

FROM GLOBALIZATION WAVES TO GLOBAL CIVILIZATION

DAS ONDAS DE GLOBALIZAÇÃO À CIVILIZAÇÃO GLOBAL

Andrew Targowski

Western Michigan University (WMU), Michigan, Estados Unidos da América, andrew.targowski@wmich.edu

ABSTRACT

The purpose of this investigation is to characterize the impact of Five Waves of Globalization which are taking place in the last 500 years upon the world civilization. As the result of these waves, the Global Civilization is emerging in the 21st century. Its religion, society and infrastructure will be defined and associated repercussions. It is a very rare case when one can observe the rise of a new civilization during one's live. At the end of 2nd Millennium, two civilizations; Western-West and Japanese were at level of saturation, which pushed them to external expansion, leading to the creation of the Global Economy. From the end of World War II until 1973, the United States experienced sustained economic growth. But at the beginning of the 21st century, the U.S. with a saturated national economy looks for assuring sustainable growth by exercising competitive advantage through lowering costs with the help of outsourcing strategies around the globe. At the dawn of the 21st century, the IVth Wave of Globalization has been transforming Western Civilization into Global Civilization, since Christianity has been replaced by a Global Religion (under the form of business religion), Global Information and Transportation Infrastructures became very popular solution to globally communicating ideas and decisions as well as moving materials, goods, and people. Eventually the Global Society became a visible, strong entity developing Global Culture as distinctive similar patterns of behavior practiced around the world

Keywords: Globalization; civilization; power; religion; infrastructure.

RESUMO

O objetivo deste estudo é caracterizar o impacto de cinco ondas de globalização que estão ocorrendo nos últimos 500 anos sobre a civilização mundial. Como resultado dessas ondas, a civilização global está emergindo no século 21. Sua religião, sociedade e infra-estrutura serão definidos e repercussões associadas. É um caso muito raro quando pode-se observar o surgimento de uma nova civilização durante a sua vida. No final do segundo milênio, duas civilizações; Ocidental-Oeste e Japonesa estavam no nível de saturação que os empurrou para expansão externa, levando à criação da economia global. A partir do final da Segunda Guerra Mundial até 1973, os Estados Unidos experimentaram um substancial crescimento econômico. Mas no início do século 21, os EUA com uma economia nacional saturado busca assegurar o crescimento sustentável através do exercício da vantagem competitiva através da redução dos custos com a ajuda de estratégias de terceirização em todo o mundo. No alvorecer do século 21, a IV onda de globalização tem vindo a transformar a civilização ocidental em Civilização Global. Eventualmente, a sociedade tornou-se global, uma Cultura Global como distintos padrões semelhantes de comportamento praticado em todo o mundo.

Palavras-chave: Globalização; civilização; poder; religião; infraestrutura.

Artigo recebido para publicação em outubro de 2015

Artigo aceito para publicação em dezembro de 2015

INTRODUCTION

The purpose of this investigation is to characterize the impact of Five Waves of Globalization (world-wide reaching flows of goods, money, information, people and so forth in a scope and intensity depending upon the time in the history), which are taking place in the last 500 years upon the world civilization (a complex similarly interactive entity of society, culture and infrastructure in a large

frame of territory and time, usually embracing several nations and centuries/millennia). As the result of these waves, the Global Civilization is emerging in the 21st century. Its religion, society and infrastructure will be defined and associated repercussions. It is a very rare case when one can observe the rise of a new civilization during one's live. However, this is the case of Global Civilization which is replacing Western Civilization during our generations' time.

The impact of globalization waves upon civilization

The 500 years of the intensive and consistent process of globalization of the world may provide the following conclusions:

1. Globalization waves had been triggering by global minded elite which was/is able to control global economic strategy and political policy.
2. In the last 66 years (1947-2013) humans have been facing four different globalizations;
 - a. Pax Americana and Pax Sovietica being both ideologically confrontational and globally minded,
 - b. Pax Consortia and Pax Virtualiziana being both economically-politically confrontational and globally and humanity minded
 - c. Some generations even had been experiencing all these four globalizations with a lot of challenges and all kinds of problems.
3. The last 500 years of ICT development transformed the global elite from colonial to information minded, which should be promising from mankind point of view, particularly in ideological confrontations of the single global society (Financial Elite) and global virtual society (Merit Elite).

In Board 1 all globalization waves are compared and assessed.

WAVES	GUIDING DIMENSION	EXECUTABLE DIMENSION	TECHNOLOGICAL DIMENSION	SOCIETAL DIMENSION
--------------	------------------------------	---------------------------------	------------------------------------	-------------------------------

I-Pax Portuganna 1500-1837	Henry the Navigator	Portuguese Empire Based on the Best Ships and Needs for Spices and Luxury Goods	School of Navigation (Information technology)	Christian Society
II-Pax Britannica 1837-1914	British Royalty & Government	British Empire Based on the Best Ships and Needs for Raw Materials and Markets for Industrial Goods	Telegraph, Telephone, Steamships	Colonial Society
III-Pax Americana & Pax Sovietica 1947-1989	Democratic Minds of American Rulers	American Superpower	Satellite Communication, Computers, Long-distance Airlines and Ships	Middleclass Society
IV-Pax Consortia 1989-2000+++	Stateless Consortia Financiers, CEOs	G8 and Party of Devos Off-shore Outsourcing	The Internet, Long-distance Airlines and Ships	Upper and Low Classes Society
V-Pax Virtualiziana 2000+++	New Information Elite	Global Virtual Nation and Government	The Internet	Global and National Virtual Societies

Board 1. The comparison of globalizations in the last 500 Years

Board 2 provides negatives and benefits of globalization waves.

WAVES	LASTING TIMES in years	SOCIETAL DIMENSION	BENEFITS	NEGATIVES
I-Pax Portuganna 1500-1837	337	Christian Society	Expanding the World	Slavery
II-Pax Britannica 1837-1914	77	Colonial Society	Expanding the World Trade and	Wealth Development at the

			Technology	Cost of Others
III-Pax Americana 1947-1989	42	Middleclass Society	Democracy and Capitalism Promotion	Too Many Political Conflicts and Wars
IV-Pax Consortia 1989-2000+++	11	Upper and Low Classes Society	Flattening World	Middleclass Decline
V-Pax Virtualiziana 2000+++	5	Global and National Virtual Societies	Better Informed New World Elite	Unpredictable Outcomes

Board 2. The comparison of globalizations' impacts in the last 500 years

Figure 1 illustrates the 500 years long process of developing five Globalization Waves resulted in the formation of horizontal two new civilizations; global and virtual

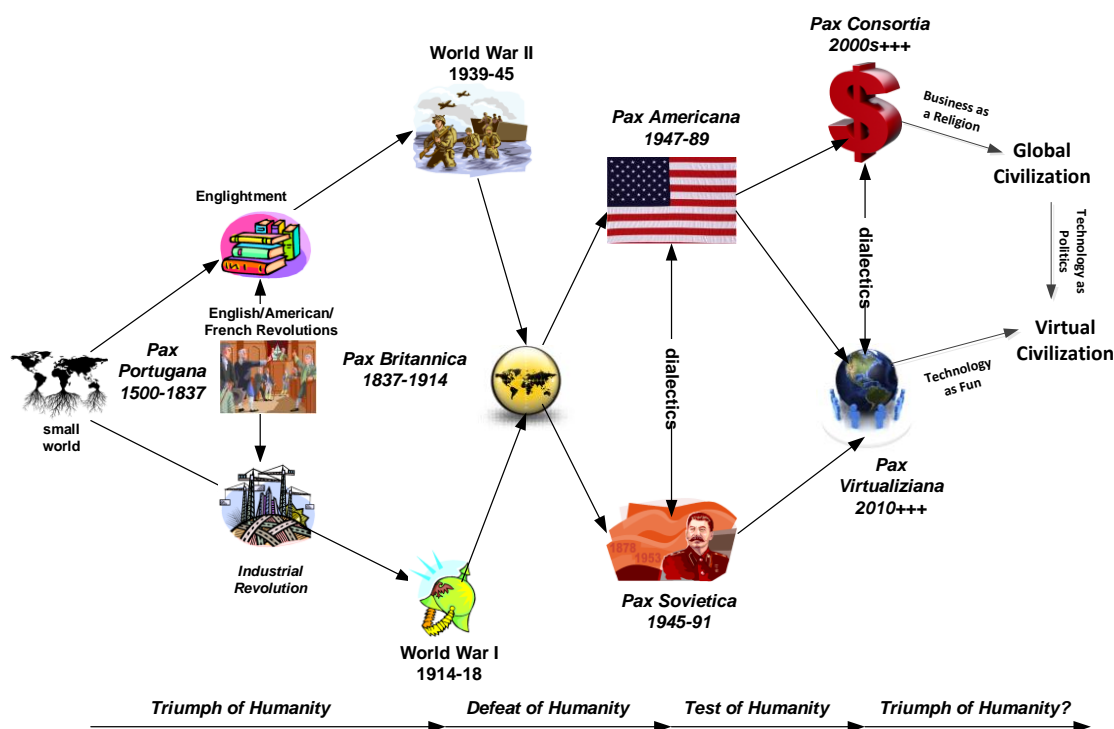


Figure 1. The 500 years long process of transforming the world by five Globalization Waves, resulted in the formation Global and Virtual Civilizations at the dawn of the 21st century.

THE ENABLING FACTORS OF GLOBAL CIVILIZATION

Technological Advances In Transportation And Communications Technologies

These technologies provide the infrastructure for globalized operations. Board 2 and Table 1-2 illustrates the decreased costs of transportation in the last 160 years (1830-1990) and Tables 3 and 4 show how the costs of communication and computers declined in the last 40 years (1960-2000). During the first and second waves of globalization, technology provided incredible productivity in making and moving things. In the third wave, technology is driving the productivity of information itself.

Year	Ocean Transport		Average Air Transportation Revenue per Passenger Mile (in 1990 US\$)
	Wheat, Percent of Production Cost	Ocean Freight 1920 = 100	
1830	79		
1850	76		
1880	41		
1910	27.5		
1920		100	
1930		65	0.68
1940		67	0.46
1950		38	0.30
1960		28	0.24
1970		29	0.16
1980		25	0.10
1990		30	0.11

Table 1. Transport costs, 1830-1990.

Sources: Baldwin and Martin (1999), World Economic Outlook, May 1997, Table 11.

Year	Cost of a 3minute	Price of Computers and Peripheral
------	-------------------	-----------------------------------

	Telephone Call, New York to London (in 2000 US\$)	Equipment Relative to GDP Deflator (2000=1000)
1960	60.42	1,869,004
1970	41.61	199,983
1980	6.32	27,938
1990	4.37	7,275
2000	0.40	1,000

Table 2. Communication and computer costs, 1960-2000.

Sources: World Economic Outlook, May 1997, Table 11, updated to 2000; U.S. Commerce Department, Bureau of Economic Analysis and Masson (2001).

Info-communication Technology (ICT) triggers a shift in the postindustrial society's modus operandi, which is based on new key features (Bell 1981):

- (1) the shift from a goods-producing to a service economy,
- (2) the increasing reliance on theoretical knowledge, and
- (3) creation of a new "intellectual technology" based on computers and other smart machines.

Manuel Castells (1996) observes that "what has changed is not the kind of activities humankind is engaged in, but its technological ability to use as a direct productive force what distinguishes our species as a biological oddity: its superior capacity to process symbols." The ICT technology does not replace agriculture and industry but optimizes them. It leads towards the informatization of the Global Society, which by connecting all of us makes us the Global Open Society (Anderson 2004). Like the symbiosis of humans and machines the emerging Global Digital Consciousness (GDC) provides cognition and external memory systems that support the Global Civilization and vice versa. Hence, the GDC is composed of:

- o infosphere (computerized info-communication systems composed of databases, applications, and networks)
- o cyberspace (the Internet and Web applications)

- o mediasphere (radio, TV, cable)
- o mindsphere (global ideas generated by previous global spheres)
- o cybersociety (using e-communication and presence).

The Globalization Index, which breaks globalization down into its most important components parts indicates that the “most wired” countries in the world are beneficiaries of globalization. The Globalization Index tracks the movements of money in terms of investments and business transactions in the era of “electronic capitalism” (Bledsoe 2001).

Manufacturing Outsourcing from Western Civilization to Oriental Civilization

In the 1980s, the developed countries began to outsource manufacturing to countries with cheap labor. As a result, poor countries broke into global markets of manufacturing goods and services, whose export of manufactured goods and services rose from 25 percent of total export in 1980 to more than 80 percent by 1998. The most successful countries in this trend are Brazil, China, Hungary, India, and Mexico, and another 20 countries. They, with 3 billion people, reached a level of growth 5 percent higher than developed countries. The rest of the developing world trades less at the beginning of the 21st century than it did in 1980, which means that 2 billion people are marginalized, with some countries showing even negative growth. In more successful, developing countries, the poverty level decreases. The total number of poor people in rural China alone was reduced from 250 to 34 million from 1980 to 1999 (Stern et al 2002).

Lowering Tax Barriers

The reduction in average tariffs is highest in South Asia, from 65 percent in the early 1980s to about 30 percent in 2002. In the same period, Latin America, East Asia and the Pacific lowered tariffs from 30 percent to 15 percent, Europe and Central Asia from 15 percent to 10 percent, the most industrialized economies from 8 percent to 5 percent. Only Sub-Saharan Africa, Middle East and North Africa lowered tariffs by small percentages, maintaining them at roughly the 20 to 25 percent

levels that existed in 1998 (World Bank 2001). Countries like Ethiopia and Uganda liberalized trade significantly. Average tariffs in rich countries were low, but they maintain barriers in exactly the areas where developing countries have comparative advantage: agriculture and labor-intensive manufacturing. The cost of protection by rich countries and paid by poor countries is at the level of 100 billion US\$ per year, which is twice the size of aid from the Northern to the Southern hemisphere (Stern et al 2002).

Power of Global Financial Elite

The last few decades, since the 1970s, and particularly since the 1980s, have seen the rapid financialization of the U.S. economy and of global capitalism in general, as the system's center of gravity has shifted from production to finance. The result over decades has been the massive growth of a financial system in which a debt squeeze-out never quite occurs, leading to bigger financial crises and more aggressive state interventions.

As financialization proceeded, more and more exotic forms of financial innovation (all kinds of futures, options, derivatives, swaps) arose, along with the growth of a whole shadow banking system, off the balance sheets of the banks. The repeal of Glass-Steagall in 1999, although not a major historical event in itself, symbolized the full extent of the deregulation that had by then largely taken place. The system had become increasingly complex, opaque, and ungovernable. A whole new era of financial conglomerates arose, along with the onset in 2008 of the Great Financial Crisis (Foster and Holleman 2010).

The data from the Forbes 400 show that speculator capitalists have become increasingly dominant in the U.S ruling class, displacing industrial and petroleum capitalists....Moreover, the speculative basis of U.S. and global capitalism brings greater risk of instability.

The dominance of the financial elite over the U.S. state and the Global Economy is exercised through representatives, or various power elites, drawn directly from the capitalist class itself and from its

hangers-on, who come to occupy strategic positions in corporate and government circles. The concept of “the power elite” was introduced in the 1950s by sociologist C. Wright Mills, and was subsequently developed by others, notably G. William Domhoff, author of *Who Rules America?* For Domhoff, the power elite is “the leadership group or operating arm of the ruling class. It is made up of active, working members of the ruling class and high-level employees in institutions controlled by members of the ruling class.”

Power of Global Corporations

In 1952, General Motors CEO Charles Wilson made the famous statement that "What is good for General Motors is good for the country." During the past decade and a half, General Motors and other global corporations have obtained much of what they claimed was good for them. They have succeeded in obtaining trade and investment liberalization policies that provide global firms considerable new freedoms to pursue profits internationally. They have also persuaded governments to take a generally hands-off approach to corporate monopolies, claiming that mega-mergers are needed for firms to compete in global markets.

Of the 100 largest economies in the world, 51 are corporations; only 49 are countries (based on a comparison of corporate sales and country GDPs) (Institute for Policy Studies 2010). To put this in perspective, Royal Dutch Shell was in 2012 bigger than Argentina; Wal-Mart was bigger than Austria; Toyota was bigger than Pakistan; IBM was bigger than Slovakia; and Apple was bigger than Morocco.

Global corporations exercise their power by strong election campaign contributions and lobbying. The exact amount spent on these activities is not known, but of the Top 200 firms, 94 maintain "government relations" offices located on or within a few blocks of the lobbying capital of the world Washington, DC's K Street Corridor.

Tax avoidance is another symptom of the power of global corporations. While company-specific data on tax avoidance inside and outside the United States does not exist, the trend towards lower corporate tax burdens is also evident internationally. According to the OECD, over the past two decades the share of total taxes made up by corporate income tax in the industrialized OECD countries has remained about 8 percent, despite strong increases in corporate profits. The organization attributes this decline in tax rates to the use of "tax havens" and intense competition among industrialized countries as they attempt to lure investment by offering lower taxes.

WHY GLOBAL CIVILIZATION?

The fourth wave of globalization leads towards the emergence of Global Civilization because this civilization meets the general criteria of civilization (Targowski 2004). For example its:

- Global religion - since Western Civilization has been transformed into Global Civilization at the dawn of the 21st century, therefore Christianity (Protestantism and Catholicism) has been replaced by the global religion, which is reflected just in believes that business is the omnipotent power which should control the society for its benefit. Because what is good for business is good for the society.
- Human entity as the Global Society is composed of certain segments of the societies of 8 autonomous civilization (Western, Eastern, Islamic, Japanese, Chinese, Buddhist, Hindu, and African), which apply global culture and infrastructures
- ;
- Culture has the global character, which means that certain and same patterns of behavior are practiced (de facto by certain segments of those societies only) in those autonomous civilizations, for example such ones as "English," professional and student dress code, music, movies, food, drinks, and so forth;
- Global Infrastructure; of Information (1) (the Internet and Global Area Networks), of Material (2) (transportation, finance, and business) reaching every autonomous civilization and integrating them into an emerging Global Society and Global Economy. Furthermore, there are many international

organizations (for-profit and non-profit, official and unofficial) as UN, UNESCO, GATT, WTO, WB, IMF, NATO, and other, which create the Global Infrastructure of Regulations.

However, Global Civilization is not another autonomous civilization, which can be called vertical. However, it in fact horizontally penetrates autonomous civilizations as is shown in Figure 2-3. Some critics may say that the reach of Global Civilization in the least developed autonomous civilizations is yet very modest (for example a small number of users of the Internet or telephones). On the other hand this reach is observable and known in those civilizations, whose elites are rather active users of a Global Civilization.

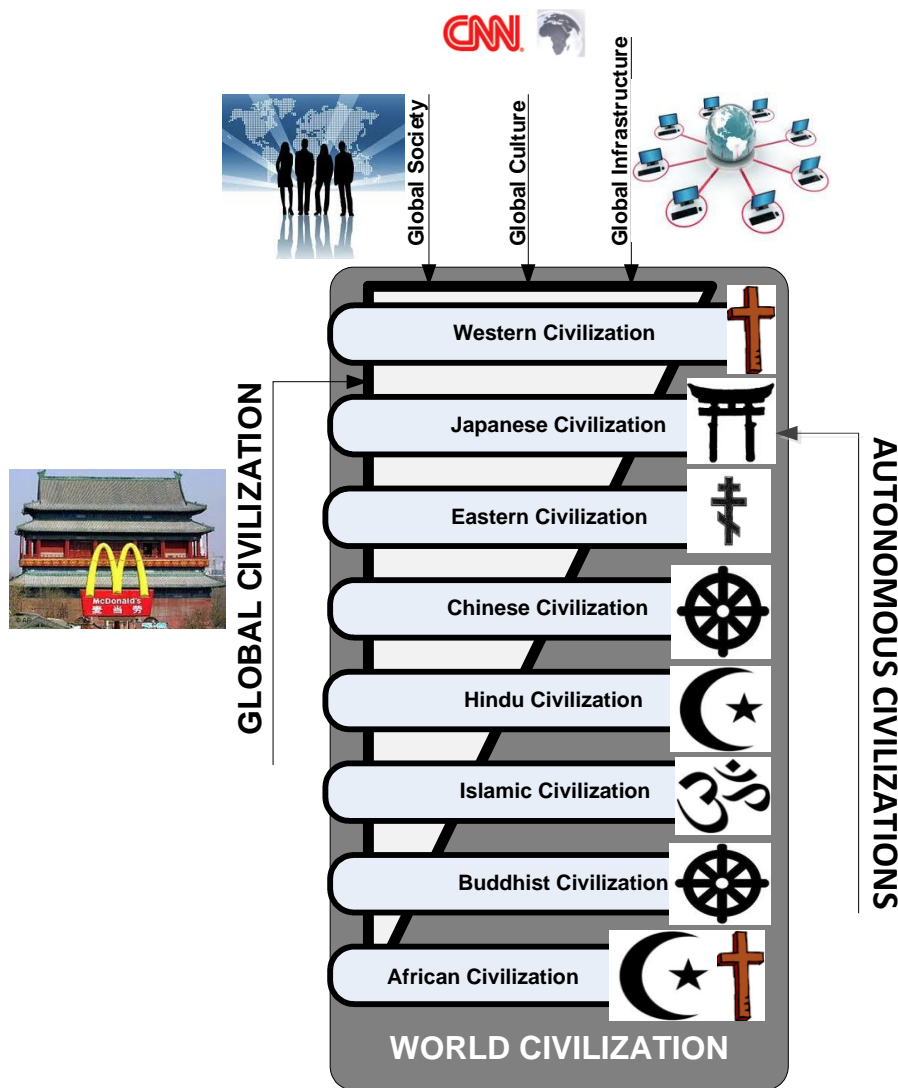


Figure 2. The emerging Global Civilization as a new layer of the World Civilization at the dawn of the 21st century

GLOBAL CIVILIZATION IN THE PROCESS OF GLOBALIZING OTHER CONTEMPORARY CIVILIZATIONS-THE COMPARATIVE APPROACH

The Figure 2 intuitively exemplifies the perceived degree of globalization taking place in eight contemporary civilizations in the 2010s. The most globalized is the Western Civilization, which has almost already transformed into the Global Civilization. It happened, because Western Civilization is the key trigger of globalization as the opening for more growth of its saturated economy.

The Japanese Civilization is far advanced in the process of transformation into the Global Civilization, since Japan accepted in the 19th century strategy of modernization a la westernization. The Meiji Restoration also known as Renovation, Revolution, Reform or Renewal, was a chain of events that restored imperial rule to Japan in 1868 under the Meiji Emperor. The period spanned from 1868 to 1912 and was responsible for the emergence of Japan as a modernized nation in the early twentieth century. After World War II Japan has democratized its political system and Americanized its economy, becoming even the leader of advanced manufacturing goods in electronics and cars today.

The Eastern Civilization (Russia, Ukraine, Belarus, Moldavia, Armenia, Georgia, Romania, Bulgaria, Serbia (not Greece, which is Orthodox but as the exception belongs to Western Civilization) is modernizing and globalizing today depending on a given state's policy. However, due to political obstacles such countries as Russia and Belarus try to restore the Russian Empire led by strong nationalism, based on the common enemy, which is wrongly (but purposely) perceived - the political West or Global Civilization. Countries such as Georgia, Moldavia, and Serbia are in the process of associating with the European Union, which is far advanced in the transformation into Global Civilization. Romania and Bulgaria are already members of European Union and westernizing/globalizing fast. Only Ukraine is at the cross-roads between the Eastern and Western Civilization. In the Fall 2013 Ukraine's President Viktor Yanukovich refused to sign the association agreement with European Union, since he chosen the agreement with Russia, which provided 15 billion dol. loan for Ukraine at specially lowered price for gas and oil on December 19 (RIA Novosti-

12.19.2013). However, ever since the Ukrainian citizens every day clash in Kiev between pro-EU demonstrators and riot police following president Viktor Yanukovich's rejection of a free trade deal with Brussels after intense political and commercial pressure from Moscow. If Ukraine will stay with Russia it will deepen its nationalistic attitude against the West, however, at the same time will be globalizing a la "Russian Mother."

The Chinese Civilization is the largest beneficent of globalization since as the result of this process, became the World Factory. Its young generation is westernizing quickly but the political authority does not want to modernize a la westernization. It is doubtful, whether this civilization may transform fully into the Global Civilization in the foreseeable future.

The Hindu Civilization is modernizing a la westernization and globalizing to become the World IT Laboratory. English is one of two its official languages of this civilization, which tremendously helps in benefiting from globalization. On the other hand, due to remarkable social and economic inequality in this Civilization, it is doubtful whether it is able to transform into Global Civilization ever.

The Islamic Civilization is "oiling" the process of globalization and profiting from it. On the other hand is refusing to modernize and Westernize with the exception to its elite. Even such promising Arab Spring in the 2010s shown that like in Egypt it went instead forward went backward. Some countries like Arab United Emirates beat all world records in rising the most modern cities (such as Dubai) and Qatar with its super modern city Doha benefit from global tourism and finance, their social system is deeply far away from the Western Civilization's policies.

The Buddhist Civilization is strongly religion-driven, despite of the fact that it is rather secular religion than divine. It has such intellectually wise dogmas that many Westerners switch to Buddhism. It is very doubtful that Buddhist values will be replaced by values of global business ever.

The African Civilization has its elite educated in Western/Global Civilization but due to colonialism in past centuries is the victim as well of Westernization as contemporary globalization, which is in fact

Colonization 2.0. Nowadays, Africa became a battle ground between Christianity and Islam, being in mean time taken by the Chinese businesses and their values-driven by Buddhism. Therefore, today Africa is tempted by globalization but not able yet or ever to transform into Global Civilization.

Board 3 compares contemporary civilization and their ability to globalize and transform into Global Civilization.

CIVILIZATION	Globalization Impact	Key Factor	Status of Global Civilization	REPERCUSIONS
Western	It triggers Globalization	Global financier	Global Civilization Dominates Western Civilization	Economic Decline and Possible Correction
Japanese	It triggers Globalization	Global Corporations	Global Civilization is Second Layer over Japanese Civilization	Economic Stagnation and Possible Correction
Eastern	Depending on Country	Business and/or De-Sovietization	Rather Globalization than Global Civilization ever	Status Quo
Chinese	It triggers Globalization	Business	Rather Globalization than Global Civilization ever	Controlled Globalization
Hindu	Strong	Business	Rather Globalization than Global Civilization ever	Spontaneous Globalization
Islamic	Weak	Oil Export	Globalizing Elite	Arrested Globalization
Buddhist	Very Weak	Tourism	Globalizing services for visitors	Anti-globalization policies
African	Confused	Natural Resources	Globalized as by- product of Global	Confused policies

			Business' Activities	
--	--	--	----------------------	--

Board 3. The Comparative Status of Contemporary Civilization in Terms of Their Ability to Become Global Civilization in the 21st Century

As it is shown in Board 3 Global Civilization became like Western Civilization 2.0. It is accepted by Japanese and Hindu Civilizations. However, the latter will never transform into Global Civilization due to their deep coherent cultures, even very close culture as it is in Japanese Civilization. What is the future of Global Civilization? Is it limited to Western Civilization 2.0? Or due to profound social negative changes (diminishing middle class and technological assault upon the labor force) in it, it may turn into reverse gear in the near future? Or is it really good for the World Civilization to break with diversity and move to one and only kind of a civilization? The near future should provide some more substantiated answers to these questions.

GLOBAL CIVILIZATION IN THE 21ST CENTURY

At the end of 2nd Millennium, two civilizations; Western-West and Japanese were at level of saturation, which pushed them to external expansion, leading to the creation of the Global Economy. From the end of World War II until 1973, the United States experienced sustained economic growth. But at the beginning of the 21st century, the U.S. with a saturated national economy looks for assuring sustainable growth by exercising competitive advantage through lowering costs with the help of outsourcing strategies around the globe.

Outsourcing provides growth of the American national economy without the creation of new jobs. This process is copied by other states of the Western-West Civilization. Of course, the reaction of victims of globalization is strong and loud. It looks like workers of the Western-West Civilization are not satisfied by the rise of Global Civilization, but stateless consortia and some developing countries are.

Almost every product or service market in the major economies of the World Civilization has foreign competitors. Increased foreign competition is in itself a reason for a business to globalize – in order to

gain the size and skills to compete more effectively (Yip 1995). The global competitors are mainly Americans, Europeans, Japanese and Chinese.

The Global Economy is only possible, because it is supported by Global Infrastructures, supporting; global communication (the Internet, Global Area Networks); global transportation, global finance activities, global scientific knowledge (principles, rules, and laws defined in a given science/technology) creation and dissemination, global management practices, even global peace keeping (with less success). The architecture of Global Civilization is shown in Figure 2-4. The Global Civilization is controlled by an invisible power, composed of global financiers & banks, stateless corporations, outsourcing CEOs, G7, IMF, WB, WTO and global religion, culture and infrastructure.

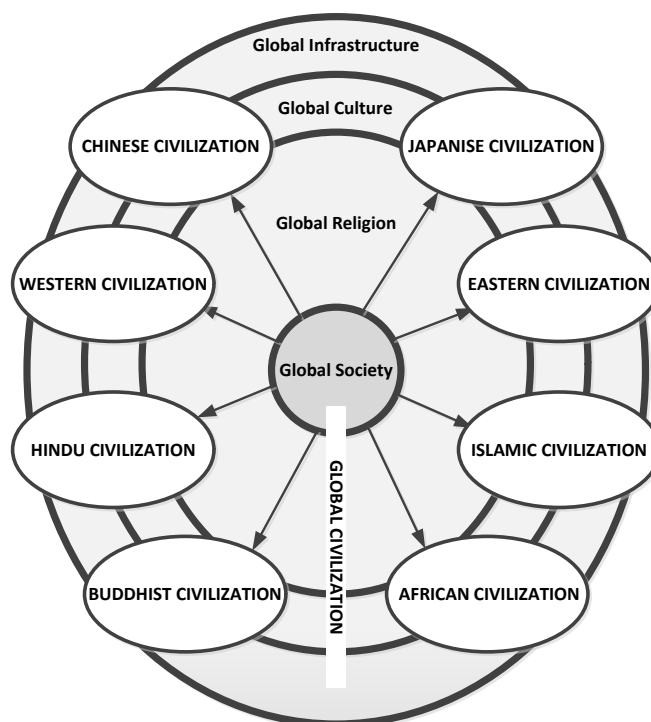


Figure 3. The architecture of Global Civilization

Global Civilization can be defined as follows:

Global Civilization is a large Global Society living in integrative horizontally whole or partial spaces of contemporary, autonomous civilizations as a fuzzy reification (invisible-visible) which is not a part of larger one and exists over an extended period of time. It specializes in inexpensive labor and

differentiates from other civilizations by developing its own advanced global cultural system driven by electronic communication, global business religion (super-consumerism, wealth & power-driven), and sharing the same knowledge (principles, rules, laws defined in a given science/technology)/wisdom (good judgment and choice) system within complex urban, agricultural infrastructures, and others such as industrial, information ones. It also progresses in a cycle of stages such as rising, growing, declining and falling. However, at the dawn of the 21st century it there is in the rising stage of that cycle.

CONCLUSION

1. At the dawn of the 21st century, the IVth Wave of Globalization has been transforming Western Civilization into Global Civilization, since Christianity has been replaced by a Global Religion (under the form of business religion), Global Information and Transportation Infrastructures became very popular solution to globally communicating ideas and decisions as well as moving materials, goods, and people. Eventually the Global Society became a visible, strong entity developing Global Culture as distinctive similar patterns of behavior practiced around the world.

a. This transformation is reflected quite visibly in rising huge financial inequality among globally specialized businessmen and workers (without college degrees) in the Western Society who are structurally unemployed and have a little chance to be re-employed unless they will get good professional degree. In the U.S. out of 155 million members of the labor force, about 120 million are at risk in sustaining their American Dream. Furthermore their plight supposedly is their fault.

b. There is a visible attitude in media and politics that what is good for business should be good for the Society. However, it used to be reverse premise of business.

c. At the level of average people, particularly in Western Europe, dramatically declines the number of Christians going to churches and who are affected by super-consumerism with all related values provided by business.

d. The opposite view says that business is not an overwhelming power that it can be controlled by the democratic process of politics. However, practice shows that business through its lobbyists is against any regulations planned by the politicians and required by the electorate.

2. Global Civilization is of integrative and horizontal character, which penetrates autonomous civilizations either entirely (like Western Civilization) or partially (like Japanese, Chinese, Eastern or Hindu Civilizations).

a. So far at the beginning of the 21st century, Western Civilization has been almost transformed into Global Civilization, which is the upper layer upon the lower layer of diminishing, traditional Western Civilization.

b. Civilization like Japanese and Hindu are modernizing through Westernization, becoming Globalized or Westernized 2.0., but their lower layer is still of their strong traditional civilization character.

c. Civilization like Chinese (financed through being the World Factory- largest outsourcer) and Eastern (financed through oil export) are modernizing very impressively but refusing being Westernized but are globalized through intensive trade development reaching all corners of the world. Their traditional civilizations act as the second layer of their civilization.

d. The opposite view is that globalization and Global Civilization is the long waited way of making diversified human race as One Family with One Government. However this view neglects the golden rule of diversity of the nature including the people, which if neglected will lead to a totalitarian ineffective, corrupted world government.

3. Global Civilization, particularly steadily developing globalization at this time is not stoppable, since is driven mostly by very strong desire to increase the wealth of the Global Elite and improve economic condition of undeveloped and developing nations. Since it means also the free flow of ideas and people

(to certain degree) it is welcomed by the Global Merit, composed of media, intellectuals, and some politicians who control the global mindset of people.

a. There are no signs of slowing down the process of globalization by policies of politicians at power at all contemporary civilizations.

b. The anti-globalization movements are too weak to threaten the Global Elite which controls governments, military, and media.

c. However in a long-term Global Civilization is not sustainable since it consumes strategic resources (oil, gas, uranium and color metals) in the accelerated manner. Eventually human race won't be at the level as we know it today.

d. The opposite view emphasizes human's ability to develop more effective knowledge and technology which should solve almost every social problem which we face today. The belief in technology instead in wisdom of people cannot solve problems of overpopulation and planet degradation.

BIBLIOGRAPHY

BLAHA, St. (2002). *The Life Cycle of Civilizations*. Auburn, NH: Pingree-Hill Publishing.

BOSWORTH, A. (2003). "The Genetics of Civilization: An Empirical Classification of Civilizations Based on Writing Systems," *Comparative Civilizations Review*, 49, 9.

COULBORN, R. (1966). "Structure and Process in the Rise and Fall of Civilized Societies," *Comparative Studies in Society and History*, VIII-4: 404.

FERNANDEZ-ARMESTO, F. (2001). *Civilizations, Culture, Ambition, and the Transformation of Nature*. New York: A Touchstone Book.

FOSTER, J.B. and H. HOLLEMAN (2010). The Financial Power Elite. *MONTLY REVIEW*. 62(1).

HORD, J. (1992). Civilization: a Definition Part II. The Nature of Formal Knowledge Systems. *The Comparative Civilization Review*, 26:111-135.

HUNTINGTON, S. P. (1996). *The Clash of Civilizations and the Remaking of World Order*. New York: Simon & Schuster.

KROEBER, A. L. (1957). *Style and Civilizations*. Ithaca, NY: Cornell University Press.

- KREJCI, J. (2004). *The Paths of Civilization, Understanding the Currents of History*. New York: Palgrave, Macmillan.
- MCGAUGHEY, W. (2000). *Five Epochs of Civilization*. Minneapolis, MN: Thistlerose Publications.
- MELKO, M. (1969). *The Nature of Civilizations*. Boston, MA: Porter Sargent Publisher.
- MELKO, M. & Scott, L. R. (1987). *The Boundaries of Civilizations in Space and Time*. Lanham, MD.: University Press of America.
- QUIGLEY, C. (1979). *The Evolution of Civilizations*. Indianapolis: Liberty Press Edition.
- SOROKIN, P. (1950). *Social Philosophies of an Age of Crisis*. London: Stevens and Sons.
- SNYDER, L.D. (1999). *Macro-History, a Theoretical Approach to Comparative World History*. Lewiston, NY: The Edwin Meller Press.
- STANDAGE, T. (2005), *A History of the World in 6 Glasses*. Walker & Company.
- SPENGLER, O. (1980, reprint of 1932). *The Decline of the West*, one volume edition, transl. Charles Francis Atkinson. 104-105.
- SOROS, G. (2002). *On Globalization*. New York: Public Affairs Press
- (2003). *The Bubble of American Supremacy*. New York: PublicAffiars. pp. 195- 196.
- STEGER, M. B. (2003). *Globalization, a Very Short Introduction*. New York: Oxford.
- STERN, N. (2002). *Globalization, Growth, and Poverty*. Washington, New York: World Bank, Oxford University Press.
- STIGLITZ, J. (2002). *Globalization and Its Discontents*. New York: W.W Norton & Company.
- TARGOWSKI, A. (2004). From Global to Universal Civilization. *Dialogue and Universalism*, vol. XIV, no. 3-4, pp. 121-142.
- TARGOWSKI, A. (2004). "A Grand Model of Civilization." *Comparative Civilizations Review*. 51:81-106.
- TARGOWSKI, A. (2008). *Information Technology and Social Development*. Hershey, PA: IGI Publishers.
- TOYNBEE, A. (1935). *A Study of History*, 2d ed. Oxford: Oxford University Press.
- YIP, G.S. (1995). *Total Global Strategy*. Englewood Cliff, NJ: Prentice Hall.