

ІНФОРМАЦІЙНІ ТЕХНОЛОГІЇ / ИНФОРМАЦИОННЫЕ ТЕХНОЛОГИИ

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*Sofia Minaeva, Kseniia Kugai*  
(Kyiv, Ukraine)

THE INFORMATION AGE AND GLOBALIZATION

*The article deals with globalization as a complex process influenced by technology. While it offers opportunities for cultural exchange, economic growth, and increased access to information, it also poses challenges such as cultural homogenization and inequality. Understanding the complexities of globalization is crucial for navigating its challenges and maximizing its benefits.*

**Key words:** *information technologies, globalization, information society, education system, communication.*

*Стаття розглядає глобалізацію як складний процес, на який впливають технології. Хоча глобалізація пропонує можливості для культурного обміну, економічного зростання та розширення доступу до інформації, вона також створює виклики, як-от культурна уніфікація та нерівність. Розуміння складнощів глобалізації є ключовим для подолання її викликів і максимального використання її переваг.*

**Ключові слова:** *інформаційні технології, глобалізація, інформаційне суспільство, система освіти, комунікація.*

The term “globalization” comes from the French “global”, that is, planetary, all-encompassing and means a qualitatively independent, complex system of phenomena and relations, integral in its systematicity, but internally very contradictory.

The clash between globalization proponents and anti-globalization activists is a fundamental contradiction that significantly impacts the modernization of our society, including education and science. Globalization is arguably the most discussed but least understood trend of the contemporary world [7]. There is a wide range of definitions and perspectives on globalization, encompassing its scope, areas of influence, and its status as a universal global phenomenon.

In the mid-1990s, technological advancements led to the creation of the so-called “information society” by the most developed nations, a concept that had been widely discussed but was increasingly dismissed as overhyped [2]. Globalization, built upon a shared civilizational information foundation, also exhibits significant negative trends. These trends are often the result of deliberate manipulation of information resources for harmful purposes or are exacerbated by the uneven development of nations and their unequal access to the global information space.

The functioning of mass media in a globalizing society has been a subject of study for many foreign scholars, including E. Toffler, D. Lall, J. Karan, M. Castells, N. Luman, and others. The concept of the “global village”, popularized by Canadian sociologist Marshall McLuhan, significantly influenced our understanding of globalization [6]. Globalization is a continuous process of integrating individuals into the broader cultural, social, and political context of this interconnected world. The transition of many countries from industrialism to an information society was a prerequisite for globalization. After all, globalization would be impossible without the infrastructure of the information society, including the internet and the widespread dissemination of mass media (television, radio, etc.) [3].

While the internet is undoubtedly a powerful tool for globalizing the world, leading to cultural integration and unification, it’s important to note that globalization often involves the displacement of one culture by another rather than mutual penetration. Some scholars argue that global processes began in the second half of the 20th century, following the global impact of World War II. Shortly after the war, the United Nations was established as a global international organization [8]. This

period also marked the beginning of the scientific and technological revolution, leading to advancements in communication, information processes, and their increasing influence on politics and economics.

The global information system facilitates global communication, but the creation of a unified global communication space risks eroding the unique characteristics of different cultures, diverse lifestyles, and promoting individualism and isolation [4]. This could lead to the separation of people.

The information society, characterized by its reliance on information as a fundamental resource, provides the technological and ideological foundation for globalization. The standard of living, work systems, education, and market dynamics are all influenced by information, which is highly valuable and essential for socio-economic development. Information technologies accelerate and simplify global communication, fostering new opportunities for international cooperation and interaction. The internet enables people worldwide to share information, learn together, and grow through rapid and reliable communication. Information technologies break down borders, opening up new possibilities and contributing to global progress.

As a result, trade, finance, politics, and culture are becoming increasingly globalized. People can collaborate, communicate, and exchange information without being bound to a specific location or time. Today, we can access the necessary knowledge and study topics of interest through the internet. This interconnectedness has facilitated the flow of ideas, innovations, and best practices across borders, leading to increased economic efficiency and cultural exchange. Besides, the globalization of markets has created new opportunities for businesses and individuals to participate in the global economy, but it has also intensified competition and increased economic inequality.

The combination of digital personalization and mobile device usage allows for constant connectivity and real-time information access. This significantly enhances information exchange and accelerates decision-making. As the global information society evolves, certain trends emerge driven by technological advancements. One such trend is the globalization of social and individual consciousness, which can significantly impact future societal development [5]. This trend is crucial for improving quality of life worldwide. Furthermore, the increasing reliance on digital platforms for social interaction and communication has led to the formation of global online communities, fostering cross-cultural exchanges and understanding. Additionally, the democratization of information access through the internet has empowered individuals to participate more actively in civic engagement and social movements.

Globalization fosters worldwide interaction and competition among higher education institutions through the collaboration and exchange of educational programs globally. It embraces and supports global academic mobility, including faculty and student exchanges, research collaborations, and international partnerships. This expansion of international mobility creates new opportunities for advanced social interactions [pic. 1]. As a result, the global mobility of students and faculty is increasing, as evidenced by the rising number of students studying abroad. This trend has also led to the development of new educational models and the integration of international perspectives into curricula. Moreover, the increased interconnectedness of higher education institutions has facilitated the sharing of knowledge and resources on a global scale.



**Picture 1. Students in a modern classroom use tablets during an interactive lesson**

According to DAAD (2003), the number of international students increased to 1.62 million in 2000. Compared to the global total of 100 million students, an average of 1.6% studied abroad for a short or extended period during their higher education [1]. Information technologies expand the possibilities for global interaction. Students can engage with the information interface, interact with teachers and peers, and learn collaboratively. They can work in new environments, analyze both qualitative and quantitative data related to their academic programs, and collaborate on group projects, fostering mutual learning and knowledge acquisition.

In conclusion, technology has been instrumental in globalizing markets, enabling businesses to expand their reach, connect with customers worldwide, and adapt to the demands of a globalized economy. Information technologies have opened up new avenues for learning, work, and leisure, provided access to vast amounts of information, contributed to the emergence of modern communication methods, and simplified people's lives. Globalization continues to advance rapidly, with the latest technologies increasingly becoming an integral part of our daily lives.

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