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PROCESS OF EUROPEAN INTEGRATION AND VALUES OF GLOBALIZATION

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Generally idea of united Europe has to guarantee peace and stabilization on it territory. At what there is dispute in aspect of stated of this territory. It notices itself, that borders of Europe wasn't definite; it treats this particularly it concerns eastern border, which was movable.¹

Trying to show borders of Europe usually it calls itself three conceptions. First from cancellation oneself to empire of Charles Great. Ruler that created monarchy in conditions of threat expansion of Arabs. That notion came into being European also, which fighting knights with Arabias invasions on Pyrenean Peninsula were defined. Heirs of Great Charles, Ottons, divided own territory on four large regions: Italy, Germany, Gaul and Sclavinia. Eastern border came to river Elbe: with run of years Otton's territory included Hungary, Czech Republic, Poland. Second conception was built

¹ *Granice i pogranicza. Historia codzienności i doświadczeń*, (eds.) M. Liedke, J. Sadowska, J. Trynkowski, t. 2, Białystok 1999; A. Chodubski, *Kresy jako specyficzna wartość cywilizacyjna*, [in:] *Kultura pogranicza. Pogranicze kultur*, (ed) A. Bobryk, Siedlce–Pułtusk 2005, pp. 55–70; idem, *Idea i praktyka nowego regionalizmu a globalizacja cywilizacji*, [in:] *regionalizm a globalizacja. Polska – Unia Europejska oraz inne zjawiska i procesy regionalne świata*, (eds.) A. Chodubski, H. Dubrzyński, M. Malinowski, A. Modrzejewski, Gdańsk 2007, pp. 9–24.

on so-called eastern schisms from 16th July of 1054 year. Christian world divided (orthodox) and western (roman catholic onto eastern order, called also catholic). Line of division ran resource from Adriatic to Danube, existing in XX century called state Yugoslavia; on Balkans they be shaped then Slavic communities; Serbians as well as Bulgarians tied with Orthodox Church, Slovenians and Croats with Catholicism. Alongside with Christianization civilization border shifted beyond Danube reaching for Arctic borders of continent. In Catholic circle there were Hungarians, western Slavs (Czechs, Slovaks, poles), Balts, Estonians and Finns; meanwhile in circle of order orthodox church found themselves Romanians and eastern Slavs (Ukrainians, Byelorussian).² Russian diplomatist Wasilij Tatischev on beginning XVIII age advanced third conception, recognizing mountains and river Ural for eastern border of Europe; he showed, that one should Russia to Europe.

In a modern manner often Henry Kissinger calls itself idea, demonstrative, that eastern border of Europe is river Bug; it turns attention, that Russia has separate of civilization identity that own world of value has as that Russia should not belong to European Union, because economic and demographic potential this country is top different countries in Europe, and which political intentions go beyond further beyond Europe.³

Geographical perceived of Poland position is usually as extreme in eastern part of Europe; it notices itself, that situated Poland between East and West.⁴ Characterizing elements of environment natural geological (form of terrain, climate, waters, soils, greenery) notices itself clear connection with reality of European continent.

² A. Chodubski, *O tożsamości cywilizacji europejskiej*, [in:] *W kręgu cywilizacji europejskiej. Prace ofiarowane Profesorowi Andrzejowi Piskozubowi w 40-lecie pracy zawodowej*, Toruń 1996, pp. 21–32; idem, *O wyzwaniach unifikujących i dezintegrujących Europę*, [in:] *Wybrane problemy integracji europejskiej*, (ed) B. Garbacika, Gdańsk 2005, s. 5–25; idem, *Europejska uniwersalizacja kulturowa a współczesny proces globalizacji świata*, [in:] *Tożsamość europejska-wielokulturowość – globalizacja*, pod red. A. Sepkowskiego, E. Ponczka, Włocławek 2007, pp. 9–27

³ B. Geremek, *Przestrzeń Europy*, [in:] *Europa na co dzień*, Warszawa 1997, A-II/4; K. Łastawski, *Historia integracji europejskiej*, Toruń 2006, roz. I.

⁴ F. Koneczny, *polska między Wschodem a Zachodem*, Lublin 1996; *Polska między Niemcami a Rosją*, Poznań 1999; A. Chodubski, *O dziedzictwie kulturowym Europy*, „Athenaeum. Political Science” 2006, vol. 14–15, pp. 11–29.

Admission Christianity on 14th April of 966 year strengthened relationship Poland with Europe; alongside with Christianization came into being a new type political institutions, patterns of organization economic lives as well as system of cultures and education created themselves.⁵ In this strongly marked itself expansion of Byzantines what was result inclusion of material relationship between sons Ottos Great – Otton II with daughter Romanos II and sister Basilars II Bulgaroktons – Tiffany. Already Otton I prepared manor having accord to Byzantine patterns; further consolidation Byzantines followed in time co governments Teofania, which participated state very actively in create of painting of political lives as well as managements.⁶

In Byzantine model of characteristic of power holding showing of omnipotent position of ruler and states was. Emperor was absolute ruler, source of right, highest judge, highest performer of rights of itself right, emperor was he was chief commander created onto deputy of God to earthly matters; he was head of church, community faithful it was identified with national organization, at what wasn't consider for despot whether tyrant; large weight were tied to create of divine ruler portrait it express itself in symbolic, celebrity signs and different symptoms of art. Paintings of ruler had to hang in temples and offices, on coins, him portraits as co government with God he sat on throne above which unbuttoned was canopy, from social was divided by carpets, curtains and rises; characteristic ritual of collective greetings by publication was shouts about holinesses, and greatness this similar.⁷

Byzantine patterns penetrated onto polish grounds in essential degree from east. It resulted this so from direct neighbourhood from medieval Russia, which she accepted cultural patterns from Byzantium, as, from ter-

⁵ A. Chodubski, *Tradycje polskich osiągnięć ustrojowych na tle cywilizacji zachodniej*, [in:] *Państwo. Demokracja. Samorząd. Księga jubileuszowa na sześćdziesięciopięciolecie Profesora Eugeniusza Zielińskiego*, Warszawa 1999, pp. 81–82; idem, *Rezonans tradycji w rozwoju kultury europejskiej*, [in:] *Polska w Unii Europejskiej*, pod red. J. Marszałek-Kawy, Toruń 2005, pp. 7–25; idem, *Dziedzictwo przeszłości słowiańskiej a cywilizacja zachodnia*, [in:] *Dialog europejski. Zachód-Wschód. Kultura – Polityka – Społeczeństwo*, (eds.) J. Kmieciński, A. Stępień-Kuczyńska, Toruń 2007, pp. 7–25.

⁶ F. Koneczny, op.cit., s. 7.

⁷ H. Olszewski, *Historia doktryn politycznych i prawnych*, Warszawa 1986, pp. 63–67.

ritorial expansion. In most important of age XIII it was Mongol influence, so called timor tatarorum, in XV–XVII of age – Turkish, as well as later Russian, which strongly included into one's identity Byzantines.⁸

Through five centuries, in period of middle age Poland accepted typical of maintenances political patterns from Western Europe, and in this especially from Germans; it kept at this characteristic elements for Slavic nations, on which Alexander Hercen turned attention for example writing: "Slavic people do not like not even idea of centralization. They like to live in scattered after country they would defend communities, which preferably in front of every government interference. They hate soldier's state, they hate police".⁹

Characteristic was for Poles no tying of essential weight to strong functioning of states as well his apparatus, what spoke in among others no creating of durable military organization; in organization of life public characteristic susceptibility was to councils with elements of susceptibility to anarchy. In life of individuals how micro – and macro social groups special value made up freedom.¹⁰

Social and political attitude and behaviours of Poles they favoured colonization on polish grounds, representatives of different nationality.¹¹ Policy this was favour by rulers and mighty; they encouraged not infrequently to settling oneself foreigners, seeing in this of concrete economic advantage; among settlers representatives of western Europe as; as well as East, were in

⁸ L. Gumilow, *Od Rusi do Rosji*, Warszawa 1996; F. Koneczny, *Cywilizacja bizantyjska*, Komorów 1997; A. Chodubski, *Tożsamość kulturowa Rosji*, [in:] *Świat-Europa-Dolny Śląsk*, (eds.) T. Łoś-Nowak, M. Wolański, Wrocław 2002; J. Potulski, *Rola i znaczenie tradycji e funkcjonowaniu współczesnych instytucji politycznych w Rosji*, Toruń 2005.

⁹ A. Hercen, *Eseje filozoficzne*, Warszawa 1966, pp. 272–273.

¹⁰ A. Piskozub, *Polska w cywilizacji zachodniej*, Gdańsk 1995, pp. 23–26.

¹¹ A. Chodubski, *Mniejszości narodowe w dziejach polskiej cywilizacji*, [in:] *meandry cywilizacyjne, kwestie narodowościowe i polonijne*, (ed) A. Chodubski, Toruń 1996, pp. 43–45; idem, *Mniejszości narodowe a globalna społeczność obywatelska*, [in:] *Mniejszości narodowe i etniczne w procesie transformacji oraz integracji*, (eds.) E. Michalik, H. Chałupczak, Lublin 2006, pp. 65–79; idem, *Rzeczywistość integracyjno-asymilacyjna w położeniu mniejszości narodowych w pomorskiej przestrzeni kulturowej*, [in:] *Tożsamość kulturowa. Szkice o mniejszościach narodowych na Pomorzu Gdanskim*. Seria ósma, [eds.] A. Chodubski, H. Głogowski, Gdańsk 2008, pp. 6–22.

this so called representatives of Orient (especially Armenians and Jews). Foreigners exerted essential onto painting of social institution and political; quite a lot of from among them assimilating oneself in Polish reality it stood itself luminary of culture.

Grounding oneself places of foreigners in formation of face of Polish identity favoured genealogical connections of rulers as well as political elites. Ruler containing they introduced material relationships with foreigners onto manors of representatives of dates of nationality, from "Girls of own choice", they arrived usually processions of people of cultures as well as home services; by virtue of, that representatives of political elites joined mainly in middle age with Germans in gave to know strong influence of cultural German examples about itself, even Germany language stood himself general in everyday communication of ruling layers.

In modern times in conditions of economic alternatively and in this first of all in relationship with discovery by Europeans Northern America, sketched itself new division of Europe; it was started to underline dualism in Europe development; states between Atlantic and Elbe painting of new economic relations, meanwhile states which lay east from Elbe broadly were for formative modern national as of raw material, at what special function took up Poland ruled by Jagiellons; it part of power fell-central and eastern Europe;¹² Poland got thanks dynastic policy, as; as well as international activity; in working international steered was word of activity among others onto cultural eastern expansion and polonization processes which were on Byelorussia and Ukraine.

Poland in Jagiellon's age, in aspect of constitutional life, realized ideas of Europe as state: self – government, civil freedoms and unity; characterizing achievement this in "*Spirit of Histories of Poland*" Antoni Chołoniewski wrote among others: "*Poland realized, maximum of freedoms and political liberties, which gave to reach themselves in borders of the time historical possibility, and she outdistance in development one's under very many regards*

¹² A. Chodubski, *Tożsamość Europy Środkowo-Wschodniej w warunkach unifikacji świata*, [in:] *Problemy społeczno-gospodarcze w Europie Środkowo-Wschodniej u progu nowego tysiąclecia*, (eds.) K. Piątek, W.J. Sperański, Włocławek 2002, s. 293–306; idem, *Instytucjonalizacja jako proces historyczny i kulturowy*, [in:] *Idee. Instytucje. Instytucjonalizacja polskiej transformacji ustrojowej*, (ed) L. Rubisz, Toruń 2006, pp. 11–28.

about whole generations, many a time about whole centuries, present itself European continent". Already in front of nations of west – French writer Andre Liechtenberg affirms – "Poland on one's flag recorded tolerance, individual freedom and she gave example rich and true civilization. This, what did different nations win in just XIX and even XX of age or, to what still so far they aim it was already introduced in Polish Republic more than once from ages and legally insured".¹³

After loss of independence elimination followed native, Polish constitutional achievements; and so, selfgovernment became replace bureaucracy, predominant in everybody three of conquest states; civil freedom became radically limited; instead of: in the place former union parturient oneself national consciousness of her partners aroused nationalism.¹⁴ With outflow of years attitudes of amicabilities, loyalties came out in the face of invaders; national rise, sudden efforts of fight about independence finishing oneself failure as well as repressions from half XIX age was started to perceive as signs no servants of civilization progress; they met moreover with condemnation of rulers of Europe, and in this also papacy. Onto need of lifting of civilization level followers of positivist ideology showed. Characteristic was regard affirming of Bolesław Prus: in this "... In that epoch get of top this odd generation of Poles, which saying poetical language, on "one's flag" it wrote out sentence: "Knowledge is power!" ... Generation this called itself "positivists", as they represented themselves some "betraying of country" and "hating of God", but belief into this, that: one should to read more scientific books, and even if only popular – scientific, than poetry and romances.

One should more to deal with agriculture, industry, trade, education, discoveries and inventions, than barren policy, "Future of world does not lie in beautiful dreams, no in patriotic declarations, but in persistent work; no in wars, but in civilization".¹⁵

Overvalue guilds of Polish national character thinkers and politicians on beginning XX of age showed among others: "We are superficial and inflammable, from here lack of resistance in relation to strange idea of tak-

¹³ A. Chołoniewski, *Duch dziejów Polski*, Warszawa 1919, s. 109.

¹⁴ A. Piskozub, op.cit., s. 8.

¹⁵ B. Prus, *Jak więc jest naprawdę?* „Słowo” 1903, no. 33–34.

ings as well as easiness, with we surrender platitude... This bottomless foolishness, this fetishism we will not find onto west from Poland.¹⁶

Progress scientifically – technical, economic endeavours as well as political state and, in this of individuals they showed in XX of age, that creation of organizational structures is historical necessity, have on aim co-ordination of social workings, political and economic in Europe; it has assignment of them to be counteraction disclosing they started crises, conflicts as well every resulting dangers from of civilization alternatively; politicians to show, that by national powers and regional has to exist European power, administering democratic and independent clever institutions to control fields, in which common working will turn out more effective from working of single states. Field this among others: common market, currency, foreign policy and safeties, and also, as well as coordinating of economic policy and social.

France was originator of crease of European structures. France politicians propagated, that to survival of peaceful relations indispensable contribution is, what can file into development of civilization organized been guide and living Europe. They claimed, that Europe would not become created immediately, not even having accord to single plan, it would be built through create authentic solidarity first across concrete workings, co-operation of nations of Europe demands elimination of secular abrasive situation between many nations of Europe, and in this also between France and Germans. Between states calling European community what was example of proceeding from the ranks connections to controlling resources of carbon and steal. It was proposal of minister of foreign affairs of France Robert Schuman, from day of 9 May of 1950 year. Into trace for it, was start to create different structures of European economic and political co-operation. Largest meaning among them had signature of 7 February 1992 of year of Treaty about European Union in Maastricht.

Treaty of Maastricht stood itself, open undertaking onto whole Europe. Member states and candidates states to European Union have to answer together onto question: how to widen Union, possessing conceive institutions for limited number of members, without weakness of mechanisms of deciding and political personalities? How to stimulate desire to common

¹⁶ M. Zdziechowski, *Europa, Rosja, Azja*, Wilno 1923, s. 202.

life of nations about different roots and cultures as well as thirst of common holding of part of them of sovereign power?

Initiatives of create of European Union found, that Union will be indirect structure between organization of international co-operation and federation, be to base same time on respect of rule of subsidiary and on leadership of common activity. Unification of everybody of democratic countries of continent is final calling for Union. But process this will be gradual and dependent from level of political economic development every from members' states.

It places in a modern manner as conditions of membership in European Union:

1. Institutional stabilization, to can guarantee democratic state of right,
2. Protection of human rights and rights of national minority,
3. Functioning market economy,
4. Ability to placing of forehead pressure competition and market strengths of European Union,
5. Readiness to undertaking to resulting duties from accession to Commonwealth of Right European Union,
6. Full understanding of aims of Political Union as well Economic and Monetary Union.¹⁷

In foundations of European Union there are eastern matters, so called openings are oneself onto Central and Eastern Europe, which numbered Poland is. Checking of development of relations in front of beginning of negotiation, between European Union and countries of Central and Eastern Europe in sector of agricultures, internal market as well as directions of foreign policies, defences bets internal matters and dimension of fairness. It deals with organizational side of adaptation process of candidates countries to European Union many European institution. Most important part fulfils in this regard European Treaty, which make legal frame in aim of qualification of political and economic relations; time of duration of Treaty

¹⁷ K. Łastawski, *Od idei do integracji europejskiej*, Warszawa 2003; *Integracja europejska. Wstęp*, (ed) K.A. Wojtaszczyk, Warszawa 2006; A. Chodubski, *Bariery i możliwości w rozwoju Europy XXI w.*, [in:] *bariery rozwoju na progu XXI wieku. Wybrane problemy*, (ed) T. Wallas, Warszawa 2007, pp. 7–20.

is unrestricted; it makes forum for steering of preparatory workings in aim of membership in European Union. It moves regular meeting which candidates states of highest rung; under discussion are subjects of common interest, such how political reform and economic, how also European and international bilateral hearing.¹⁸

Countries of Central and Eastern Europe and in this Poland interested are accession to European Union, what is results: a) of hope onto stabilization and economic height, as also connected with this height of prosperity, and want export to European Union and EFTA, b) of desire of assurance of supports and buildings of economic frame structures; from this reason candidate inclusions wait oneself into policy of unifications, c) of endeavour of safety of one's borders and stabilization in region, d) of need of co-operation in sectors of internal matters and applying right (especially in relationship with international crime).

Member states of European Union opt to inclusion of countries of Central and Eastern Europe already to existing European structures. They show on at this: need of extension of stable democracy in countries of Central Eastern Europe, opening oneself new markets of sale as well as restraint of illegal immigration to Western Europe states, counteraction of international crime, and especially natural, guaranteeing of safety military (creating suitable structures of safety), capture dirt environments, protection of places of work, especially in periods of high unemployment acknowledgement of right of freedom of settling oneself and work, which is in force countries of Central Eastern Europe in Union but just after stabilizing of them national economies.

Despite many foundations of favourable integration of Poland in frames of European Union it comes out also quite a lot of barriers in realizing of idea. Very essential in this level of civilization development is regard. On one had Polish frankness observe herself onto this transformations, from second meanwhile, it gives to know strong conservatism of attitudes, maintenances, social, political and economic workings. Disclosing expression of civilization is frankness oneself among wide circles of society of Polish feeling of consciousness of membership to universal world community. Community this joins above borders of states in aim of dissolving of global

¹⁸ „Ek-Nachrichten” no. 5, 18.09.1996, pp. 9–10.

problems in the way of sphere of policy, as social relations of economic life, for example matters of terrorism, unemployment, protections of natural environment. Development of global civil community depends in essential degree from mass communications; it, as feeling of communities and universal solidarities shapes, it portrays problems, which demand global solutions scientifically technical.

Technical progress causes, that environment of man undergoes permanent changes. Man has to make continuous new choices so in material, vital as spiritual sphere, situation this give birth tensions and stresses at many people. Considerable circle of people can not adjust to place of alternatively; they skin then usually in sphere of pathology; part from them seeks sheltering in narrow groups whether local communities.

Results of pace of scientifically accepted are dichotomist on Polish ground. On one hand it accepts them, it aims to them of tame in everyday practice; from second meanwhile, economic regards do not permit onto purchasing of highest quality of products of progress scientifically – technical, Poles is too poor to continuous modernizing of basic resources of communications. Therefore perceives itself Poland as country also not infrequently satisfactory oneself obsolete technological solutions, as impressive articles of lower quality and even from so called “Lumpex” second hand shops.

Using of trophy of progress scientifically – technical joins skills of theirs utilization demands they are with lifting of level of educations of societies; modern devices this usually computer devices, which demand acquaintances of newest achievements of technical civilization, and it demands itself permanent educations, assimilating of new rules of economic functioning, social, cognition of results of applying of definite of civilization solutions and this similar.¹⁹

In formation oneself global community is recognizing of superiority of human rights, most important matter of national legislation. Reality this dictates itself universalization of economic relations this means: global range of transportation and communication create oneself transnational corpora-

¹⁹ *Rewolucja informatyczna i społeczeństwo*, (ed.) L. Zacher, Warszawa 1997; U. Świętochowska, *Systemy edukacyjne cywilizacji przełomu XX i XXI wieku*, Toruń 2000; A. Chodubski, *Świadomość edukacyjna jako wartość kształtującej się rzeczywistości globalnej*, [in:] *Edukacja menadżerska a świadomość przemian cywilizacyjnych*, (ed) B. Garbacik, Gdańsk 2004, pp. 5–26.

tion, necessity of co-operation scientifically – technical; it results also from maintenances and attitudes of politicians, which larger weight they tie depression of phenomena local they participation in relations and international groups to matters of relate whole globe. It had worked out set gathering of basic human freedoms after II world war by Organization of United Nations. Interpretation of them is in international it folds status of Human Rights, which from: General Declaration of Human Rights, pact of Human Rights (Pact of Civil Rights and Political as well as pact of Economic Rights, Social and Cultural) as well as decisions of relate resources of introducing in life. Proclamations make up complement of this documents about right to: peace, development, natural environment, healthy and ecological sedate development, using of common heritage of mankind.

In process of European integration it bets, that every from passing states oneself about membership in Union it has to adapt legislation to norms of European Convention of Human Rights. One should supervision above observance of norms to European Tribune of Human Rights. Citizen of every state has right of inquiry of one's legal right and independences, resulting from them of infringement through powers public (parliament, executive highest powers, national administration, councils, judiciary).

Acquaintance of gathering set of right and basic freedom is civil duty in global society. Theirs warning is above customary and tradition which normalizing social political and economic relations. Observance right and freedom is stands up guarantee of realization of every ambition and endeavours of people as well as feeling of safety gives in scale micro and macro social.

In centre ten most important determining of civilization present world conditioning accession of Poland as finding country oneself in space of territorial Central Eastern Europe it exchanges itself usually: **I. In sphere of economy:** 1) De-massification of production: it marks go out to opposite to diverse needs customers; enterprises, factories, institutions in situation no solutions have themselves to leave from mass production, to use so called "flexible technologies" makes possible satisfaction of diverse proposal consumers; variety assortment plurality, model, coloristic.²⁰ Phenomenon

²⁰ A.H. Toffler, *Budowa nowej cywilizacji. Polityka trzeciej fali*, Poznań 1997, s. 33; *Spółeczeństwo informacyjne. Istota, rozwój, wyzwania*, pod red. M. Witkowskiej, K. Cholawo-Sosnowskiej, Warszawa 2006.

this the whole of sphere of production hugs, as early as for example from lodgement resort, and finishing on objects most personal use; therefore in building it aims itself to get away from standards of cities, settled, building finish their architectural faces; it follows so called lowering of cities through them of citizens; they settle in distance from large demographic group. Institutions producing consumptive objects have make allowances demand onto for example gustatory variety, coloristic, voluminal, wholesome. Preparatory of this transformations is information; so in obtainable information about demand of customers, as advertisement of products. 2) Height of meaning of services sphere formulates itself regard password in this "Knowledge versus capita", this is human replaced work becomes through computerized system. In traditional spheres of production, this is itself agriculture, factory production, transportation of products, high computer technique replaces, human work; this diminishing causes employment in traditional forms of production.

John Naisbitt, American prognostic recognizing reality of one's country, he noticed among others "... In 1979 year occupation of official popular occupation was functionary; he occupied he pushed out place of occupation of workers, which occupation of farmer formerly. Farmer, worker, functionary – here short history of United States. Farmers, which recently, because on breakthrough of ages, they made up one third total working strength, they make up at present less depression 3% working. Today universities employ more full-time workers depression agriculture. Second, as to number, after officials, they are professional category so called free contests, ideally well-fitting to new informative society, which knowledge is essential factor. Almost everybody executing free contests – lawyers, teachers engineers, programmers computer, system analysts, doctors, architects, accountants, librarians, journalists, social workers, nurses – are themselves interesting workers information. Obviously, every it needs certain kind of knowledge, to execute one's work... This group ... is near 17% of all workers (almost half of this group are women).²¹

Processes of civilization typical for USA it were been possible to achieve to European reality, it results takes in globalization attitudes, maintenances

²¹ J. Naisbitt, *Megatrendy. Dziesięć nowych kierunków zmieniających nasze życie*, Poznań 1997, p. 33.

and opinions of American patterns, what defines name of Americanization. This patterns meet with general acceptance on ground of civilization reality of Poland. 3) Height of prosperity basic aim of husbanding: marketing approach accompanies production of every goods and create of value. Getting of maximum profit is aim of every activity. Individual stands up category *homo oeconomicus* broadly. It guilds characteristic this: 1) Decision-maker, establishing legal frames of working of market (trade right), 2) manufacturer, set onto profit, 3) Wholesale dealer about analogous orientation, 4) Retailer, which desires to get advantages, 5) Consumer, which it satisfies one's advantages.²² In marketing's orientation rule principle, that it does not interested buyer not even cost, not even profit of firm, but only own resulting advantage from satisfaction of needs. In orientation marketing's most important elements make up need and requirement buyers, analysis of market, promotion, price packaging, way of spreading. In economic solutions so called market regularity:

a) Requirement of adaptation comes out oneself to setting marketing's changes. In accordance with motto "to adjust or to disappear", b) to establish close aims to construct human needs, c) of working form of algorithms i.e. in technological sequences, d) the whole has precedence in front of parts, and main part in front of remaining, e) stimulate marketing activity analogy, symbols, metaphors whether anecdotes, which can direct onto solution of most important problems of market, f) no one should to absolute choose solutions, because changeability of situation on market demands analogous elasticity of thinking and essay models for solutions, some problem.²³ It is economic aim strengthening stands up strengths of institution, which money; he of civilization progress, conditions and in this progress scientifically – technical, model of economies, education, arrangement of social and politic report, and also world of value.

II. In sphere political – 1) Decentralization and in deconcentration of power. This assignment joins with objectivising of societies, autonomy from central structures, objectivising of local community from hierarchic subordinating; local powers should be appeared in direct elections and to come

²² S.J. Rittel, *Podręcznik obywatela Unii Europejskiej. Demokracja. Rynek. Giełda papierów wartościowych*, Wrocław 1998, p. 89.

²³ *Ibidem*, p. 79.

under control of one's electors. Decentralization of power creation of many decision centers on different levels, it is condition of social needs own identity and identification with definite political order through assurance of possibility of co decisive about local fates as minimum; this is duty of assurance of safeties and protections of businesses marks itself him citizens; state it loses position of local monopolist in range of control of information, as; as well as constitute of law, in more larger as degree it is connected international contracts and decisions.²⁴ In European transformations it turns attention onto dissolving of many matters in dimension of euro regions.²⁵ 2) Formation oneself democracy of participation: traditional democratic institutions, how parliament, representative representations in macro and micro structures of organization social and political are stand up numb, no filling taken obligations sceptical in the face events of political life and they do not identify themselves setting processes; smaller interest observes itself in relationship with this more and more electoral campaigns as well as small electoral frequency; it shows itself, that so called political representatives lose time onto useless activity into them load is political strong painting so called politicking – of intrigues, counterattacks of intrigue of lies, maintenances of vanity.²⁶ Activity of parliaments value oneself critically. It notices itself, that long and compiled theirs decisions procedures are; they result from debates, discussion, negotiation. Them power gets smaller systematically; it turns attention, among others, that “all authorization, which parliament administers in the face of government in front of parliament here ability of government to controlling of decision of parliament thanks influential, what does he have onto parties of government most ... Parliament

²⁴ R. Krawczyk, *Podstawy cywilizacji europejskiej*, Warszawa 2006; P. Wawrzyk, *Polityka Unii Europejskiej w obszarze spraw wewnętrznych i wymiaru sprawiedliwości*, Warszawa 2007; R. Zięba, *Wspólna Polityka Zagraniczna i bezpieczeństwa Unii Europejskiej*, Warszawa 2007; F. Gołembski, *Kulturowe aspekty integracji europejskiej*, Warszawa 2008.

²⁵ W. Malendowski, M. Ratajczak, *Euroregiony. Pierwszy krok do integracji europejskiej*, Wrocław 1998; M. Greta, *Euroregiony a integracja europejska. Wnioski dla Polski* Łódź 2003.

²⁶ E. Polak, *Przemiany cywilizacji współczesnej w sferze kultury materialnej*, Gdańsk 1996; A. Chodubski, *Wyzwania globalne współczesnego świata*, „Cywilizacja i Polityka” 2006, no. 4, pp. 17–24.

has right to overthrow of government, but myself risks then onto danger of solution".²⁷

In changing oneself of civilization reality, and especially opened oneself more and more larger complexity, representatives stand up less and less competent in range of taking of many decision. It turns attention, that "Necessity of dissolving present problems, attracts to risk behind itself: that public opinion and choose representatives of society will not have enough qualification for understanding of situation and that excessive takings get experts, which it will knowledge estimate decision-makers to check".²⁸ At this remembers political truth, that in reality preferred is average people, what leads power to mediocrity governments. Model this doesn't favour itself appear great leaders of prominent masters spiritual and social life.²⁹

Critical sight of political reality in aspect of holding of power, creates participate individual, this is – directly dissolving social, economic and political problems. Individual as subject of political life participates directly in formation of social relations, it takes decisions, it dissolves critical situations etc., therefore it has this to be subject of diligences, courage, resolutenesses in working, which no necessary paternalism is (welfare, representation, advise in scale micro society whether politics).

Participate democracy marks essential meaning in life social and politics micro social structure (minorities); they can create themselves them in view of different criteria; structures this should to function on rules of decentralization, autonomy in the face of state, to get organized spontaneously and to realize definite assignments and aims. 3) Replacing of philosophy of rule idea of harmonious coexistence: endeavour of politicians, social, activists, economic, and first of all intellectuals and wide circles of societies separation oneself from hierarchic connections (verticals) onto thing of

²⁷ G. Smith, *Życie polityczne w Europie Zachodniej*, Londyn 1992, p. 223.

²⁸ A. King, B. Schneider, *Pierwsza rewolucja globalna. Jak przetrwać?*, Warszawa 1992; Z. Bauman, *Globalizacja*, Warszawa 2000; E. Bendyk, *Antymatrix. Człowiek w labiryncie sieci*, Warszawa 2004; L.W. Zacher, *Gry o przyszłe światy*, Warszawa 2006.

²⁹ M. Król, *Słownik demokracji*, Kraków 1989, p. 93; A. Chodubski, *Wybory a wyzwania demokratyczne życia publicznego*, [in:] *Między historią a prawem*, pod red. P. Leszczyńskiego, R. Nira, M. Szczerbińskiego, Gorzów Wielkopolski 2007, pp. 427–439.

development of contacts horizontal. Perpendicular organization causes, that every higher organizational rungs usurp themselves privileged exerting part pressure; connections horizontal delegate power to particular structure of social, politic and economic life as well as individual; they cause, that individual stand up direct decision-makers and they participate in articulating of needs, as; as well as and they dissolve it. Functioning in horizontal structures be liberates activity sub subjects, them, co-operation, agreement, as; as well as it shapes attitude of tolerance, understandings frankness and this similar. In realization of most important of this assignment bond is simultaneously global local challenges, binding oneself especially with observance of legal order with tendencies of civilization development. **III. In sphere of social relations** – 1) Search of alternative sign in the face of tradition: observes itself replacing of emotional order rational order; retreat follows from institutionalization participation in social life, in denominational this; it observes itself regard in this so called, privatization. People onto own hand they seek signs, value, points of support. In religious life disclosed peer religions, sects, what come out it is sign of atomization and social individualism. Alternativity is sign of economic political and social life also; feature of this phenomenon it is changeability and variety of choice. Characteristic is short duration of social contacts; people join spontaneously on rules of autonomy in the face of traditional organizational structures. Alternativity is sign of competitiveness what comes out especially on market, where manufactures outrun in ingeniousness, it marks products yet short duration; it replaces itself products “new newest”; signs of alternativity change traditional social structures, and in this family; family comes out from one from parents childless family, model of lonely life. 2) Permanent education: knowledge and connected with her recognizes information behind dearest “commodity”, basic factor of development; general stands up more and more higher education; it notices itself, that education stands up one from basic criteria of social stratification; it turns attention continuous additional schoolings and actualizing of knowledge from definite field, it goes itself away from more narrowly specialist’s education onto things of interdisciplinary education onto necessity, humanistic. It is guarantee of development of intelligence, skill and innovative. Information progress inflicts, that individuality of teaching follows; alternative models of education come out, adapt to needs and interests of individual individuals; them organizers are

different subjects e.g.: universities, schools, trainings, denominational institutions, subculture and this similar. Using computer system there is possibility of obtained of knowledge from distracted in space of sources of it accumulating and storages; three is possibility of consultation at prominent experts from given discipline. It notices itself, that they are people more educate they adjust this to new get used reality they, this also easily to distinctness, and they accept it easily, they undergo compromises, coexistences convergention easily, 3) Tolerance in the face of different systems values; continuous economic choices shape new type of social contacts, express oneself in changes of place of residences, work, executing of profession, environments and teams of acquaintances and friends. This disclosing causes oneself anonymity of social life, at what anonymity this give birth frankness onto variety of attitudes, maintenances, opinions. Tolerance as independence idea, democratic in reality of great of civilization alternatively appears password needing; in maintenances of people, especially intolerance discloses local communities broadly; it is cause of it usually difficult economic situations; fault for recession as well as concurrent her it burdens inflation, unemployment, lower of level of life usually community "Inflowing" (for example of ethnic minority). Tolerance in connection with legal solutions of international scale (human right and citizen) cause development of variety of cultures and subcultures, activity of national minorities and ethnic groups, acceptance of different systems of value or else defined maintenances name "Otherness", it favors this selforganizing oneself and create of informal groups. 4) Acknowledgement of migration for civilization phenomenon: it beats, that migrate movements are practical school of adapting they be liberate individuals and community to new of civilization reality at this enterprise, activity of people, attitudes of tolerance shape in the face of different cultures and systems of value. In migration in perceives itself realization and overvalue of every attitudes, maintenances, ambition and endeavours; immigrants have to be well – informed in real – legal, to defend one's businesses, they have to be open onto educational challenges; they have to adjust to new social, political and economic functions; at what this is individualism and alternativity manifest.

Confrontation of civilization challenges with present social political and economic reality, it permits to affirm, that poles are open, on one hand onto global transformations of world, and from second meanwhile onto economic

possibilities, social development and economic as well as cultural values do not permit onto full realizing of this challenges. Characteristic great dichotomy is regard in this; most important factor of realizing of civilization idea, how including oneself into process of European integration Polish political culture is.³⁰ Among her of most important perceived components in form of stereotypes such, as: Catholicism, romanticism, democratism, anarchism apogetism of progress, favourable factors, are as counteracting process of European integration; so most important factors of progress, franknesses contain onto sign of future, as high degree of conservatism, of civilization backwardnesses.

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Generalizing it seems of civilization legitimate of relate accession of Poland to European Union in context of conditioning rights calling things didactic Felix Koneczny, which he showed ridge different "It was not been possible to be civilized onto two ways: some from civilization has to be reigning because differently fall unfailing"³¹ Polish from dawn of political histories is well – versed in country it contains elements of many cultures, onto accepting of examples of western Europe civilization; in cultural identity and in this Slavic, Byzantine, oriental; it worked out most important constitutional elements, to which it ranks first of all idea of political freedoms, self-governments unity; elements this are essential contribution to European identity.

Disclosing of civilization, conditioning of accession of Poland to European Union, it shows, that maintenances, attitudes, political workings in most important degree depend setting unifying processes from degree of realization of simultaneously and disintegrate world; formation of consciousness of understanding is most important educational challenge contents of category: globalism, European identity, Polish cultural identity.

³⁰ A. Chodubski, *Kultura polityczna w Polsce a globalne społeczeństwo obywatelskie*, „Cywilizacja i Polityka” 2005, no. 3, pp. 98–116; idem, *Wartości kształtujące się nowego ładu globalnego*, „Cywilizacja i Polityka” 2007, no. 5, pp. 32–40.

³¹ F. Koneczny, *Polska między Wschodem...*, p. 51.