western Ideology	Age of Globalization

\* This clarifies as to whom we refer as ‘sublime man’, to which two answers ‘noble man’ and realistic man are given.

Marxist ideology on the noble man earlier advocated the plan to create a perfect man within the communist system. Neo western ideology on the noble man created on the realistic nature of man possessing genuine virtues [20]. This has been the common ideology agreed upon by modern western society. The globalization joins here with neo western ideology on realistic man in keeping with the liberal opinion. Following the footsteps of Anthony Giddens and France Schumann; Martin Albrow too argues that there had occurred within the modernity, a paradigm shift towards the globalization [12].

## 5. Stages of Globalization

Simple explanation on Marxist and western paradigm shift has given as above. globalization which is the major concept of present western ideology operates without rejecting capitalist system, free trade, competition, and private property system. Absorbing all these world capitalism is being represented by the western Europe and United States of America. Socialist states of world communism. Both these parties having their own concepts struggled for world supremacy. British Prime Minister, Churchill made a speech against the Soviet Union at the American city, Fulton in 1948 starting the cold war [11]. Cold war began with the necessity to throw away communism out of the earth by waging a new kind of war. In this war communism was defeated and westernism wins in front of major weapons used in the cold war. Global capitalism emerged as winner. Accordingly, the capitulation of the 21<sup>st</sup> century is none other than the capitalization founded on the globalization. At the end of cold war global interconnectedness was improved along with the dialogue on the civil and uncivil mittens. Western countries were democratic while non-western countries were non democratic, it was accepted. As such, present global civil society / global economy are none other than, the transnational companies. This view is equal with the analyses by Jacqueline Galena. She divides the globalization process into four eras [10].

1. Age of Commercialization ( 1948 – 1763 )
2. Age of capitalist expansion ( 1963 – 1883 )
3. Age of multinational corporation ( 1883 – 1980 )
4. Age of modern globalization ( 1980 onwards )

Age of transnational corporation means the modern Globalization starting from 1980. This situation has been named as stage of global capitalism or stage of post modernity [2]. Also, Ashu Pastiche has mentioned about three waves of globalization. He has identified each wave in a paradigm about the world while the changing of waves are the paradigm shifts [13].

### 5.1 Frist wave of globalization

The mentions this stage as having colonial experience common to third world countries. During this stage both the happenings of anticolonial responses and co-operate responses were experienced. There the opposite cooperate responses had been maintained [14].

### **5.2 Second wave of globalization**

This is the post – colonial globalization. Then it is also called as the neo – imperialism [1,2]. International monetary fund, World Bank and world trade organization are important bodies here. Loan grant and aid used in the re - structuring processes in the third world countries. This is thought to be a Re – colonization [12]. Gayathri Spivak points out that, this is a Bahism existing between western colonics and non – western countries [15].

### **5.3 On coming Third wave of the colonization**

This is the modern globalization which is still occurring in the 21<sup>st</sup> century [2].Third wave of these three waves can be considered as the age of global capitalism, age of transnational cooperation and the age of post modernity [2].

Michael Hendrix had identified this same three waves in a different way has follows [16].

#### **a. Globalization as the Colonialization – first era:**

Under the colonialism or the imperialism, imperialist productions an aforesaid ideologist spread making first stage of the globalization.

#### **b. Globalization as the system of transnational cooperation-second era:**

During this period distribution of new international production systems separated worldwide. This era has been named as the transnational cooperation era, dawned after 1980 decade.

#### **c. Globalization as the concept of flat World – third era:**

This era of last fifteen years is marked with socio economic and cultural changes occurring in global scale. This is the new period beginning since the year 2000. The globalization in the 21<sup>st</sup> century a concept of a third world has been emerged. Another feature of imaging “regional powers” in the countries like China, Nigeria, Brazil, and Indonesia can be witnessed.

## **6. Modern Globalization as the Transnational Corporation Stage**

This is the re- naming of the era dawned after the year 2000, which we have mentioned about the division identified by Jacque Jolene. As such, it is possible for us to identify following eras of the globalization march by joining the ideas of both Jacque Jolene and Michael Hendrix.

- a. Era of commercialism(1498-1763)
- b. Era of capitalist expansion (1763-1883)
- c. Era of Multinational corporation (1883-1980)
- d. Era of transnational corporation( 1980-2000)

e. Era of modern globalization( era begins after 2000)

Michael Hendrix asserts the globalization stage commencing since 2000 is of special significance because not only its task of directing the world but also a stage when regional powers are emerging in various countries. As such, it is now clear that the world cannot be directed any more by certain transnational corporations or by one country (Example; Fortune 500 companies of the world). Hence this researcher, in this study on the modern globalization process beginning in 1980 decade and extending beyond new era emerging after the year 2000. Neo-liberalism vision emerged since the last decades of the 19<sup>th</sup> century had been its foundation. Modern liberal political vision or the new right wing vision can be summarized and arranged as follows [2].

- a. Basic components of the capitalism; Technological innovations, market forces, international competition join within the economic development. Rationalization between the state and economy is stressed while laissez-faire should be guaranteed within the minimal state. It is expected to increase the profit by lowering the cost of production.
- b. Legislating the enforcement of common social policies irrespective of class, gender, ethnic or any other social divisions or indiscriminating social inequalities and to ensure protection of human rights.
- c. To ensure the importance of the materialist orientation or material welfare.

This modern globalization process reflects the economic vision of Milton Friedman (1912-2005) of Chicago school who was honoured as the respected spokesperson of the neo liberalism [6]. That is the neo-liberal economic universalism. Those who criticise these ideals point out that this is an extremist liberalism where theory of liberalism has over reached its boundaries and has passed the relevant limits [6]. According to Jolena, modern globalization is based on seven realities which are accepted by the neo liberalism and at the same time overlapping one over the other and is also indispensable [6].

- a. Market dominance and infallibility
- b. Right to acquire property without limit
- c. Raising personal requirements above the state and public requirements
- d. Bargaining competition
- e. Flexible labour strength
- f. Everything is an exchangeable good
- g. Unlimited maturity

Modern globalization era is the present stage of the evolution process of the human society. This is the maturing of the capitalism. It has also began to proceed forward through Westernism.

## 7. Conclusions and Recommendations

Globalization can be identified as a paradigm shift [18]. Globalization evolution had commenced since about the 15<sup>th</sup> century, proceeding still at present and will be applied to the future as well [19]. This process has been often explained through only the economic or else through technological viewpoints. As such, this research article has revealed the ideological aspect of this globalization process.

Starting from the concept of “noble man” and the “perfect man” and then to the “Realistic man” created by the modern globalization process has been continually shifted as has been depicted in this article. This study further asserts that this globalization concepts is processing as a paradigm shift.

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