

**THE PROCESS OF INFORMATIONAL GLOBALIZATION AS A MEANS OF
DEVELOPMENT OF A SOCIETY**

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ABSTRACT

The article is devoted to studying the origin of the word *globalization*, its stages of development and participation of worlds in it.

Key words: *environmental problems, global standard, financial, international trade, liberalization, democracy.*

In the twentieth century of the millennium, humanity has witnessed tremendous economic, social and environmental changes and events. World War II, which destroyed many nations and killed millions; the Cold War era that threatened the world's existence; The emergence of communism and its crisis; scientific and technical discoveries such as television, the Internet, space rockets; the globalization of environmental problems, i.e., water and air pollution, the decay of the ozone layer, and the unnatural warming of the air around the world, etc., have occurred and continue to occur before the eyes of humanity.

Universal ideas such as democracy and non-violation of human rights have also spread around the world, and many societies have embraced it as the best way to progress. Nevertheless, by the end of our millennium, we have witnessed a "supernatural phenomenon" that has not been observed in human history and has turned the world in a completely different direction.

It enables financial and investment markets to be managed through developed and regulated relationships using the interconnectedness of states and nations (pp. 1, 32).

Water, on the other hand, argues that the word "global" originated 400 years ago but was not used as a term "globalization" until the 1960s (2, 44). Or if we look at the issue of *The Economist*, it says, "Italy's global standard for car imports has grown" (pp. 3, 16). The term "globalization" was introduced into the dictionary in 1961, and Webster became the first major dictionary to provide an explanation of the term. According to Robertson, "globalization" was not popular among intellectuals until the mid-1980s (pp. 4, 28). In general, European or Western civilization was the main environment in the formation of the "Global Century". Robertson divides the globalization process into 5 stages. They are:

1. The stage of emergence (Europe, 1400-1750: the division of Christianity, the emergence of interstate relations, the emergence of a common calendar in the west, major research and colonialism, etc.);
2. The initial stage (Europe, 1750-1875; the emergence of national statehood, the introduction of citizenship and passports. The first ideas of internationalism and solidarity, etc.);
3. The period of ascension (1875-1925; national statehood, a single international community and a single humanity, international relations, the First World War, etc.);
4. The stage of the struggle for autocracy (1925-1969; World War II, the UN, the Cold War, the nuclear threat, etc.);

5. The stage of abstraction (1969-1992; space research, improved international relations, environmental pollution, global media, etc.). That is, in the final stages of the globalization process, it is difficult to predict where the world is headed. The process of globalization took on a more complex nature after the mid-1990s, when the great invention of the century, the Internet, emerged. "The Practice of Globalization. The New Century Rules of the Game" (pp. 5, 16) states: "The process of globalization is inextricably linked with the 'information revolution', especially the development of the Internet and the integration of financial markets" (pp. 5, 6).

Scientists interpret the process of globalization as "internationalization or internationalization", "liberalization or liberalization", "universalization" and "westernization".

"Internationalization" is the exchange of ideas such as international relations, the growth of international trade, democracy and human rights. "Liberalization" - the prohibition of open international trade and the liberalization of the world economy.

"Universalization" is the spread of different things and experiences among people in all corners of the globe. The growth of economic and cultural ties leads to a confusion in the process of harmonization of national cultures and values. In other words, the fusion of cultures results in a unique culture.

According to Water, the process of "Westernization" can be said to be a process of "modernization." However, capitalism, colonialism, industrialization, bureaucracy, imperialism, etc., which are the "social structure of modernization", form the main basis of the process of globalization. In other words, when it comes to "westernization," it means that Western capitalism is dominant on a global scale. For example, in 2021, the number of Internet users reached 5 billion. However, the number of users of this global information network is not evenly distributed among countries and regions. By the end of 2020, 70% of Internet users will live in developed countries. This is 17% of the world's population. The U.S. and Canada make up 15% of the world's population, and that 5% of the population makes up 50% of Internet users. It is clear from the data that calling the Internet a global information network is in a sense relative.

The process of globalization has led to the rapid development of the media and the Internet, as well as their expansion beyond the shell of a nation and a particular state. As a result of globalization and the merging of the media, a "spaceless" state of information and reality has emerged.

Homelessness is a cultural manifestation of globalization, "Tomlison said. According to Scholte, through the intensification of the media and the exchange of information, "spacelessness is tantamount to the process of disappearing the political, economic and social boundaries of nation-states.

Today, the world is entering a new era of globalization - the "information age" or "electronic age". The operation of satellites and telecommunications via the Internet allows anyone and everything to go and locate anywhere on the globe, in other words, to be territorialized.

Relationships and connections that affect only a particular nation and state, or a particular political force, and transcend territorial boundaries, become a highly complex political, social, and cultural reality of a hybrid nature.

In the new century, which is interpreted as the information age, the rapid development of information and communication technologies, in particular the Internet, has given a new look and essence to human development. This new form of development of the state and society is characterized by the "electronic" being, whose future is decided by millions of "bytes and bits" that make the whole world a single information space through communication networks. The Internet has accelerated the exchange of information between nations and peoples, making the world a truly "single global space" for humanity.

It should be noted that the major economic powers of the West (mainly the United States), which is the driving force of the globalization process, are trying to turn the world into a "single market for raw materials, consumption, production and information" that meets and serves only their corporate interests. The process of globalization is also of great importance as a defender of the common interests of Western countries.

It can be said that in order to reduce such negative effects of the globalization process, it is necessary to focus on solving a number of problems. First of all, it is necessary to ensure the freedom of speech and the media in practice, the transition to full market relations in the media and the development of its regulatory systems, improving the quality of training of national media and journalism.

In conclusion, it can be said that the process of globalization is creating very favorable opportunities for the development of humanity, especially the media (despite all its effects and consequences). In particular, different countries are taking advantage of such opportunities of globalization, integrating more rapidly into the world community and actively participating in international information exchange processes. But in order not to become a "victim" in the process of globalization, it is necessary to liberate the social consciousness and the media as soon as possible, to prevent the emergence of a situation of information and vacuum. After all, strong public opinion and the media can be the most effective means of protecting society from the political, economic and ideological pressures of globalization.

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