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SOCIODYNAMICS OF THE GLOBALIZING WORLD IN ITS CIVILIZATION DIMENSION

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Annotation. The relevance of the research topic is that various approaches are analyzed on the essence of globalization, which is represented as an objective, qualitatively new process of internationalization and integration of all fields of activity of the modern civilizational structure. **Analysis of the literature.** The works of A. Appadarui, Z. Bauman, U. Beck, Z. Bzezhinski, F. Braudel, I. Wallerstein, E. Giddens, P. Drucker, M. Castells, T. Levitt, I. Tirikyan, K. Waite, F. Fernandez-Armestro, S. Huntington. In the post-Soviet space, the ideas of globalization were developed in the works of V. Inozemtsev, V. Stepin, A. Chumakov, P. Vodopyanova, V. Voronkova, O. Punchenko, A. Zelenkova, C. Kirvel, A. Lazarevich, V. Nikitenko, A. Sosnin, A. Utkin and many others. **The aim of the article** is to concretize the concept of “globalization”, and also through the analysis of tectonic shifts in the world sociological system, to represent the main socio-political, cultural and civilizational dimensions of this concept. **Research objectives** - in the context of the stated goal, the essence of the social dynamics of a globalizing world is revealed. **Research Methodology.** The methodology is based on an integrated approach, due to its interdisciplinary nature. **The result of the study.** Sociodynamics is revealed as the process of its deployment in time and space in conjunction with the social organization of social organization, as well as with social changes and upheavals affecting the progressive course of its development. The contradictory nature of globalization has been proved, its brilliance and poverty are revealed with specific examples. The whole range of problems of globalization as a multidimensional phenomenon is actualized. The reasons that prevented the implementation of the concept of Western ideologists about building a unipolar world and the creation of a single governing body under the auspices of the United States are revealed. Sociodynamics of the global world, in the context of the goal set, is reflected through the prism of the financial and economic dimension; through the formation of frontiers, fraught with the charge of aggravation, instability, risks, dynamic chaos. **Conclusions.** The mechanisms of regulation of the emerging chaos in social relations - threats, sanctions, crisis fluctuations, the use of “soft power”, conflicts, etc. are substantiated. Such dimensions of sociodynamics as environmental and demographic are described, the negativity of their development at the present stage is revealed.

Keywords: globalization, concept, multidimensionality, global world, sociodynamics, frontier, chaos, macroshifts, sanctions, ecology, demography.

Introduction. The relevance of the study is that the modern civilization stage of human development is characterized by new geopolitical realities that have brought about tectonic shifts in the world social system.

Analysis of the literature. These shifts are due to the rapid development of globalization processes in the late twentieth century and are reflected in the theoretical socio-economic and political constructions of Western ideologists - A. Appadarui, Z. Baum, U. Beck, Z. Bzezhinski, F. Braudel, I. Wallerstein, E. Giddens, T. Drucker, M. Castells, T. Levit, I. Tirikjan, C. Waite, F. Fernandez-Armeshro, S. Huntington. In the post-Soviet space, the ideas of globalization are developed in the works of V. Inozemtsev, V. Stepin, A. Chumakov, P. Vodopyanov, V. Voronkova, A. Zelenkov, C. Kirvel, A. Lazarevich, V. Nikitenko, A. Sosnin, A. Utkin and many others.

Today's global world is in the stage of intensive changes and search for prospects for its development and is "a combination of natural and social systems," writes A.N. Chumakov - forming the triosphere - a single whole consisting of the geo-, bio- and sociosphere of the planet Earth "[1, p. 14]. The doctrine of the triosphere is reflected in the article of Academician A.D. Ursula "V.I. Vernadsky and global studies", in which it is noted that global problems affect the whole spectrum, and this" allows us to assert the formation of a global cluster of scientific knowledge "[2, p. 8-10] on the problems of a globalizing world. The globalizing world has given rise

to new geopolitics, as the sphere of international activity, in the framework of which different states realize their interests, using different geographical, political, economic and other factors that give rise to their collision.

Methodology and research methods. Methodology is understood as a set of techniques for the implementation of the cognitive activity of the phenomenon of globalization. It is built on the basis of an integrated approach due to its interdisciplinary nature. The methodology reflects the need for selection, application of scientific methods in their unity for the true representation of the problem under study. The article uses the following methods of scientific knowledge: historical and logical; analysis and synthesis; measurement; movement from abstract to concrete; synergistic approach.

The aim of the article is to concretize the concept of "globalization", and also through the analysis of tectonic shifts in the world sociological system, to represent the main socio-political, cultural and civilizational dimensions of this concept.

The presentation of the main material. At the end of the twentieth and the beginning of the twenty-first century, modern society has entered an era of global change. These changes are caused by the transition of mankind to the highest form of civilization - informational; the US attempt to form a unipolar world; deployment of globalization processes, kaleidoscopically changing

the socio-dynamics of all spheres of social life. The sociodynamics of globalization is understood as the process of its deployment in time and space, in conjunction with the social organization of social organism, as well as with social changes and upheavals affecting the progressive course of its development.

To uncover the sociodynamics of globalization, it is necessary to analyze the very concept of "globalization", its architectonics, and tectonic shifts not only at the present stage, but also in its retrospective. Such an analysis allows us to represent this concept as a multidimensional phenomenon, which cannot be reduced to a single universal dimension. Studies of the development of globalization processes in the civilizational history of mankind show that the idea of globalization is not new. Different scientists count it from different historical periods and measurements.

The first was H.D. Mackinder, who in 1904 filled this concept with a geographical dimension. In his work *The Geographical Axis of History*, he laid the foundations of the methodology and topics of all modern geopolitical science and proceeding from the colonial aspirations of developed countries, he rather accurately predicted the militant nature of the twentieth century. He believed that the 400-year-old "Columbus era", distinguished by the expansion of Europe to the farthest corners of the world, reached the final. "From now on, in the post-Columbian epoch," he notes, "we will have to deal with a closed system, and it is quite possible that this will be a

system of global scope. Any explosion of social forces, instead of settling in the surrounding unknown space and chaos of barbarism, will echo loudly on the opposite side of the globe, so that eventually any weak elements in the political and economic organism of the Earth will be destroyed"[3, p.10].

His forecast was fully confirmed regarding the expansion of Europe to the most remote corners of the world, the countdown of which he leads from the conquests of Columbus. Apparently, at the end of the twentieth century, both I. Wallerstein and F. Braudel were in solidarity with the idea of H.D. Mackinder, arguing that globalization has existed for 500 years, but counting on the formation of capitalism (the first bourgeois revolution of 1516 in the Netherlands). And the question arises: wasn't the conquest of the American continent a tectonic shift of the end of the 15th - beginning of the 16th centuries? S Yes for sure. But today, humanity lives in other dimensions, in which its tectonic shifts manifest themselves.

If the idea of globalization is explored only from geographic and economic dimensions, then in the prism of the development of law, it can be viewed as a state becoming. The instrument was the policy of forcibly joining foreign territories, as a legal form of imposing sanctions in order to strengthen its economic power. As such an example, we can recall the conquests of the Golden Horde of Slavic lands down to the Mediterranean (their march to the "last" sea). However, they were not so much interested in the territory as

sanctions, which were imposed on the conquered peoples in the form of tribute, initiated by the party. But this is only protoglobalization, which accompanied the entire civilizational history of mankind until the second half of the twentieth century, when at the end of this period, the ideas of globalization turned out to be the most popular to explain the rapidly changing social reality.

The content of globalization, as a sociopolitical and economic phenomenon that causes tectonic shifts in modern sociodynamics, must necessarily be specified. "Without concretization, this is a concept," notes F. Fernandez-Armestero, "which existence can be doubted" [4, p. 40]. The content of this concept can be revealed only through the analysis of the main measuring characteristics, revealing its internal "load" and architectonics. And it is necessary to explore it today, because the processes of globalization are at the epicenter of all branches of scientific knowledge. Today, the global world is a lottery of wealth, rights, scientific knowledge, sanctions, searched and absorbed by strong countries, without reason in relation to other countries, without relying on the moral, legal, cultural and value norms of humanity.

Like any multidimensional sociocultural concept of definitions, "globalization" exists a lot. "A more balanced and objective analysis of the phenomenon of globalization, involving the fixation of its problematic and negative aspects, requires a systematic and comprehensive view of its nature and its manifestation features in the development of various subsystems of

modern societies. In order to substantiate just such an understanding of globalization and implement its comprehensive, systemic analysis in the tradition of categorical-methodological reconstruction of the essence and functional characteristics of this phenomenon, it is necessary at least at the level of primary approximation, to fix its most significant parameters. - notes A.I. Zelenkov. - It is about isolating the main dimensions or the facets of globalization, in the aggregate of which its "complex and dialectical nature" manifests itself [5, p.5].

What is this concept and what is its architectonics? Exploring globalization as an objective natural historical process, V.I. Pantin and V.V. Lapkin distinguish long and superlong waves of its development, noting that modern science has not yet sufficiently substantiated the rhythms of world global development. This "was not established either in global studies, or in theories of the world economy, world politics and international relations, or in international forecasting" [6, p. 242]. But in general, like all aspects of the society development, the global political, economic, financial, social and cultural development of society is largely impulsive, rhythmic, which is determined by periodic changes in natural and social conditions, the change of cultural patterns, worldview, the emergence and death of civilizations. Globalization contains a rhythmic component, processes of fluctuations, which is revealed when analyzing the historical development of society. In support of

this, one can cite the words of I. Wallerstein, who asserts that “there is nothing new in what is now called “globalization ”. This is simply a natural way of functioning of the capitalist world-system ... If the above statement is correct, then there is no evidence that the world today - the economy is “globalized” more than in earlier periods ”[cit. by: 6, p. 246].

The justification of globalization as a multidimensional complex of complicated processes in the economy, politics, culture, economics and other spheres of social life is found in the works of W. Beck, who asserts that all of them have the internal logic of development and are not reduced with each other. A.S. Huntington argues that in modern conditions, the defining vector of global sociodynamics is the crystallization of conflicting interactions along “demarcation lines” that separate various civilizational types. In the work “Collision of Civilizations”, this thesis receives a systematic justification not only of the economic dimension of civilization being, but also the form of its sociocultural dynamics.

At the same time, A.I. Utkin believes that globalization is the merging of national economies into a single global system based on the rapid movement of capital, the new information openness of the world, the technological revolution, and communication rapprochement. It is determined by market, and not by government forces [7, p. 28]. As for the ideas of P. Drucker and T. Levit, in their opinion the emergence of globalization is associated with the formation of transnational

corporations (mid-twentieth century). At the same time, explicating the content of this concept, V.M. Lukashovich writes that this is an “objective social process, the content of which is the growing interconnection and interdependence of national economies, national political and social systems, national cultures, as well as the interaction of man and the environment. The globalization is based on the development of world markets for goods, services, labor, capital ”[8, p. 15].

No matter how the concept of "globalization" is explicated there is a common thing in all its definitions, they all emphasize economic, political, financial and socio-cultural dimensions. However, this reveals the personal interests of the researcher, who gives a determining character to one of the above mentioned measurements. From the analysis of various approaches it can be seen that when justifying the content of the concept of “globalization”, it is common to understand the fact that globalization is an objective, qualitatively new process of internationalization and integration of all spheres of activity of the modern civilizational structure.

However, this process is deeply dialectical and controversial in content and it is impossible to reduce its multidimensional content to positive or negative. Today, in the course of implementing the tasks of globalization, we can talk about its splendor and poverty, where the latter prevails, based on the real picture of the globalizing world. On one moan, her adherents argue only about its

positive, repeating that it accelerates economic development, contributes to the strengthening of peace, the development of democracy, the solidarity of the peoples of the world; it is the engine of a quick and effective solution to the social problems of mankind. Their conceptual model of building a global world, despite the positive elements that prevail in them, is idealistic. It is impossible to drive the peoples of the Earth into one phalanx (the term of S. Fourier) and to make them happy, this is utopia. And in the new global world there will be a billion of managers, intellectual enslavers who will work on the social lows, that is, the same version of exploitation, but on a global scale.

On the other hand, it is impossible not to see the negative globalization associated with macro-shift factors in the world social system, which will strengthen the geopolitical confrontation, resistance, unemployment, inflation, destroy the mechanisms of ethnic and cultural identity, lead to conflicts, clashes, increasing chaos in the world community, consequently, to the crises in the sociodynamics of a globalizing world. "The global financial and economic crisis, on a global scale, the explosion of instability in the Arab-Muslim world, the increasingly tangible prospects for the food crisis and the shortage of basic resources, and finally, the diminishing passionarity of Western civilization and demographic imbalances in the structure of the world population are all inalienable realities of globalization. The realities

that allow to aphoristically assess it as the poverty of opportunity"[5, p.11].

This negative number of leading countries will try to level due to the growth of sanctions in their various forms against recalcitrant countries, dissatisfied with the new one-sided arrangement of the global world. And here how not to remember Z. Bzezinski, who, repeating some clichés about the US civilization mission, as the vanguard of the geopolitical transformations of the postindustrial world, wrote: "The final goal of American policy must be good and high: to create a truly cooperative world community with long-term trends and fundamental interests of mankind. However, at the same time, it is vitally important that there be no rival in the political arena capable of dominating Eurasia and, therefore, challenging America"[9, p. 12].

But at the end of the twentieth and the beginning of the twenty-first century, history decided differently. Already today, the relationship between the EU and the United States; China and the United States; Russia and the United States; India and the United States (we do not list other countries because of the inequality of opportunities to influence globalization processes) are transformed into a system of frontiers, which do not appear as a line of contact between these countries when solving conflicting interests, but as complex, multidimensional, multifaceted, open, non-linear, conflict-prone zone acting as a "thing in itself." The frontiers arising in globalization processes vividly highlight the interests of countries imposing global integration. And

today, globalization is turning the world into a single global frontier.

As applied to the globalization process, the frontier, as a non-equilibrium structure, harbors the aggravation of contradictions, instability, dynamic hierarchy, risk, which "can be characterized as a fraction of the "bad" in the "good"[10, p. 68], social chaos, conflict. This structure is undergoing global transformations, which should balance the frontier. In the frontier zone the roots of the financial and economic, political, military, sociocultural interests of the opposing sides lie, which are revealed through the development of various forms of conflicts, sanctions and clashes. In the frontier zone, the opposing countries appear as open self-organizing systems, the meeting of which violates the linear course of their development on the scale of their civilizational being. In the frontier zone, the non-linear development of the opposing sides is expressed fractally, since the tasks of each of them are different.

The frontier has its own development logic: the US offensive goals in the frontier zone and the EU, and China, and Russia, and India are forced to build various defenses to preserve the status quo. The frontier zone of globalization is also a zone of deception, robbery, financial bribery and handouts, adventures in which economic, financial, political, and social chaos as a whole are purposefully shaped. Only civilization that brought it to life can bring this chaos into order, otherwise the sociodynamics of a globalizing world

will express the processes of deepening social chaos.

Where is the brightest manifestation of chaos on the sociodynamics of social development and what are the mechanisms for regulating the emerging confrontation? This is in the financial, economic, political, managerial, military, environmental, demographic and socio-cultural spheres. The mechanisms of their regulation include explicit and hidden forms used by strong countries to solve their interests in the above-mentioned areas. The obvious forms include: threats, crisis fluctuations; the use of "soft power" pressure; sanctions; conflicts; military intervention in the internal affairs of countries in order to fulfill their needs of a different nature, as well as the threat of a strong country to dependent and underdeveloped countries. A threat is an intention expressed in any form to inflict material, physical or other harm, initiated by a strong party; it means the rejection of a dialogue in the existing conflict of interests.

Today's hidden forms include: espionage; lobbying the interests of the country in the highest echelons of power in other countries; introduction of the specialists into the management structures of the underdeveloped countries. An example is the introduction of representatives of the United States, Lithuania, Poland, Georgia into the implementation of the economic, security, and medical problems of Ukraine, who brought harm to the country, but were enriched at the expense of Ukraine. The basis for the use of overt and covert mechanisms for resolving

contradictions is the inequality of the capabilities of the international community.

But no matter how the mechanisms of regulation of the emerging confrontation are considered, the basis is financial and economic. The interests of countries generating frontiers in this area are highlighted in the most conspicuous way in them. Solving the problems of confrontation here gives the priority to explicit forms: the use of "soft" and forceful pressure (the United States - a number of countries in the Arab world); threats; sanctions; military intervention. Soft pressure or as it is commonly called "soft power" is "a set of principles and approaches in the relationship of the parties when the position (behavior) of one of them is seriously influenced by the other side due to the attractiveness or greater pragmatics of the position (proposition) of the latter" [1, p.412]. An example is the use of "soft power" of the United States, even in relation to its ally the EU because of funding by the first party of the NATO military alliance. The US dictates its terms of trade with the EU, restricting the trade of this Union with other developed countries, while stating that the EU has large financial debts for providing them with a peaceful sky.

The United States does not resort to more obvious forms of pressure — sanctions, although they are constantly threatened, for example, by Germany for actively participating in the construction of "Nord Stream-2" and India for buying five "Triumph" S-400 regiments from Russia for a total of \$55,43 billion. At the same time, the Indian Air Force is equipped

with Russian-made equipment by 70%, and the fleet by 80%. Such close cooperation in the arms market, where the USA is the leader, cannot but worry Washington. It would like to see a buyer of his weapon in India. Therefore, in order to remove rivals from this market in July 2017, the United States passed the law "On Countering the Opponents of the United States through Sanctions".

From the above examples, it is clear that sanctions are a tool, above all, of financial and economic policy. "Sanctions, - notes A.N. Chumakov - in the context of a globally interdependent world, a measure of the economic, political and cultural influence of some subjects of international relations on others in order to force them to follow their previous commitments, certain generally accepted norms or the will of the party initiating sanctions" [1, p. 412].

Today, however, sanctions do not always play a positive role. Sanctions confrontation develops on both sides: the United States - Russia; USA - China; EU - Russia; Ukraine - Russia, as a result of which both sides do not win, the proverb "every poison is an antidote" is realized. For example, EU sanctions in relation to Russia, led to discontent of a number of EU countries because of their economic recession, to the shaking of this union. If earlier it was possible to apply military force to the non-fulfillment of sanctions, today they do not resort to this. The power of sanctions has fallen, and international organizations recognized to monitor the implementation of sanctions have lost their credibility. What is the statement

of D. Trump at the dawn of the presidency, that I don't like the UN, I will disperse it (and therefore the Security Council of this organization). The same threats are heard today to the WTO.

“So, as experience in the application of international sanctions shows, in and of themselves, they only do not only lead to regime change in the countries against which they are directed, but often do not even achieve very specific results for which they are introduced,” notes A.N. Chumakov. - The consequence of this state of affairs becomes their constant prolongation; and this is another feature of the sanctions, which are introduced much easier than canceled” [1, p. 452].

One of the determining dimensions of the sociodynamics of a globalizing world is the formation of a new world order and the development of a strategy for its management. The global world order reflects the geopolitical picture of the world and appears as “the structure of international relations, reflecting the existing balance of power between various actors of international relations” [1, p. 309]. The idea of forming a unipolar world, developed by Western ideologists, did not realize itself, leaving the horizon of the twenty-first century, due to the rapid development of China and the revival of Russia's military power. And the modern globalizing world appeared as a system reality. If, before the deployment of globalization processes, it appeared as an open system that is in concrete relations with other countries, then globalization turns this world into a

closed system, the main characteristic of which is that it does not experience the effect of external influence.

However, the global world as a closed system reality requires managing it, it is a vital necessity. It is related to the regulation of relations between countries. This is a purposeful process of influence of the subject of management on various objects, which is a social-value procedure for analyzing and evaluating their state and development prospects with the goal of the need to impart to them, through practical transformation, a specific development direction and to achieve constructive results. To solve these problems, the globalizing world needs to form, on the basis of the principles of polycentrism, a world government, that is, to exercise control from a single center.

However, the management of world order, today they are trying to reduce to the presence of a world government that performs an executive function. It is: the UN, and the Big Seven (G-7), and the G-20 (G-20), and the Committee 300, and Freemasonry, etc. These organizations only regulate, and often urgent tasks and problems arising in the world community.

This is the work of the Security Council to resolve conflicts between countries; it is the adoption of the concept of sustainable development by the UN, etc. But if there is a world government (executive body), then is there a world parliament (legislature), is there a global legal system (judicial power) and are their bases laid down and have their principles been approved? There is nothing like this in

the world. For example, is the Swedish arbitration court constructive in dealing with the problems of China-India relations? Of course not. Therefore, there are many challenges facing the management of the new world order, but they are not always solved objectively and constructively due to the absence of the above-mentioned world systems - legislative and judicial.

The sociodynamics of a globalizing world embraces such dimensions that reflect the vital existentials of its being. First of all, it is necessary to include the ecological dimension of human existence. On this issue, the UN adopted the concept of sustainable development, based on the rational use of the environment by mankind and the formulated ecological imperative. However, for more than a quarter of a century, this dimension has been ignored by a number of leading countries of the world and it is pointless to hold accountable for the failure to comply with the instructions of world government.

The same existential is the demographic problem.

The sociodynamics of a globalizing world shows that the chaotic migration of peoples is mostly associated with military conflicts on the Arabian Peninsula and the African continent. Already today, the universal human values of the Western world, such as freedom, human rights, education, tolerance, multiculturalism, political correctness, the rule of law, freedom of conscience and others that have characterized the cultural and civilizational systems of the West as relatively stable, have

been threatened by the demographic shift. But the Muslim world brought chaos into this stability, instability, disrupting the equilibrium, linear development, turning it into a zone of difficultly predictable development attractors, which excited the peoples of Europe - Germans, Swedes, French, Hungarians, etc. Population growth led to the fact that today 31 city of the world has a population of more than 10 million people, 20 of which are located in the Euro-Asian zone. As for China, according to the UN, the first gigapolis emerged on the planet, the population of which exceeds 100 million people. Shanghai formed this gigantic agglomeration, including more than 20 cities in the region. Undoubtedly, in the "Silk Road-2" mega-strategy, the demographic problem is not ignored, and time will tell how "hospitality" will develop in the course of Eurasian integration.

Conclusions. Thus, globalization appears as an objective socio-cultural process, which has many dimensions, changes in the content of which reflects its sociodynamics of development. Sociodynamics of the globalizing world is represented as the process of its deployment in time and space, in conjunction with the social organization of social organism, as well as with social changes and upheavals affecting its development. It is shown that if globalization will develop more and more in its spontaneous-market variant, proceed from the implementation of the idea of forming a unipolar world, the establishment of a new world order based on the management of the principle of centralism, realizing the

interests of one superpower, then, of course, stratification between countries and regions will be aggravated, the frontier zone will expand, where chaos, confrontation, sanctions, etc. will dominate. Globalization should become increasingly spontaneous and chaotic, more and more coordinated and controlled, based on the principles of polycentrism, mutual understanding between countries, tolerance of their peoples.

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СОЦІОДИНАМІКА ГЛОБАЛІЗОВАНОГО СВІТУ В ЇЇ ЦИВІЛІЗОВАНОМУ ВИМІРІ

Анотація. Актуальність теми дослідження в тому, що аналізуються різноманітні підходи на сутність глобалізації, яка репрезентована як об'єктивний, якісно новий процес інтернаціоналізації та інтеграції всіх сфер діяльності сучасного цивілізаційного життєоблаштування. Аналіз літератури. Використано роботи А.Ападаруї, З.Баумана, У.Бека, З.Бжезинського, Ф.Броделе, І.Валлерстайна, Е.Гідденса, П.Дракера, М.Кастельса, Т.Левіта, І.Тірікіяна, К.Уейта, Ф.Фернандес-Армestro, С. Хантінгтона. На пострадянському просторі ідеї глобалізації розглядаються в роботах В. Іноземцева, В.Стьопіна, А.Чумакова, П. Водопянова, В. Воронкової, О.Пунченко, А.Зеленкова, Ч. Кірвеля, А.Лазаревича, В.Нікітенко, А. Сосніна, А.Уткіна та інших. **Метою статті** є конкретизація концепту «глобалізація», а також через аналіз тектонічних зсувів у

світовій світсистемі репрезентувати основні соціально-політичні і культурно-цивілізаційні виміри цього концепту. Задачі дослідження - в контексті сформульованої мети розкрити сутність соціодинаміки глобалізованого світу. **Методологія дослідження** побудована на основі комплексного підходу, що зумовлено її міждисциплінарним характером. **Результат дослідження.** Соціодинаміка розкривається як процес її розгортання у часі і просторі у взаємозв'язку з соціальною організацією суспільного облаштування, а також з соціальними і змінами і потрясіннями, що впливають на поступове протікання її розвитку. Доведено суперечливий характер глобалізації, на конкретних прикладах розкрито її блиск та убогість. Актуалізовано цілий комплекс проблем глобалізації як багатовимірного феномена. Розкрито причини, що перешкодили реалізації концепції західних ідеологів побудувати однополярний світ і створення єдиного органу управління під егідою США. Соціодинаміка глобального світу в контексті заявленої цілі знайшла своє відображення в контексті фінансово-економічних вимірів; в контексті формування фронтів, що включають в себе загострення, нестійкість, ризики, динамічний хаос. Висновки. Обґрунтовано механізми регуляції хаосу, що виникли у суспільних відносинах, - загрози, санкції, кризові флуктуації, застосування «м'якої сили», конфлікти та ін. Охарактеризовано такі виміри соціодинаміки, як екологічні і демографічні, розкрито негативізм їх розвитку на сучасному етапі.

Ключові слова: глобалізація, концепт, багатовимірність, глобальний світ, соціодинаміка, фронт, хаос, макрозсуви, санкції, екологія, демографія.

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СОЦИОДИНАМИКА ГЛОБАЛИЗИРУЮЩЕГО МИРА В ЕЕ ЦИВИЛИЗАЦИОННОМ ИЗМЕРЕНИИ

Аннотация. Актуальность темы исследования в том, что анализируются различные подходы на сущность глобализации, которая репрезентирована как объективный, качественно новый процесс интернационализации и интеграции всех сфер деятельности современного цивилизационного устройства. **Анализ литературы.** Используются работы А. Аппадаруи, З. Баумана, У. Бека, З. Бжезинского, Ф. Броделе, И. Валлерстайна, Э. Гидденса, П. Дракера, М. Кастельса, Т. Левита, И. Тирикьяна, К. Уэйта, Ф. Фернандес-Арместро, С. Хантингтона. На постсоветском пространстве идеи глобализации развиваются в работах В. Иноземцева, В.Степина, А.Чумакова, П. Водопьянова, В. Воронковой, О.Пунченко, А.Зеленкова, Ч. Кирвеля, А.Лазаревича, В.Никитенко, А. Соснина, А.Уткина и многих других. **Целью статьи** является конкретизация концепта «глобализация», а также через анализ тектонических сдвигов в мировой социосистеме репрезентировать основные социально-политические и культурно-цивилизационные измерения этого концепта. **Задачи исследования** - в контексте сформулированной цели раскрывается сущность соціодинаміки глобалізуємого світу. **Методологія дослідження.** **Методологія** построена на

основе комплексного подхода, что обусловлено ее междисциплинарным характером. **Результат исследования.** Социодинамика раскрывается как процесс ее развертывания во времени и пространстве во взаимосвязи со социальной организацией общественного устройства, а также с социальными переменами и потрясениями, влияющими на поступательный ход ее развития. Доказан противоречивый характер глобализации, на конкретных примерах раскрыты ее блеск и нищета. Актуализирован целый комплекс проблем глобализации как многомерного феномена. Вскрыты причины, помешавшие реализации концепции западных идеологов о построении однополярного мира и созданием единого органа управления им под эгидой США. Социодинамика глобального мира, в контексте поставленной цели, нашла свое отражение через призму финансово-экономического измерения; через формирование фронтов, таящих в себе заряд обостренности, неустойчивости, рисков, динамического хаоса. **Выводы.** Обоснованы механизмы регуляции возникающего хаоса в социальных отношениях – угрозы, санкции, кризисные флуктуации, применение «мягкой силы», конфликты и др. Охарактеризованы такие измерения социодинамики как экологическое и демографическое, раскрыт негативизм их развития на современном этапе.

Ключевые слова: глобализация, концепт, многомерность, глобальный мир, социодинамика, фронт, хаос, макродвиги, санкции, экология, демография.

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