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THE GENERAL CHARACTERISTICS AND PROSPECTS OF THE DEVELOPMENT OF THE ALTER GLOBALISM

The meaning of the definition «alter globalism» is considered, enlightened its specific features, principles of the organization of social – political movements on its basis and contradictions. The external and internal contradictions of the development of the alter globalism are characterized. It is determined that the new ideology of anti-globalist movement is forming, in the basis of which is the recognition of the fact that the world modernization has not lead to the making the same opportunities for all, forming the only cultural and civilizational space. The expected prospects that ethnic and religious identity will yield to modernization, based on Western experience, values, were not justified.

Key words: globalization, globalism, anti-globalism, alter globalism, alter globalism movement.

The processes of the globalization have affected all spheres of human activity; have become the symbol of social time and space. The world integration interrelationships have affected and society, which is transforming under the influence of these processes, changes the vector of the development of each man, way of his existing and sense of life. The process of the globalization in the modern world is ambiguous, controversial and complicated, having raised a lot of problems and conflicts of economic, socio-cultural, spiritual, confessional, demographic, moral character, etc. The globalization has turned out to be a catalyst for socio-political, socio-cultural tensions and conflict. The polarization of wealth and poverty, the fighting for markets, the access to energy and other natural resources, the information and cultural expansion of the West, that is perceived by other nations as a threat to their cultural and civilizational identity – that is all has become the basis for national and religious fundamentalism and extremism, ethnic separatism, etc. That is caused a critical attitude towards globalization process, which is divided is divided into two approaches: anti-globalism and alter (or alternative) globalism. On the point of view of anti-globalists, we live in the world, where the greatest values make the principles of state sovereignty. The globalization is denied as definite «false universalism» – a result of hegemony of the individual states, which in its turn leads to loss of international pluralism. While alter globalism accepts the main principles of globalization, focusing on criticism of existing attempts to establish world order¹. Alter-globalism (from the word alternative (other); the alternative of globalism) – it is an ideology and movements that represent it and are in irreconcilable conflict with the consequences of global transformations². In M. P. Trebin Political Science Encyclopedic Dictionary the alter globalism defines as «a theory and ideology of democratic globalization, ideological and political foundation for a new world order from the positions of wide democratic public. This ideology, which is an alternative of globalism, but not a globalization»³. That's why the development of anti-globalist movement dictates the necessity of theoretical comprehension of this phenomenon. The interest to the studying of anti-globalism both as a theoretical conception and social movement is increasing.

The definition of ideological concept alter globalist movement is accompanied by difficulties related to the breadth and diversity of the movement, the great number of different organizations from different countries and regions of the world that have their own programs. The anti-capitalist, anti-neoliberalism idea is endowed with integrative potential currently, which can undermine the logic of capital⁴. That's why the attempts of making the model of alternative social order is carried out mainly in the frameworks

¹ Анти- та альтерглобалізм. *Національні матеріали онлайн*. <<http://pidruchniki.com/11570718/zhurnalistika/anti-alterglobalizm>>.

² Сутність альтерглобалізму, його значення для розвитку глобалізації. *Helpiks.org*. <<http://helpiks.org/4-19778.html>>.

³ Требін, М.П. (2015). *Політологічний енциклопедичний словник*. Харків: Право.

⁴ Постол, О. (2012). Альтерглобалізм як соціально політичний феномен сучасності. *Освіта регіону*, 2. <<http://social-science.com.ua/article/801>>.

of cultivation and renewing of socio-democratic ideas and neomarkist views lead to the overcoming the global domination of TNCs and global elites.

In economics this movement opposes the neoliberal rules of global trade, because of which all power, capital and wealth were founded in the hands of TNCs, the use of the market and money as the only measure of the effectiveness, the rising poverty and marginalization of entire nations and regions, the privatization by oligarchs the natural resources, the social injustice and manipulation of workers. The participants of the movement require the reconstruction of the world economic institutes (the IMF, the World Bank and the WTO), which are associated with economic asymmetry and social injustice – their democratization and «transparency» and more radical – their liquidation. Reducing the gap between rich and poor is proposed to make with a help of series of measures such as the Tobin tax on financial speculation and use it to support the countries of South, debt cancellation for Third World countries, stopping using the embargo and other sanctions against countries – «political opponents»¹.

The political sphere in the conditions of modern globalization is the continuation of economic relations, imposed by the global elite, and that's why suffers from the affliction of undemocratic. Accordingly, the movement for the alternative globalization opposes the anti-democratic politics of the global elite and for the rule of human rights. The neoliberal ideology falls under criticism, the liberal component of which is increasing to the detriment of democratic. However, the movement condemns external interference in the internal affairs of states, the usage of a policy of «double standards». The movement continues to fight for the equality of opportunity of all population groups and civil rights. The crime against humanity is considered the neo-colonialism and slavery that still take place in the relations between the First world countries and developing countries. The movement rejects the war as a way of solving the conflicts and rejects the modern forms and methods of combating the terrorism and opposes the rearmament and arms trade, requires stopping repressions concerning the participants of movement and criminalization of social protest.

The requirements of the participants of movement are focused on the recognition of the life and health the fundamental rights, the satisfaction of which have to obey the economic decisions. In the opinion of the participants of the movement, the degradation of the environment and deterioration of the quality of life can be stopped only by changing economic order. The movement also requires the termination of the privatization and commercialization of scientific developments in the field of transgenic products and products of cloning. The achieving of the positive results in this direction is caused by the formation of the world view of modern humanity, based on positions of responsibility for all life on the planet, rules of safety and saving of stable equilibrium.

The undeniable is the fact that neoliberal ideology destroys the identity of traditional societies, imposes the standards of mass culture; replace the social and moral – ethical aspects of social life on the periphery of reproduction of the social organism, because the social sphere is the «weak link» in a market society. That's why the level of social politics in the conditions of neoliberal globalization, even in democratic developed countries, is such that hardly allows «to keep afloat» the vulnerable segments of the population. Such condition is unacceptable for the supporters alter globalist movement, that's why they oppose the spread of universalism and unification in the socio – cultural sphere, the displacement of local cultures and the dominance of Westernization – Americanization and also against the patriarchal privileges, which lead to the «feminization» of poverty. In social politics the movement stands for the saving of social programs and against the discrimination of different types of labor relations. The TNCs, operating in international scale, place the production in the countries with low environmental standards, wages, using unskilled labor and demanding of the governments of these countries the significant facilities for themselves or curtailment of social programs and the transition to a «minimal state»².

The pointed ideas, which are performed by the participants of the movement, together can be considered the fundamental for the project of the alternative development of society. Summarizing the ideological positions, which are defended by alter globalists, it's possible to agree with D. Erikson that it must be project in the basis of which will be put the conception of stable development of society and economy with accents on humanization of socio-economic life of the society, ensuring the effective regulation in using the natural – resource potential of the Earth for the benefit of the world's population ,

¹ Постол, О. (2012). Альтерглобалізм як соціально політичний феномен сучасності. *Освіта регіону*, 2. <<http://social-science.com.ua/article/801>>.

² Постол, О. (2012). Альтерглобалізм як соціально політичний феномен сучасності. *Освіта регіону*, 2. <<http://social-science.com.ua/article/801>>.

the adherence of the rights and freedoms of citizens, social protection of the population and ensuring the uniform division of revenues and capital¹. However, despite of the intention to the constructive alternative, alter globalism today, as it recognized by most of its ideology, hardly likely can be in full alternative, that is such that has precise and realistic, agreed program of progressive transformation of the process of globalization, which would opposite its neoliberal form.

The prospects of the development of the alter globalism are determined by solving of the external and internal contradictions.

The external contradictions anti-global movement includes:

- the contradiction between the nature of anti-globalization movement and its inclusion in the structure of global capitalism;
- the contradiction between the principles of voluntary association and the necessity to use the financial and political and legal mechanisms in its activity.

As a rule, this contradiction solutes in such way that the functions of professional activity, the financial ensuring, political representativeness take over themselves the existing NGOs and socio-political organizations that manifest sympathy to the anti-global movement, while the actual movement in its actions is relatively independent of the severe restrictions and claims to openness, flexibility etc;

- the contradiction between the social and economic inequalities of the participants of the movement and their equal dialogue and solidarity.

This contradiction not only creates the tension within the movement, but also underlies in the basis of actual exclusion from many anti-global of the most of the part of potentially the most active participants. One of the ways of the removal of this contradiction was the representatives of the countries of the vanguard support in the form of financing of the movement development, ensuring the solidarity with the representatives of the Third world countries.

- the contradiction between the network principle of the organization of the movement and the need for interaction with the structures of power, participation in political processes. Of the most notable manifestations of this contradiction, it should be noted:

a) Dependence of many participants of the movement from the subjects and wire of global transformations;

b) The contradiction between the left-wing political parties and the anti-global movement as such, which manifests itself both in the empirically obvious struggle for the inclusion of parties in the number of organizers of social forums, and in the less obvious opposition to the mass character, the openness of the network structures of anti-globalists and relative rigidity, fixed membership, the hierarchy of the political party structures;

c) The contradiction between the necessity to save the movement of one's own specificity as an open network and the acquisition of traditional organizational and institutional forms for participation in the life of civil society and in the political struggle².

The anti-global movement is characterized by the presence of such internal contradictions:

- a) Network principle of building a movement, which is both its strong and weak side;
- b) Unity and the opposite of the destructive and creative aspects of activity;
- c) The contradiction between the social creativity of a unique subject (person, community) and a single process of joint, concerted activity;
- d) The contradiction of anti-globalism as a struggle against the world of alienation as whole and modern forms of capital power (as a special kind of alienation). This, in turn, generates two tendencies. The first acquires expressions in the activities of numerous social movements and organizations that mark in their own protest portfolio on fairly general forms of alienation (which, as a rule, correspond to global problems). The second is realized on emphasizing on the class problem of struggle against the exploitative essence of capital. Of course, these two lines are tightly connected, because the global hegemony of the capital is «responsible» for current acuteness of global problems. However, the opposite is obvious here – the interclass and interideological nature of anti-globalism as a common platform, the disapproval

¹ Постол, О. (2012). Альтерглобалізм як соціально політичний феномен сучасності. *Освіта регіону*, 2. <<http://social-science.com.ua/article/801>>.

² Перспективи розвитку альтерглобалізму: внутрішні і зовнішні суперечності антиглобального руху, проблема кінцевої мети і узгодженості дій. <http://lib-net.com/content/9769_Perspektivi_rozvitky_alterglobalizmyvnytrishni_i_zovnishni_syperechnosti_antiglobalnogo_ryhy_problema_kincevoi_meti_i_yzgodjenosti_dii.html>.

of a significant number of participants of the movement of extreme forms of socialist ideology contradict the anti-capitalist content of the actions of these public entities¹.

So, the anti-globalism is not an integral ideological and political concept that is shared by representatives of all socio-political circles, directly or indirectly, both against the current forms of globalization and against certain of its aspects, the methods used by its main subjects.

Summarizing the above, it can be stated that a new ideology of the anti-globalization movement is being formed, based on the recognition of the fact that world modernization has not led to the creation of equal opportunities for all, the formation of the only cultural and civilizational space. The expected prospects that ethnic and religious identity will yield to modernization, based on Western experience, values, were not justified.

The researches devoted to the problem of the essence of anti-globalism are significantly less than critical considerations about the processes of globalization, the uneven development of mankind in the modern world, the possible prospects and difficulties of global integration processes. Therefore, it should be noted that the development of the only ideology of the anti-globalization movement is a matter of the future, since this movement is very different in composition. It also includes those who oppose globalization in principle and those who are fighting primarily to resolve the problems of the «third world»; in its ranks as those for whom the fight against financial speculation is of paramount importance, as well as those who are trying to solve the social problems of the West. Finally, among the participants there are many who consider the process of globalization to be a logical, objective phenomenon and only protests against the neoliberal version of globalization and its manifestations, is eager to find and implement an alternative to the current globalization – more democratic and humane («humanistic globalization»), defends another type of world relations («another globalization»). Therefore, to reveal its ideological basis, permeated by differences in socio-political and cultural-moral interests and concepts that reflect, is rather difficult.

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¹ Перспективи розвитку альтерглобалізму: внутрішні і зовнішні суперечності антиглобального руху, проблема кінцевої мети і узгодженості дій. <http://lib-net.com/content/9769_Perspektivi_rozvitky_alterglobalizmyvnytrishni_i_zovnishni_syperechnosti_antiglobalnogo_ryhy_problema_kincevoi_mety_i_yzgodzhenosti_dii.html>.