

Miroslav Kmec

VŠMP ISM Slovakia v Prešove

***Post-modern society and the potential  
consequences of globalisation  
on the young generation***

**Key words:** *Globalisation. Individualization. Young generation. Youth sub-culture*

**Introduction**

Globalisation can be seen as an ongoing process that precedes the cultural and economic path of vast majority of the world population. Young people generally look for their place in the trajectory of society. Currently, they have almost unlimited opportunities to choose their particular lifestyles and to direct their priority efforts. The situation in globalisation gives them plenty of space to inner fulfillment. Thus also manifestations of advanced individualization can be implemented in socially undesirable areas such as increased crime, various types of addiction, etc. The young, who become the engine of sub-cultural changes and globalisation, play a specific role in those processes from the perspective of a new generation. Globalisation process affects people's lives through culture, emotions, but also via the formation of identity. Young people often get into situations where they are forced to face the process in question and address the issue of their status and integration into society through individualization.

### **Process of globalisation**

Globalisation is one of the most frequent terms now, and we can simply say that it represents a new type of civilization of the third millennium, which is reflected in almost every aspect of life. This concept has had no universal content and thus can be dealt with very flexibly. The present phenomenon not only affects the performance and behaviour of the individual, but society as a whole and accompanies us at every turn. It carries many positive and negative aspects, while the man is indirectly forced to confront them in the real environment.

There are following basic features of globalisation process, described by Ondrejškovič, P. in his book interpreting ideas from Ulrich Beck works [Ondrejškovič, 2009: 116-118]:

1. Global expansion of international trade and the emergence of the global financialmarket;
2. Advances in information and communication technologies;
3. The growing power of multinational companies;
4. The principles of democracy and claims for the human right
5. legislation;
6. Multiculturalism;
7. Development of international policy, corporations and organisations;
8. Addressing issues of a cheap workforce and capital which becomes more expensive;
9. Issue of poverty and its solution;
10. Global environmental threads;
11. Trans-cultural and trans-religion issues.

Kudláčová, B. states that this process occurred as a result of changes that have occurred in the field of informatics, information technology and new possibilities of communication. These changes triggered a real cultural revolution. Options such as communication via email, internet or mobile

phones provide an unlimited global communication. The electronic revolution brings with it a number of changes influencing economy of individual states, their social structures and inclusion of all nations into one world [Kudláčová, 2007: 163-164].

Urban L. states that the first theorist of globalisation is Pierre Teilhard de Chardin, who dealt with the vision of planetary unification of mankind. De Chardin argued that automation can contribute to creative thinking of a man and the media can contribute to better mutual understanding. It was a very optimistic concept, which was established on the basis of faith and Christianity [Urban, 2008: 86].

We can say that this process affects the future of every individual to such an extent that he is forced to confront problems in open combat and address the uncertain future.

R. Toth argues that the process of globalisation is the new redistribution of the world, which takes place on the basis of economic goals without exploitation of a territory. It is called the regionalization of the world, thus splitting the world into regions, groups of states and also parts by certain common factors. They can be combined by their common economic level, production, economy, political orientation, religion, common language and common economic boundaries [Toth, 2005: 130].

Globalisation brings many problems of global nature of various kinds and it is not the problem only of the individual, but it becomes a common fate of all the inhabitants of this planet.

Tokárová A. argues that globalization is contradictory and in its course and in its consequences there are negative and positive aspects, which are interconnected. On the one hand, it accelerates development in areas such as science, politics, culture, economy and on the other hand it brings other types of problems such as global or regional crises, errors or misunderstandings or ecological disasters. Daily at geographically remote sites, new social, technical, medical and other discoveries emerge that contribute to the improvement and enhancement of human life [Tokárová, 2009: 164].

Urban L. considers decomposition of all that is traditional as a consequence of all that is current and individual to be the significant feature nowadays. The main issue of postmodern society becomes question of self-identity and the search for self. It means a design of own individual lifestyle and creation of own luck and destiny.

Postmodernism as a school of thought rejects a uniform and universal conception of the world and replaces it with particularity, individuality and diversity. It seeks to highlight the emotional part of the personality. The role played by a small social group over the last two centuries has changed thanks to the formation of an anonymous mass society. Intimacy, which was characterized by small social groups, was surpassed by the pomp of artificial social units. An individual can respond to this situation in the form of [Urban, 2008: 170-171]:

- a) tightening to oneself and self-realization;
- b) getting into virtual reality and escaping into dreams,
- c) being in highly specialized special interest groups.

This way of life can also lead to extreme individualism and the main point of interest of a man becomes himself. This leads to extreme selfishness, narcissism and indifference.

Ondrejkovič P. argues that youth do not play small role in the process of globalisation and are the bearer of its thoughts. It is inextricably linked with supporting characters such as the emergence of youth subcultures, increase in crime, tourism or global military policy, as soldiers are mostly members of youth [Ondrejkovič, 2009: 118].

Youth is a very difficult subject to changes that are associated with this process as they are trying to find the right lifestyle, place, to form a correct opinion and to confront new situations that arise due to this phenomenon.

In this critical age it is the role of parents in partnership with educators to find the right approach to solving the problems with which young people meet, try to take their work in hobby groups, get them for sport, music, art, etc.

Gluchmanová M. - Gluchman V. draw attention to the fact that in this age the young people tend to ignore the positive examples in the figure of educator or parent more frequently. This age is associated with all that is brash, aggressive, defiant, experience with the first cigarette, tasting alcohol, drugs. Young people are often the interface and look for your new identity in the characters from the television screens of the fashion world, showbiz, helping them to shape the values and behaviour [Gluchmanová, Gluchman, 2009: 190].

The situation in globalisation gives them the possibility to search for their own identity and their own individuality of expression. Youth as a globalisation phenomenon is specific concomitant of this process. At this age, young people are very vulnerable and in need of emotional support from parents. The current modern society is trying to redefine the concept of family.

Kunák S. points out that the current society considers to be modern the issues of a family previously seen as pathological. We conclude that, at present, disappear traditional quality and value of traditional families. Currently there are looser ties between partners. Family is the rendering of some media as an obstacle to achieving happiness, success, self-realization. In Western European countries for the last forty years declines number of marriages, births and divorces and arises growth and increase of families in which only one parent cares for a child. The whole European community (and family) passes from the industrial to post-industrial period [Kunák, 2007: 16-17].

### **A short section of the beginnings of globalisation**

Giddens perceives the process as a "change in space and time." Globalisation is defined in terms of " ...the intensification of worldwide social (underlined PO) relationships, ...through which " ...will link together distant places, so that events in one place become marked by the nature of the events that took place at a distance of many kilometers and vice versa [Giddess 1995: 85], [Ondrejkoč, 2009: 121-122].

Tokárová A. argues that the origins of globalisation are widely expressed until the late 20th century, although signs of a global nature began at the end of 1960s - the years when there grew awareness of the global crisis threat to humanity [Tokárová, 2009: 155].

We can say that the origins of globalisation could be dated back much earlier, since colonization.

S. Hill J. states that the transfer of technology and foreign invasions in international cultures had already taken place hundreds of years and begun by European colonization in the 16<sup>th</sup> century and continued by industrial revolution in the 18<sup>th</sup> and 19<sup>th</sup> century. Modernization of production began to manifest itself in many countries as scientific and technological advances and, consequently, began to increase living standards. The term Americanization has become virtually synonymous with Westernization. Hollywood films began to dominate the world market share in Europe of 70% and over 50% in Japan. British music, Italian fashion, French cuisine and culture known as McDonald's and Coca - cola culture have a reputation spreading throughout the world and in many developing countries some European expressions have become legalized [Hill, 2009: 14].

### **Positive and negative aspects of globalisation**

Globalisation in its history and in its consequences carries negative and positive aspects. These overlapping aspects affect our planet.

Tokárová A. states these largely positive consequences and manifestations of globalisation [Tokárová, 2009: 164-168]:

1. independence of individuals and groups from the information sources,
2. rapid dissemination of information without boundaries and limitations,
3. availability of world science, libraries, museums, archives and so on,
4. education, self-realization, freedom of entrepreneurship,

5. development of multiculturalism and emerging intercultural cooperation and tolerance,
6. exploring the differences in values and ideological philosophy of religions and cultures, etc.

Although this phenomenon affects our lives in many aspects, it cannot be avoided or stopped, regardless of whether globalisation consequences are positive or negative not only for adults but especially for the youth. The highest risk group is mainly young people who are at a much greater tendency to succumb to their negative impact, because young people can be more easily influenced and manipulated.

Ondrejkovič P. notes that the global extension of schooling has the effect of prolonging childhood as well as the youth. In the process of globalisation of the young persons, it concerns notably the individualization of a young man [Ondrejkovič, 2009: 120].

According to Tokárová A., we consider these negative aspects: [Tokárová, 2009: 164-168]

- Globalization and especially economic megapolicies of some world or continental institutions absorb national policy promoting global interests and respecting the logic of the market.
- Economic interests take precedence over social principles in such way that monopolistic position of national corporations allows them to dictate goods and services and also their subcontractors.
- Globalisation also brings a new war of conquest of the territory, and in particular the economic markets of the former socialist countries.
- There is a struggle for new markets, increased demand for raw materials causing environmental consequences.
- Despite the many restrictions, the exploitation of child labour is increasing, although there is an international legal document on the agreement and the Rights of the Child and every year 1 million children get involved in the sex market.

- Another problem is the “brain drain” from economically weaker countries into an economically strong ones, which leads to a massive loss of investment into education there.
- Globalisation is often spread as Americanization of lifestyle, eg. 99 % of the films is produced by the U.S.
- Big demoralization impact includes multimedia and communication means, for example. internet as the main source of pornography, erotic but also child pornography, etc.
- A major role is played by the media, and especially television in politics and social life, forming ideology of fictional world - "virtual reality" and this consequently affects and distorts consciousness of recipients.
- It frequently leads to violence in the family and in social intercourse, and one reason is that in the mass media and especially on television programmes and in movies the predominant pattern and model of behaviour is the one of a person with physical force and ruthless self-assertion. The ethical values are being forgotten and selfishness, wealth, and fame come to the foreground in the human behaviour.

Urban L. argues that globalization cannot be seen as a process that cannot be influenced, because this process like culture is a human creation. He believes that every individual and society depends on how it will be construed such as a threat or an opportunity and a challenge. It is a fact and it cannot be ignored [Urban, 2008: 89].

*"The current theory seeks to solve the puzzle, suggested by J. F. Lyotard as a "classic" example of a lifestyle of postmodern era man. A man listens to reggae, watches for western, eats lunch at McDonald's, for dinner he can eat the local specialty, using the Paris Eau de Toilette water in Tokyo and wearing "retro" clothes in Hong Kong" [Słušná, 2006: 77].*

Kunák S. argues that the current youth does not respond to technical progress unilaterally dismissive. Independence and creation of own pat-



terns of life are becoming the trend for the young. Subculture of youth, young fashion, value systems, ways of working and partner communities are developed. Youth falls outside the traditional environment and looks for a place in informal groups [Kunák, 2007: 23].

Globalisation is a phenomenon that unites and divides us, but nevertheless affects our daily lives in every corner of the world.

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### Summary

*The phenomenon of globalisation brings new possibilities of manifestations of individualization, which is implemented in the transformation of values, beliefs, attitudes, lifestyles and finding a place in society. The article emphasizes the relationship of youth to society, family, consumerism and manifestation of individualization within the frame of globalization. The effects of globalization and the subsequent individualization are characterized by the positive and negative manifestations (in the creation of youth subcultures and growth of social-pathologies phenomena). Factors such as social services and counseling, family, school, after-school facilities may have its positive impact on creation of a positive value systems and attitudinal orientation of the young generation.*

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