РУСЕНСКИ УНИВЕРСИТЕТ "Ангел Кънчев" UNIVERSITY OF RUSE "Angel Kanchev"

Факултет "Бизнес и мениджмънт" Faculty of Business and Management

Катедра "Европеистика и международни отношения" Department of European Studies and International Relations Българо-румънски интеруниверситетски Европа център Bulgarian-Romanian Interuniversity Europe Center

СБОРНИК ДОКЛАДИ

на СТУДЕНТСКА НАУЧНА СЕСИЯ – СНС'15

PROCEEDINGS

of the SCIENTIFIC STUDENT SESSION – SSS'15

> Pyce Ruse 2015

Сборникът включва сесия СНС'15 .	докладите,	изнесени	на	студентската	научна
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чл. -кор. проф. дтн Христо Белоев, DHC mult. – Ректор на Русенския университет Елена Захариева Председател на Студентския съвет elena_zaharieva91@abv.bg; 082-888 390

• Научни секретари:

проф. д-р Ангел Смрикаров – Ръководител УНИКОМП ASmrikarov@ecs.uni-ruse.bg; 082-888 249 Габриела Попова – Член на Студентския съвет Gabriela popova @abv.bg; 082-888 390

• Членове:

Факултет "Аграрно-индустриален"

доц. д-р Калоян Стоянов kes@uni-ruse.bg; 082-888 542 Гергана Везирска; geri vezirska@yahoo.com

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доц. д-р Стоян Стоянов sgstoyanov@uni-ruse.bg; 082-888 572 Мариета Станоева; mstanoeva@uni-ruse.bg

Факултет "Електротехника, електроника и автоматика"

доц. д-р Теодор Илиев tiliev@ecs.uni-ruse.bg; 082-888 839 Георги Цанков; g.tsankov93@gmail.com

Факултет "Транспортен"

доц. д-р Валентин Иванов vdivanov@uni-ruse.bg; 082-888 373 Димо Иванов; dimich@abv.bg

> Факултет "Бизнес и мениджмънт"

доц. д-р Мими Корнажева, mkornazheva@uni-ruse.bg; 082 888 656 Ева Първанова, eparvanova@uni-ruse.bg

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доц. д-р Кремена Раянова k_raynova@abv.bg; 0889 205921 Боян Войков; bvoykov@abv.bg

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доц. д-р Емилия Великова evelikova@uni-ruse.bg; 0885 635 874 Йоана Тасева; ioana.taseva@abv.bg

Факултет "Обществено здраве и здравни грижи"

доц. д-р Стефан Янев snyanev@uni-ruse.bg; тел. 082-821 883 Емануил Панайотов; emo7700@abv.bg

Филиал - Разград

доц. д-р Цветан Димитров tz_dimitrow@abv.bg; 0887-631 645 Hypxaн Хюдаим; n.hyudaim@gmail.com

Филиал - Силистра

гл.ас. Цветанка Павлова knidor@abv.bg; 086 821 521

Мария Томова; tomova maria@abv.bg

Европеистика и международни отношения European Studies and International Relations

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Europe's Changing Role in the World

Aleksandar Alipiev Supervisor: Assoc. Prof. M. Kornazheva, PhD

Abstract: Europe's Changing Role in the World. The paper examines the current position of the European Union in terms of its global status and influence. The process of European integration is seen as a factor that can significantly alter the established global agenda by creating new roles for Europe in the following areas – economy, military, promotion of democracy, technology and environmental protection. The study tries to determine the future developments in the said areas and point out some potential problems that can hamper the emergence of Europe's new roles as a global actor.

Key Words: European Integration, Global Roles, Global Agenda

INTRODUCTION

Europe has always played a leading role on the global scene throughout the history of mankind. Since the classical era of Ancient Greece and the Roman Empire, up to modern times, Europe has been the main driving force of the advances of human civilization in all areas. However, after the Second World War, we saw a shift towards the USA and the Soviet Union, while the former European superpowers lost their global influence. Currently, we observe a gradual process of integration and consolidation of European nations in the face of the European Union and this development leaves us at possibilities that may have effects on a global scale.

Therefore, the process of integration of the European Union brings the question of the changing role of Europe in the world. Is Europe, this time as a single entity, going to be able to impact the global agenda on its own and independently pursue its interests? Or will it remain in the shadows of the existent and emerging superpowers, namely the USA and China? In order to try to answer such questions, this paper will analyse the transforming role of the European Union on a global scale in the current political realities and determine the most probable outlook for the near future. This paper will examine Europe's changing global role by studying separately the following areas of interest and potential worldwide influence: economy and trade; promotion of democratic principles; security and peacekeeping; technological advancement; environmental protection.

ECONOMY AND TRADE

The economic aspect of the European integration has brought huge possibilities for businesses across the continent. The formation of the single market and the creation of the Eurozone have undoubtedly increased the economic potential of the EU. The possible integration of historically highly productive economies such as the German, French and British ones would create an economic superpower that would be able to surpass the production capacities of countries like the USA and China. In fact, the combined overall GDP of the European Union in 2013 ranked as the first in the world. [11] In case the European economic integration is fully implemented, the EU will be able to take advantage of the most important leverage on the global scene – the economic one. This will give the EU the freedom to take independent decisions without any foreign pressure and pursue its own agenda, giving the opportunity to better defend the interests of European citizens. However, the economic integration of all member states is a much more complicated process than just summing up the separate gross domestic products of the countries inside the union and currently, the EU is very far away from that, despite its constant efforts.

The introduction of the Euro was a very important step towards integrating the European economy, but at the same time, it poses some very serious threats. The problem stems from the fact that, currently, the countries in the Eurozone have a single

and integrated monetary policy, handled by the European Central Bank, but at the same time, each member state is administrating its own fiscal policy. The EU has no effective legal leverages to influence the budgetary and fiscal decision-making on the level of member states and this creates an alarming lack of potential coordination between monetary and fiscal policies inside the union. This lack of synchronization between the policies has been fundamental in the ongoing Greek crisis, resulting in social disturbances not only in Greece, but in the whole union. If counter-measures are not taken promptly, other debt-ridden member states like Spain or Italy may follow a similar path, which poses a great risk for the economic integration in the union as a whole. [2]

The European Union's road of becoming an independent major global actor goes through tackling the current economic situation. A necessary solution is the gradual delegation of national fiscal decisions to the supranational level and this would be a major milestone towards the accomplishment of economic integration. The process will be difficult, especially in the current times of rising nationalism, since it would practically outline the most radical delegation of sovereignty in the history of the EU. If the full economic integration succeeds, however, we will see the consolidation of the biggest economic superpower in the world, which will allow the EU to have the instruments to impact the global agenda and support global economic stability.

PROMOTION OF DEMOCRATIC PRINCIPLES

Since its foundation, the European Union's core values have remained the most important uniting factor. The consistent adherence to democratic principles has been a non-negotiable requirement for all member states throughout the history of the union. That is why former dictatorships like Spain and Portugal were only accepted in the union after parliamentary democracies have been established there. During the Cold War, the predecessor institutions of the European Union played more or less a protective role of the democratic principles and values, having been threatened by the powerful authoritarian East. Today, the role of the EU has changed, because it has the opportunity to jointly promote externally its own values. [13]

The EU's current most important role in this area is, naturally, the spread of democratic values across the European continent. This has already happened with the former communist Eastern European states that have become members of the EU. Of course, there are still some evident problems with the acceptance of democratic values in some post-totalitarian countries like Bulgaria and Romania, which are often accused of maintaining "facade democracies". However, such developments should be expected, since the democratic principles have been part of those societies for only a relatively short time frame and nevertheless, the new values slowly, but steadily become the norm. Besides those countries, the remaining potential candidates for EU enlargement like the Western Balkans and Ukraine are naturally the most urgent areas for democratization where the union will focus in the short term.

If we look on the global scale, the European Union is also gradually becoming a key player in the promotion of democratic values worldwide. The established global actor that has often been described as a champion and defender of democracy across the world – the USA – has been gradually losing positions in the past few decades. The USA is being openly loathed in problematic regions like the Middle East or conflict zones in Africa for its proneness to military intervention, which is often seen as blatant imperialism. Moreover, recent scandals around the U.S. NSA spying disclosures have further undermined American positions as a "champion of freedom and democracy". At the same time, other global players in the East like China and Russia are openly autocratic. This creates a position of opportunity for the EU, which it can use to become a tool for democratization across the world. The EU has already established the Office for Promotion of Parliamentary Democracy (OPPD) [5] for this purpose and it can use its close proximity to

North Africa and the Middle East to actively encourage democratization. There are also opportunities of developing European democracy promotion strategies in East Asia, in particular, within the ASEM process. [1]

SECURITY AND PEACEKEEPING

The state of the military is another key factor concerning Europe's global standing and recent events are causing the EU to reconsider its role and policies in this area. Historically, after the Second World War, European nations have been largely dependent on high American military spending as a protection guarantee in the boundaries of NATO. This situation continued to remain unchanged even after the end of the Cold War - for example, in 2010 the US military spending represented 4.8% of GDP and 11.2% of overall government expenditure. In contrast, the corresponding average ratios in EU were, respectively, 1.6% and 3.2%. [4] This drastic difference in military spending allowed European countries to focus in high welfare subsidies, while receiving a "free" protection from their American allies. Naturally, it will not be possible to see this model working in the future if the EU decides that it is time to put forward its own foreign policy and agenda, rather than being so closely dependent on U.S. decisions regarding global affairs. Currently, the ongoing conflicts in close proximity to the EU, namely, the War in Ukraine and the ISIS conflict, send a very clear signal that the European role in security is bound to change. Even U.S. representatives have suggested increased military spending to their European partners in NATO. [9]

The consolidation of a common European foreign policy and the ability to withstand EU common interests on the global scene goes directly through the establishment of an integrated and synchronized military unit. Counting on the U.S. to deal with European security will always cause the EU to be seen as a "subcontractor" carrying American interests. This, naturally, hampers the development of better relations with countries in conflict zones like the Middle East, where the EU can act as a mediator.

Although common battle groups and close cooperation activities between the armed forces of member states have already been implemented, the idea of a common European military is quite far from materializing. This situation again leads us to the problematic area of national sovereignty of member states. Delegating command of national militaries to supranational institutions is a difficult process that can cause serious political and social disturbances inside member state countries. However, the already mentioned current geopolitical developments and conflicts may serve as a catalyst and accelerate possible European military consolidation.

TECHNOLOGICAL ADVANCEMENT

Technological development is one of the key determinants for Europe's global standing and has historically been a driving force for the progress and flourishing of European societies. It was the technological progress that laid the foundations of the Age of Exploration and the Industrial Revolution, which made Europe the engine of the world. Nowadays, the picture has changed significantly. Since the 1990s, we have seen the Digital Revolution taking place and the main force behind it has been the USA. The Digital Revolution has attracted serious investments and generated huge American economic growth, allowing the emergence of new U.S. corporations with worldwide reach and influence. In the meantime, Europe has not fully taken advantage of this opportunity and has rather remained in the shadow of the American technological leap. Moreover, recently, many European leading manufacturing companies decided to outsource their production units in countries in the Far East and mostly China. Although this has helped European entrepreneurs to save significant labour costs, it has created the threat of "giving away" technology and innovative production practices, which may have a significant negative effect on European competitiveness in the future. [8] Furthermore, China is expected to

overtake both the USA and the EU in terms of overall science and technology spending in the next few years. [6]

If the trend continues, this will reaffirm Europe's lagging position in technological sense. This development may have some serious consequences on the economic well-being of the EU. Weaker technological foundations may lead to decreased competitiveness of European companies, which are traditionally export-oriented. Losing external markets to American and Chinese enterprises would lead to weaker economic growth, resulting in even less spending in innovation. In order to interrupt this negative trend and restore its leading global positions in terms of technology, Europe must take urgent action. Besides the obvious need of increase in R&D budgets, there is another significant problem, commonly referred to as the "European Paradox". [10] European academic institutions perform very well in producing research outputs, but they are not able to transfer these outputs to the industries, markets and the economy. If the EU wants to improve its global position in innovation, it should directly address this problem, because overcoming it may again place Europe as the leading factor of a potential new technological breakthrough.

ENVIRONMENTAL PROTECTION

In the current times of increasing number of environmental risks and rising public pressure for sustainable development, Europe's role in the global environmental protection is gradually becoming major. Historically, governments put almost all efforts in securing stable economic growth, leaving behind the ecological harm done and dismissing potential environmental disasters. This has resulted in a huge increase of carbon dioxide emissions over the past century, facilitating global warming. The carbon dioxide emissions have risen from about 2 billion of tons in 1900 to more than 32 billion of tons in 2008. [12] The continuation of this trend may potentially lead to catastrophes with global reach and consequences. In order to avoid such development, international cooperation is required on a worldwide scale.

European countries were the first that realized that urgent measures are necessary in order to tackle the problem. The EU has implemented numerous initiatives for supporting the development of the renewable energy sector and increasing the levels of energy efficiency in the private sector. These actions have already given result – the EU yearly per capita carbon dioxide emissions in 2014 fell to 6,4 t/person. As a comparison, China's indicator is 8,9 t/person and the US – 15,6 t/person. [7] This situation can define the EU as a pioneer in facing the global environmental problems by implementing actual solutions.

However, it is not enough to just find solutions to the ecological problems internally in the EU. Once this is achieved, it is necessary for Europe to transfer its know-how and experience from its own "success story" externally. The EU has already stated that it has the ambition to become a "role-model" for the global environment. [3] This places Europe in a very important position on the global scene in the near future – the outlook is that the EU will serve as an example and a leading force in the implementation of worldwide environmental protection policies. Naturally, this will be a very difficult process, as it affects all the differing governmental interests, but a potential environmental improvement under the European umbrella will only positively contribute to the EU's global stature.

CONCLUSION

The on-going process of European integration and the emerging perception of Europe as a single entity on the global scene are factors that shape and develop new potential roles for the EU in the world. The union's biggest potential is in its economic power, which can be used as a leverage to impact the global agenda. However, in order to use this potential, a very difficult process of further economic integration and delegation of sovereignty lies ahead of the member states. If this process is successfully accomplished, the EU will possess the tools and resources to assume leading roles in various other areas

that affect global relations. For example, in the current times of overall mistrust in U.S. foreign policies, there is an opportunity for the EU to distinguish itself as the major promoter of democratic principles not only on the continent, but also in zones like the Middle East or Far Asia. There is also a growing necessity for the establishment of a consolidated EU military organization that would be able to independently provide adequate security and the situations with Ukraine and ISIS can only act as accelerators for this development. A major problem regarding the EU's global position is the slowed technological advance compared to the USA and the threat of innovation "leakage" to China. EU institutions are focusing on facilitating the transfer of academic innovation into the private sector, so that new technologies can be materialized and restore Europe's positions in that area. Currently, Europe is also assuming a leading role in terms of global environmental protection. The EU has already set an example of actual solutions and implementations of policies for sustainable development, so it is to be expected that Europe will become a role-model by transferring experience for the implementation of environmental protection practices across the world.

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About the author: Aleksandar Ognyanov Alipiev, master student in European Studies and Regional Cooperation (BRIE Ruse), tel: 00359 888 792 737, e-mail: aleksandar.alipiev@gmail.com

Europe's Prospective Role in the World

Dragomir Dimchev Supervisor: Assoc. Prof. M. Kornazheva, PhD

Abstract: The world in 2015 is complex and complicated. As the world's largest trader Europe depends exclusively on the preservation of peace around the world. The world anticipates from the European Union consistency for democracy, human rights, and consideration for international law. The European Union manages a formidable budget available for all kinds of activities.

Kevwords:

European Union, democracy, human rights, international law, Middle East, sustainable energy, competitiveness, new paradigm

Introduction

The world in 2015 has become even more complicated. Its main characteristic is multi-polarity. In this heterogeneous world, Europe could still maintain its central position. Europeans should homage past success, but should gaze into the future. Europe should embrace the urge to evolve and to reshape itself in order to fulfill one of its ineffable prime roles-to balance a multi-polar world. In a changing ambience - on one hand the rising East and chary America at the other, Europe must assert its significance on the global stage.[¹] The European Union has succeeded in a way to expand its influence around the world mostly during the past 20 years and to "step into Europe's shoes". This can be attributed mainly to strengthening of its own economy and all the numerous connections and global investments derived from industrial expansion and outsourcing. It might be said that the primary cause of creation - provoking commitments between countries and suppressing conflicts, gives persuasive results. Europe has offered the world a unique example and embodies a new model on the global stage. In harsh conditions including a debt crisis, unemployment and aging population, Europe maintains its key role in all global institutions.

Foreign and Security Policy

Europe depends exclusively on the preservation of peace around the world. Rejecting the need to take into account circumstances with hazardous potential will undermine the significance of Europe and will reflect the world in negatory way. Going back to the years after World War II times were not full of ease. The Communist rule clouded democracy standards for many to suffer the consequences of exorbitant regimes in in contrast to their Western neighbors. With the fall of the Iron Curtain many were having a period of increased hopefulness. Contrariwise after 9/11 Europe and the world realised that maintaining security requires everlasting efforts. [2]

Sadly, nowadays the world is once again disordered and unpredictable place. In a connected and codependent world, EU has to work with allies but also with enemies. Russia's actions in Ukraine have ended the post-World War security and peace in Europe. The arising "Islamic State" is multiplying its followers who are proclaiming ideology of hate. Their main instrument of preaching is murder and assassination in Syria and Iraq. And all of this is happening so close to Europe's borders, literally on our doorstep. These complex problems require multilateral responses. Nonetheless subdued in the long traditional summer vacation Europe's ministers and senior officials were slow in response of world events in the past 2014 summer violence. It has left the reputation of Europe not entirely intact, pinpointing the lack of adequacy in the current conjuncture. [3]

³ Islam, Shada. Why Global Europe must change in an "anxious age"//

¹ Masoud, Fahim. Exploring Europe's Significance in a Globalized World

^{//}http://www.internationalpolicydigest.org/2014/02/09/exploring-europes-significance-globalized-world/

² Rijnsoever, Carola. Claiming Europe's Role on the World Stage// http://carnegieeurope.eu/strategiceurope/?fa=53886

Other authors underline that there is no common foreign policy towards Russia and Turkey for instance. Bystanders are prone to believe Common Foreign Policy was not effective. "What Europe needs is a 'Grand Strategy'. Jolyon Howorth argues that Europe must accommodate some definite measures in order to maintain its significance, "greater institutional and political integration", etc.[4] If wealth expressed in gross domestic product is taken into consideration along with Europe's share of world trade, Europe consolidates the world's largest market and embodies a world economic superpower, yet politically it is still a dwarf. How, then can Europe play a world role that is proportionate to its potential. Member states should no further settle their foreign interests alone. All members should join forces and act as foreign policy body embedded into one. Refusing to take into consideration these circumstances and not collaborating will have imminent repercussion. That is the reason why the European Union should have discrete foreign policy actively implementing its cooperative deeds.

In the Rome Treaties there were no settlement of foreign policy, it was not until the Davington report of 1970 which suggested a system to 'harmonize points of view, concert attitudes and, where possible, lead to common decisions'. The Single European Act has put some perspective committing states to 'endeavour jointly to formulate and implement a European foreign policy'. Nowadays The European Union has a framework for acting together. The Lisbon Treaty offers the EU sufficient foreign policy field of action along with state's leaders who constantly have relations with literally all countries of the world.

The European Union has defined values and is all the time sequential. The world anticipates from the European Union consistency for democracy, human rights, and consideration for international law. The European Union manages a formidable budget available for all kinds of activities. The European Community contributes every year with its budget for helping developing countries which is of best interest for itself. Even further most Third World countries are not able to satisfy their own basic needs. Consolidated all the Community's programmes of assistance to the Third World embody a walloping endeavour. In terms of numbers it accounts for 40% of all world aid given, still they fall short of the United Nations target of devoting at least 0.7 % of GNP. Most of the Third World countries and their economies operated under a system established by their former colonialists. These economies were developed to a certain level only to supply the richer world with a few primary products needed. Thinking pragmatically growth of economy and prosperity depends on the purchasing power of trading partners. That is why EU has interest in helping developing countries.[5]

The EU has at its disposal integrated security capabilities. There are not many joint military forces in the world to provide staff for all kinds of peace keeping and military missions. With minimal effort at the right time and place one can have tremendous effect. ²

One of the foremost issues to be taken care of is that EU has to affirm its responsibility for its Eastern regions with respect to the Ukraine's crisis. Despite the differences in opinion Euro members managed to join forces and imposed some measures to restrain foreign and internal interests. However more should be done in demonstrating continuous willingness and potency for dealing with the matter.

To spread its political and cultural values throughout the world the community has to increase its prestige hindered by financial burden. EU must diminish disparity between foreign policy role and its weight in terms of trade volume and financial significance. The time for the EU to manifest its strengths is yet to come.

http://europesworld.org/2014/09/04/why-global-europe-must-change-in-an-anxious-age/

⁴ Howorth, Jolyon. What Europe badly needs is a "Grand Strategy"//

http://europesworld.org/2009/10/01/what-europe-badly-needs-is-a-grand-strategy/

² Rijnsoever, Carola van. Claiming Europe's Role on the World Stage http://carnegieeurope.eu/strategiceurope/?fa=53886

⁵ Wistrich, Ernest. The United States of Europe. (Routledge 1994)

Middle East Balancer

The most cogent impact on the policy making in the Middle East has undoubtedly the European Union. The European Union has declared its policy on the Middle East explicitly trough public statements. For instance, the Venice Declaration of 1980 concerning "the two principles universally accepted by the international community: the right to existence and to security of all States in the region, including Israel, and justice for all the peoples, which implies the recognition of legitimate rights of the Palestinian people". ⁶ In December 2008 EU Heads of State and Government made a statement stressing that a comprehensive peace in the Middle East remains a top priority for 2009. They praised the Arab Peace Initiative as a basis for regional peace; and called on the new US administration to engage from day one.

The European Union is an active player in supporting efforts to resolve the Israeli-Palestinian conflict and contributes, also as a member of the so-called Middle East Quartet (US, EU, Russia and UN), to the Middle East Peace process. EU relations with its southern neighbors features a regional dimension, the Union for the Mediterranean. The EU also has a region-to-region relationship with the "Gulf Cooperation Council" (GCC) made up of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates. Furthermore, there are also bilateral EU-relations with Iran, Iraq and Yemen. [7]

There is little the EU can do to directly tackle the Sunni-Shia conflict that is expanding throughout the Middle East. The consequences to the Iraqi state after the Saddam's era worsen even the original problem. It is questionable if the Community can grasp the fundamentals of this ethnic war. "Europe needs to acquire a less simplistic and more sophisticated understanding of Islam and its Muslim neighbors, including Turkey, which has been left in uncertainty about EU." (Shada Islam-Director of Policy at Friends of Europe)[3]

Sustainable Energy

Sustainable energy is the sustainable provision of energy that is clean in a way that don't pollute the environment and lasts for a long period of time or can be renewed. Renewable energy only produces little or no pollution, in contrast to fossil fuel that most of the countries are using. The countries of the European Union are the number two global leaders in the development and application of renewable energy. As a whole EU at this moment is not the leader but still can shape the benchmark for this new highly potential industry. Germany's renewable energy sector is among the most innovative and advanced worldwide. In 2000 net-generation from renewable energy sources in the German electricity sector was 6.3% and now it has grown to almost 30% in 2014. For the first time ever, wind, biogas, and solar combined accounted for a larger portion of net electricity production than brown coal. While peak-generation from combined wind and solar reached a new all-time high of 74%. Germany is now called "the world's first major renewable energy economy".

Germany's *Energiewende* is energy transition from conventional sources to energy portfolio dominated by renewable energy, energy efficiency and sustainable development. The final goal is the abolition of coal and other non-renewable energy sources. designates a significant change in energy policy from 2011. The term comprise a switch in policy from demand to supply and a shift from centralized to distributed generation for instance trough

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⁶ Brown, Nathan J. Can the EU Revive the Cause of Middle East Peace? //http://carnegieendowment.org/2014/05/29/can-eu-revive-cause-of-middle-east-peace

³ Islam, Shada. Why Global Europe must change in an "anxious age"

http://europesworld.org/2014/09/04/why-global-europe-must-change-in-an-anxious-age/

⁷ European External Action. EU, Mediterranean and Middle East http://eeas.europa.eu/delegations/israel/eu med mideast/index he.htm

cogeneration units[8]. This should replace overproduction with energy-saving measures and increased efficiency.

The European Commission Intelligent Energy - Europe Agency launched its database of IEE projects in 2005, among them is ALTENER. The ALTENER projects help increase the use of new and renewable energy sources and to speed up policies for sustainable energy. The emphasis is on the promotion of both central or local production of electricity and/or heat, and on its integration into local energy systems.^[9]

With millions of homes individuals can contribute to energy efficiency and even to become source of energy. Household energy consumption can also be improved in a sustainable way, like using smart appliances with energy star and even things can be brought further with home automation. It is the residential extension of building automation. Home automation may include centralized control of lighting, HVAC (heating, ventilation and air conditioning), appliances, security locks of gates and doors and other systems, to provide improved convergences, energy efficiency and energy security. A home automation system integrates electrical devices in a house with each other.

Through initiatives such as CEPHEUS (ultra-low energy housing), European Union is trying to demonstrate technical feasibility at low extra cost. Vital for the project is to achieve the target to compensate extra investment cost by cost savings during use. [19]Energy efficiency is vital for the EU's Europe 2020 Strategy for smart, sustainable and inclusive growth and key for a resource efficient economy. [11]And for that reason EU needs to act now and quickly to achieve its targets and to be competitive with the rising Asia. This implementation of the measures will not only generate financial savings of thousands annually but will improve Europe's industrial competitiveness and will create millions of jobs.

The European Union has legislation in energy policy for many years. Progenitor of all of it was the European Coal and Steel Community. Yet, the initiative of introducing a mandatory and comprehensive European energy policy was only submitted at the meeting of the informal European Council at Hampton Court of 2005 and it was not until the EU Treaty of Lisbon of 2007 when were taken legally measures in matters of energy supply and changes to the energy policy within the EU. Before the Treaty of Lisbon, energy legislation has been based on the European Union authority in the area of the common market and environment. Still, overall policy in relation to energy remain at national member state level, and progress in policy at European level requires voluntary cooperation by members states.

Resources

Conservation of the world's natural resources is substantially significant for the world's largest importer of food and raw materials. The European Union should appeal to the international community for resource efficiency issues and collaborate with partners and countries. In recent years there is growing concern about a whole basket of rare earths, besides many of them are exclusively in the hands of a few monopolists. Not to mention that the very technological development of the world is tied closely to some rare resources and elements. Moreover this is a matter of national security. Coherent actions at global level can facilitate the rise in global demand. It is essential to appeal to emerging economies for the purpose of their growing consumption. Their claim for resources will

⁸ Energy transition in Germany. http://en.wikipedia.org/wiki/Energy transition in Germany#cite note-1

Ommunity Research and Development Information. Altener project increases accessibility to renewable energy http://cordis.europa.eu/news/rcn/16143 en.html

¹⁰ Project Cepheus. http://www.cepheus.de/eng/

¹¹ **The European Commission.** A European strategy for smart, sustainable and inclusive growth http://ec.europa.eu/archives/commission 2010-2014/president/news/documents/pdf/20100303 1 en.pdf

determine how much energy is used on a global scale. Sustainable energy along with environmental sustainability are closely related to resource efficiency and governance. According to M. Hasna[12], "sustainability is a function of social, economic, technological and ecological themes. Sustainable development ties together concern for the carrying capacity of natural systems with the social, political, and economic challenges faced by humanity". For a complete set of benefits of resource-efficient and low carbon energy the Community should take action in a wide range of policy areas. Exclusively substantial for this matter is acting on time considering the long term investment. Last but not least, consumers should be driven to use resource-efficient consumption and appliances.

A resource-efficient Europe is one of the seven flagship initiatives as part of the Europe 2020 strategy aimed for smart, sustainable and inclusive growth.[¹³] Only with strategic planning and consideration of its strengths can Europe compete with and lead the rest of the world and more. The European Community should embrace its significance on the global stage and serve as a pioneer.

Economy

On the economic front, it gradually became clear that the rise of Asia, Latin America, and Africa and unfavorable demographic trends are undermining Europe's relative economic strength. The financial crisis catalyzed this process.

In his book, Civilization: The West and the Rest, Niall Ferguson tries to answer the question of what led to Europe's military, political, and economic dominance. Ferguson pinpoints six qualities that contributed to the rise of the West. These are competition, science, property rights, medicine, consumer society and work ethic. These are the factors that Ferguson believes have shown themselves to work best for humanity over the past five hundred years. They are, however, no longer exclusively possessed by Europe and North America. "The rest" such as China, India and Brazil among others are applying them in a more effective and consistent way than Europe does.[¹]That is the case because Europe has lessen its intensity on institutions that made it insuperable global factor in the first place. Counterpoising these trends requires models such as synergies. Trade-offs should be taken into consideration too. When jobs are created in sectors linked to sustainable growth there is lasting security and self-sufficiency. [8]

Besides economic power is not only a dimension of financial strength and public wealth. Trough and based on healthy financial system and consolidated currency market the European Union is proficient at doing its policies around the world and can retain its drive for constant change and evolution.

Conclusion

To be persuasive on the positive scenario for Europe is hard to be accomplished. There is still much to be done for the EU to become an effective embodiment of a whole new paradigm.

European Union didn't manage to improve its impact and significance on the global stage during the last few years mainly because of its banking and financial difficulties. Nevertheless the situation is not in complete stall. The flagship initiatives set out a

http://ec.europa.eu/resource-efficient-europe

¹ Masoud, Fahim. Exploring Europe's Significance in a Globalized World

¹² Daly, Herman E. Toward a Steady-state Economy. (W.H.Freeman & Co Ltd 1973)

¹³ The European Commission. Europe – Flagship initiative under the Europe 2020 Strategy

http://www.internationalpolicydigest.org/2014/02/09/exploring-europes-significance-globalized-world/

⁸ Energy transition in Germany. http://en.wikipedia.org/wiki/Energy_transition_in_Germany#cite_note-1

framework to help ensure that long term strategies in areas such as energy, climate change, research and innovation, industry, transport, agriculture and environment policy produce results on energy efficiency and advancement of the economy of the European Union. [13]

The European Union underuses its foreign policy impact. If EU doesn't make full use of its influence soon, the effort inconsistency will soon lead to a parallel situation in nature, where there is no void or empty space. Europe has been unwilling to use its soft power capabilities around the world because it lacks a grand strategy, yet with recent events in border regions, European leaders and head of states are beginning to understand the words: It is hard to fail, but it is worse never to have tried to succeed.

It may be long time before the rest of the world will be ready to carry out Europe's model and it is not even miraculously perfect one. Nevertheless European Union can endeavour to achieve this important goal. It can be accomplished through prescience, innovation, integration and moderation.

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¹³ The European Commission. Europe – Flagship initiative under the Europe 2020 Strategy http://ec.europa.eu/resource-efficient-europe

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About the author: Dragomir Minchev Dimchev, master student in European Studies and Public Administration (BRIE Ruse), tel. 0898 333 693, e-mail: dragomir.dimchev@gmail.com

Complexity of European Integration

Ralitsa Ivanova Supervisor: Assoc. Prof. M. Kornazheva, PhD

ABSTRACT:

The European Union and the international external environment interact via integration. Integration was the unifying force that manages to synchronize the internal order inside the Union. In present moment we are witnessing a new phase in history. Rearrangement of power worldwide is entirely possible. It is important in the dynamical present, that our Union stay internally stable. The position on the world stage that we going to hold is of particular importance. European alliance could successfully use the integration as a tool in order to succeed in its goals.

I would like to emphasize that integration is a very powerful tool. Because of its significance its usage could lead to dangerous and long-lasting consequences. My document observe in this aspect:

- ∞Important external political relations with Ukraine
- ∞Financial crisis particularly in Europe and its connection with the integrational decisions made in Maastricht Treaty in the past
 - ∞Why actually Switzerland doesn't take part in European Union's integration?
 - ∞ Problems which occured- at general at each European Accession.
 - ∞ Globalisation

In each of my arguments I tried to find the essence, the importance and the problem hidden behind some actions or consequences. I have done it considering some facts observing the integrational process along the years.

In order to give a general and broader view of the problem about the complexity and importance of the integrational process I did an analysis of field data. I read various documents and used some previous knowledges derived from Western, Asian and Russian literature in the field of geopolitics and diplomacy.

The answers that I have obtained in my research have surprised me with their importance. The integrational process has been for decades a driving force within the European Union. Errors in treaties or in integrational decision are also possible. A mistake in vital for the Union process could lead to devastating consequences.

We could say that Europe is one of the key-role players on the international stage. So it is extremely important to resolve our internal problems, as China make efforts nowdays for instance. As a problem I have made references to:

- ∞the financial inequality inside the Union,
- ∞the problem case of Ukraine
- ∞the inner problems at different levels inside the Union
- ∞the importance of international relations
- ∞financial crisis

Throughout the integration we actually communicate with the outer world. Globalization is a dynamical process. Real competition exist between world power giants. So it is important how the EU will act in order to achieve cohesion, good communication and synchronization with others. A real skilfull management of the situation is needed.

Although it is extremely important instrument, I think that integration is not sufficient enough in order to achieve prosperity of the Union at this level, both internally and in international relations. I see positive outcome for us as a Union by using entirely new methods. I see the change of the Union into federation of states and with common constitution and inner equality and harmony in order to be more efficient on the international stage.

KEY WORDS: European Union, Integration, Financial crisis, Globalisation, Ukraine, political relations, international relations, key-role international players, Maastricht Treaty, Switzerland, international stage, financial inequality, Assessment, Foreign Policy, European issues, Europe as a Federation

1.INTRODUCTION

The emergence of crises in the integration process isn't something new in the history of European Union. Usually every crisis brings positive effect and positive community development afterwards. EU could respond to a Crisis in a different way:

1) By increasing the power of the European institutions

- 2) It is also possible a change to be made in its agenda, the importance of the tasks that are available sometimes changes
 - 3) Or by creating new institutions
 - 4) Sometimes policies and competences have been changed

In my report bellow I shall give several examples for crisis which concern our present days.

I match several issues in my paper in order to have the chance of obtaining a different approach towards the complexity of integration as a whole. I took a look at the present and at the future as well. The integration was considered not only as an internal process, but it was reviewed as a form of European foreign policy.

The integration is a two-way process. I strived to consider the perspective of both parties concerned. I tried to examine what is our position on the international stage in the context of globalization. Finally I venture to assume the possible solution for positive outcome for us like European citizens.

2.SWITZERLAND

Switzerland is neither part of the European Union as Sweden is, nor a part of the European Economic Area as Norway is. Switzerland has been staying away from bilateral agreement with European Union since years. These three Scandinavian countries together form the EFTA, which is considered the equivalent of a community for coal and steel. The question is why this Nordic country chosed do not take part in European Union? Were the integrational conditions unacceptable to it? The answer Is simple and it lies in the protection of national identity and protection of economic and interest (Gstöhl).

The Swiss economy has several large industries: Bank industry, Chemical industries, tourism and manufacturing of precise instruments. The country is a major producer and it is financially secured. In Switzerland nowadays is acting different and democratic political system indeed. Swiss citizens reject themselves and do not want to join the EU in 1992. They believe that Europe is in poorer condition than their country and that Switzerland has nothing to benefit to from the EU membership.

Even the dialog among those two is difficult because Switzerland carried out their individual policy by limiting immigrants from EU territory. Why is this happening, perhaps they feel strong and stable enough to be a sole player on the international stage? Europe's response is a possible closing of the European market for Swiss products. That is a frightening situation which will lead to possible loss of good dialogue with European Union. (Scherrer, 2014)

One of the major obstacles to membership of the EU is the Swiss agriculture. Although in this sector work no more than five percent of the Swiss workforce, it is highly protected and subsidized by the Swiss government. If Switzerland were to join the EU, it would be difficult for Swiss farmers to deal with their competitors in EU.

I could appoint, that the Nordic countries actually do not accept European supranationalisme. Switzerland doesn't want to give up their sovereignty. In case they accept the current integration processes they should pool their sovereignty in many areas. For Swiss is very important to have political power. Switzerland does not want to compromise with his own neutrality. However, debate continues with EU continues. (Niederkofler, 1997)

Actually being a member of EU brings its consequences. You leave your fate in the hands of supranational structures. The assessment and the integration processes have their price. In several words the participation in integration will nevertheless impact the country member-state. The involvement into integration process means loss of independence, loss of control over the state budget. The European Union is composed by different countries with various problems, some of nation states are weak politically, and other-ones are weak economically. There are still political bargains between the

participants, and they differ in their views. EU member-states still are building their system with the help of integration. In Switzerland there is a stability and good working political and social system is built already. At this point the possible accession into Union won't benefit Nordic country adequately. The Swiss do not want to destroy their inner harmony.

3. CRISIS OF ACCESSIONS

Over the years, the accessions were undertook for various reasons. Firstly the reasons were purely economic. Subsequently Member States which were former Soviet satellites were accepted. The European Union has sought to change the political system of these countries with democratic European-one. Nowadays, the European slogan of accessions is "Prosperity, Common goal and Security."

Each accession which is undertaken by European Union brings problems which are experienced by the new-one larger community. Such problems are economic crisis, a crisis of the democratic deficit etc.

These negative consequences are overcomed by complex integrational processes. (http://www.lse.ac.uk/IDEAS/publications/reports)

The accessions were actually successful instrument of foreign policy. So far the model was unique and prosperious. Due to the complex set of problems acquired along the years, we can say that the strategy for enlargement of EU at the present moment had stagnated.

The Enlargement between 2004 and 2007 was characterized by the accession of countries that had unstable and fragile economies, in their greater part there was still corruption. Nowadays the situation is still complicated. The proceses which should bring changes inside newly comed Member-states come about slowlier that is expected. Every second country which has adopted the euro as domestic currency is facing serious difficulties. The good income is quite a challenging task and difficult to be reached out for most of these countries. The political culture in there is weak. The foundation of democratic system in those member states needs a lot of time and transformation.

We have an interesting case here with Greece Accesssion. It happened very quickly, mainly for political reasons (due to the threat of military conflict to Greece with Turkey). The Greek economy is of a different type of western economies and couldn't have normal cooperation between EU member states. There was also a problem with agriculture in Greece, which is in competition with those of France and Italy. Greece was administratively and economically backward-even before the accession,the Union was awared that this problems would require additional costs to the EEC. (http://www.lse.ac.uk)

Nowadays Given the economic situation in Europe at this time, Europe has lost part of its attractiveness for applicants for accession (excluding Ukraine). On the other hand Europe could hardly bear potential member states which could bring problems. For the moment the Union is into already sufficiently complicated situation. (http://eprints.ibu.edu.ba/2435/2/5.pdf)

A single Nation state gives its people a sense of national identity and belonging. EU really couldn't manage to create pure European identity. With each accession appears deep identity crisis. Too many nation states already need synchronization. EU itself has no idea how to deal with the problem. There is no homogeneity of the population, a huge difference in the life and culture is visible. We are witnessing the diversity right now. Last twenty years of integration can not serve as an example, how to deal with this problem.

Despite the good, beautiful idea for cohesive Community of countries, the above decisions which have united several European states which have a lot a problems to resolve in a union lead to a very ambiguous situations that can not be ignored: The integration process is a method to go beyond the national interest with regard to the

community, BUT I think that integration itself and the directions in which drives us in, is not sufficient to resolve our problems. There is inequality and dominance of the strongers. Some member states can not be competitive on European markets and it is impossible to find markets for their goods.

Similarly their income is smaller, although these countries attributed with their national market for imported cheaper European goods. So they become almost unable to raise their economies. Some influential states -producers without competitors which are significantly powerfull benefit from their rights and pursue an independent policy for interaction of exchange and trade, which is independent of any of the concepts of the community. Regarding those fact I would point out as an example the international trade and exchange relationships of Great Britain and Germany with China. A competitive Asian goods appeared on European markets.

The assertive approach of Russia exerts pressure over Europe, even strikes the world right now.

In the context of globalization and the geopolitical situation in the current moment reckless decisions frivolous attitude of the individual national states with a powerful key role player on the world stage are inadmissible. This could bring undesirable outcomes for the Union as a whole.

4. DEBT FINANCIAL CRISIS

"Economically, the needs of the most advanced countries govern EU integration.

"The problems revealed by the crisis of monetary union, and the crisis itself, have deep roots, being closely connected with the integration methods followed for more than half a century." (UNIVERSITY, 2012).

The debt crisis is an example of bad, inappropriate or reckless integration solutions. Moreover, it is an example of a compromise with the community at the expense of protecting the national interest, which leads to very serious consequences. Instead of pursuing and building common goals, despite disappointments and expectations of Member States, they had resolved the problem with bad integrational decisions.

I would also like to quote a poll from 2012: "Germany is the only member of the EU in which most people (59%) think their country has been helped by European integration. The most negative were the Greeks, with 70 percent saying that European integration has hurt them, followed by the French with 63 percent.

The survey, entitled "European Unity on the Rocks, Greeks and Germans at Polar Opposites" was conducted in eight EU countries and queried 9,108 people between March17 and April 16, 2012 (Spiegel Online International of May 29, 2012). "(UNIVERSITY, 2012)

When it comes to economic interest Member-states (MS) have strongly nationalistic character. The debt crisis is not just supranational crisis it is on the political level and deeply affects every European citizen. Its possible consequences could be the breakdown of the euro and even decomposition of the EU itself. This is a crisis of democracy inside the Member States.

The Monetary Union was envisaged as a necessary complement to the single market. But the Maastricht Treaty is vague about policy foreign exchange rate and the monetary course towards third countries outside the EU.A growing number of public opinions is emerging that European Monetary Union was one of the fatal errors of the Maastricht Treaty. Nonetheless still countries that are no yet member states on EU are forced to perform its terms and those countries that did not yet accepted the euro should adopt the common European currency. Why if it is a mistake this happens? Many countries are reluctant to give up control of monetary policy. They do not accept the sole responsibility for the exchange rates of the ECB. Thereby they are restricting the powers of the ECB. That is to say that behind a clause in the Maastricht Treaty lies protection of

national interests at the expense of the community and a great compromise with the real integration. All Member States are to blame for the debt crisis nowadays especially the larger ones.

The compromise and poor approach to integration have brought some fatal consequences and have reflected in a Big Recession in 2009. For some countries the consequences are particularly burdensome. For Greece leaving the eurozone and the introduction of its own currency would lead to catastrophic devaluation of the drachma. To prevent this from happening new funds flow from the EU in Greece. Ireland, Portugal and Cyprus. (http://en.wikipedia.org/, 2015)

The exchange rate was actually an instrument of the competition between countries! When it is canceled by a common currency, the state which has adopted the Euro lose its competitiveness. The reality is that underdeveloped countries are not attractive for new Investments, which they desperately need. They do not have the infrastructure that is also one of the basis for their attractiveness. They also could not afford to build such an infrastructure-because they need the money for their pressing national needs. What can be made by national state in this case is to lower corporate taxes, but this would entail negative effects from the strong EU member states. Logically the remedy answer from the Union in this situation is:

- Cutting wages
- Decreasing the budgets for the health sectors and pensions
- · Raising taxes
- · Working over processes of successful privatisations
- Loosening the rules on hiring and firing". (Verheugen, Enlargement Since 2000: Too Much Too Soon?).
- ... The situation in Bulgaria completely corresponds to the example above.

We see how actually the inappropriate integration solutions, present and past, and the capitalist democratic system somehow led into vicious circle the weaker member state of the system .

EU faces a dilemma: Yet there is no real plan for federal community, but actually the member states should protect and care both for their own national interests and at the same time for the common-one.- or in our case- there is a single currency, but individual nation states (Kathleen R. McNamara, 2010)

5. UKRAINE

Integration is not only an internal process. It is a process which concerns also international relations. International relations require complex integrational attitude towards surrounding countries, especially those ones which are located on the borders of EU. I would like to address your attention towards the complex situation in Ukraine, and our important geopolitical position to that situation. Taking into account the desire of Ukraine to be accessed into EU and the status of a country that is still largely tied to Russia . We are witnessing a complex geopolitical crisis that requires skillfully circumvention of the conflicts with key players on global scene such as Russia. We need a specific approach in our relations with Ukraine, in which the EU must seek to build one closer economic integration and closer political cooperation.

Our attitude is bipolar. On one side we wish to keep strong and tide relationships with Ukraine on the other hand we don't want to commit with assessment. To achieve this goal on the background of tense geopolitical situation, realizing the complexity of the situation: Europe is willing to maintain Partnership relations with Ukraine at a very high level but not to assess the country. Relations are maintained throughout complex toolbox of legal agreements and contracts and serious institutional dialogue. In Our economic and political Partnership with Ukraine is a matter of priority for EU. The European Union has been reserved for years for the accession of this particular country for a number of impressive

reasons: Ukrainian state nearly two centuries has been a part of a Russian Empire and later on of the Soviet Union. It soon gained its independence.

This is a country with underdeveloped economy and we could say significantly dependent from Russia - one third of the ukranian trade take place with Russia. Also Ukraine is energetically dependent from Russia because of the natural gas import; the country has no stable and democratic political system. In social terms are discussed serious violations of human rights.

However one of the main goal of Ukrainians is the accession to the Union. In a geopolitical context, this means considerable strains and tensions between Russia and European Union. The peak of the conflict we are witnessing today under the form of gas crisis. The assertive approach of the Russians regarding the South Stream pipeline that passes through Ukraine and Bulgaria is obvious. Between 2007 and 2011 Ukraine still has some hopes to join the European community. In this situation, yet, the economic and political interests of Russia are affected. Russia defends its position, try to preserve and expand its energy markets. The geopolitical geographical position of Ukraine is proved crucial for the present moment. In this connection we are witnessing internal conflicts in the political system and military conflicts in which Ukraine became a victim of outside interference and interests of the key players on the international scene. In 2013 President of Ukraine Viktor Yanukovych, who came to power after the unjust imprisonment of Yulia Tymoshenko. His policy, unlike the previous is rough refusal of possible accession in Euroepean Union. EU offers Ukraine open proposal for association with Europe, which Yanukovych categorically refused: "an alternative for reforms in Ukraine and an alternative for European integration do not exist ... We are walking along this path and are not changing direction" (http://en.interfax.com, 2013). Russia for its part said that a possible membership of Ukraine in Europe would jeopardize its security and it can not afford it. Then President Yanukovych at the request of President Putin postponed the drafting of the bilateral agreement with EU.

These political acts caused serious discontent among Ukrainian citizens, leading to a new revolutionary wave in which Yanukovych was again removed from power

We are witnessing a key moment in history. Demonstration of the power and authority of the powerful players on the global scene are not left in the history. Despite all the efforts made so far. We are able to publicly criticize countries for human rights violations within their boundaries on a mighty forum such as UN forum, but we are completely powerless when powerful countries violate human rights by defending their interests. In this case, the accession process and the steps for integration are not just a bilateral dialogue between two countries but a complex geopolitical dialog between all the parties conserned. Its about geopolitics, and Ukraine is just a victim of huge geopolitical crisis, where European Union, Russia, USA are participants. This conflict is important for history.

European approach would be essential for the future of international relations as a whole. Russia's ambitions could lead to a rearrangement of the forces in the international arena. Therefore, it is crucial how we will approach to this crisis in our foreign policy, by using the instruments of integration.

6. INTEGRATION PROCESS AND EUROPE IN THE CONTEXT OF GLOBALIZATION

The globalization is a complex set of unavoidable processes that unites the world in the fight against the inevitable consequence of them. Enhanced communication is a result of advanced technology, the increased trade between countries brings a lot of changes even rearrangement of world economic powers, the increased cultural exchanges makes migration easier, exchange of technology brings unification of software and hardware which become usable for more countries. At political level the powers of nation states

narrow at the expense of supranational power . Universal resolving of international problems becomes necessary for all nation states and it needs for sure common efforts. (Вълкова, 2010)

When we talk about the structure of the European Union we are aware that the formation of our innovative alliance happened with the help of integration. The processes that have occurred in the EU at the beginning did not have anything to do with globalization. They were just necessary, internal instruments — which were actually engines of evolution in the Union. Globalization itself was not even a subject of interest to the community until 1980. One of the main components of globalization is expanded international trade. Which actually raises some fears in the community. In particular the fear of increased international economic integration which leads to the rising of countries like India and China. They are a source of cheap goods and cheap labor. The fear is that Europe will not be able to respond adequately to these processes. The logical consequence would be the losses of jobs, relocation of entire enterprises abroad, enhancing migration processes and others. (http://ec.europa.eu/, 2014)

"Globalization is a process that obeys nations of irresistible market flows beyond their control.In consequence these nations lose earlier capacities to shape economic life and their citizens lose considerable power- political power" (Axtmann, p. 178)

In view of the rise of India and China in the commercial aspect, and aggressive political course, which has Russia, Europe is very vulnerable for Globalization processes on the international stage.

Presently Europe's response to this global crisis is actually a thoughtful response to the pressing problems as follows:

- 1) To maintain Europe's position as a leading player in global trade
- 2) To succeed to imply management of migration in order to protect the resources of valuable human capital, or very important: to prevent the conscentration of valuable human capital in well developed Western-European countries.
- 3) To manage to imply Global Governance of imbalances in the world economy, starting by its own territory and (http://ec.europa.eu/, 2014)

These complex global matters in one way or another brought by capitalism now threatens Europeans and obviously limit their welfare. I see a path, a method for Member States to combat this state of affairs. This could be the evolution of the European social model way . In other words Member States should keep going to invest in social relationships and to improve their own political and social system with descent and equitable distribution of wealth. The uncertain, competitive global environment requires different and unusual decisive approach- Europe should turn backwards and rethink the idea about developing federalism.

7.CONCLUSION:

The Complex issue of Ukraine raises a particularly important issues: What is our identity on the international stage? What status do we actually have on the international stage? Is EU Strong enough in order to be independent key international player?; Are we ready to assess more countries on the background of the problems within the community?; Have Internal integration processes been successful enough thus that we feel like a community stronger and united to meet the challenges of globalization?

The enlargement process is the main driver of another process, known as "European integration". Thus the cooperation between Member States is enhanced. Although the negatives that integration process inevitably brings sometimes it could transform the quality of life of millions of people. The benefits of integration processes for EU citizens are visible. Our European community is a family of democratic European countries working together for common goals which voluntarily undergo the process of integration.

What it takes to constitute a global player? The most common answer is a proper constitution.

Some critics argue that EU could fail as an international actor for four reasons: first one is the lack of adequate EU foreign policy towards some international conflicts-Yugoslavian conflict and the break-up of the country. Secondly EU does not possess aircraft carriers as USA does, that means that the Union doesn't have mighty instrument for attacking by force. Third EU does actually undermine the state of premodern countries and most of its citizens live in well protected postmodern world. And last -Foreign integration policy is much more intergovernmental than supranational. The enlargement is of truly strategic importance because of the future of EU as key-role player. The future will reveal weather we failed or not. Actually the truth is that we still have a chance.

As final I would like to quote the President of the European Parliament Martin Schulz in 2012 and thus to lance the idea of FEDERALISM: "...The European Union is an exceptional project, but is in poor condition", "...If we want to be competitive globally, we need the power of our 500 million people...".

"As a model for this kind of Europe could serve German federalism, recommended Schultz. "He's tough and happens to be counterproductive, but prevents centrifugal forces "

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About the author:

Ralitsa Dimitrova Ivanova, master student in European Studies and Regional Cooperation (BRIE Ruse), tel. 0897 60 66 65, e-mail: kaliopso@abv.bg

Borders of Europe

Boyana Ivanova Supervisor: Assoc. Prof. M. Kornazheva, PhD

Abstract: The essence of this paper is about the ability of the human to develop and explore beyond borders. The evolution of the borders in the EU and the possibilities of the Union to expand beyond its borders- both geographical and mental.

Key words: Border, Europe, European Union, geographical (border), social (border), political (border), globalisation, rebordering, debordering, European Integration, expansion.

Introduction

"Borders? I have never seen one. But I have heard they exist in the minds of some people" Thor Heyerdahl

The uprising interest in the border studies in the last twenty or thirty years is due to the "acceleration of globalization processes since the 1980s and the end of the Cold War in 1990" [1]. The association we make when we say the word border is the territorial border between nation states or "state-like political entities such as the European Union" [1]. Borders don't apply when it comes to crossing borders for people, goods, capital, social practices, ideas, symbols, etc. because of the globalization that is taking the world. "On the one hand, territorial borders have lost some of their salience as separators and dividers because new spaces for economic, political, administrative, and cultural cooperation have been created" [1]. On the other hand, because the increasing permeability of territorial borders has been accompanied by uncertainty about the perceived and real destabilizing effects of economic competition, migration, and multiculturalism, there has been a reactivation of "national 'policies' as well as processed of exclusion based on culture, nation or ethnicity" [4].

This paper is an attempt to describe the varieties of borders we can see, make and confront. Some of these borders are:

- The geographical borders- which are the most easiest and simple to explain;
- The political borders- the non-ending battle between the countries for more (we can pretend that this is in the past, but we still see continuous conflict all around the world because of territorial demands from one country to other);
 - Rebordering and debordering;
 - Expanding borders of EU?
 - Globalization- the crossing of borders;
- The social borders- which we meet, cross and fight every day, by social I mean ethnical, racial, gender, class, etc.- the social boundaries within national societies.

In the pre-modern times the significance of borders was very little. It was after the development of the modern nation state that they became recognized. It was necessary for the nation states to have set borders clearly because it was important to secure the sphere of governance and legal sovereignty. Another need was for the welfare benefits like schooling and other welfare offers. The changes continued in the postmodern times when the globalization came in. "Postmodern borders take on a diverse form, being both

permeable and closed. On the one hand, they keep on framing nation state sovereignty and protect against unwanted intruders, and on the other hand, they allow unhindered flow of recognized individuals into countries. Openness and closure follow a complicated pattern that has been compared with a computer firewall that performs intelligent filtering of immigrants by being open for the attractive and being closed for the unattractive." [3]

Geographical Borders

Europe is a continent that comprises the westernmost peninsula of the larger landmass known as Afro-Eurasia. Europe is bordered by the Arctic Ocean to the north, the Atlantic Ocean to the west, the Mediterranean Sea to the south and the Black Sea and connected waterways to the southeast. Europe's eastern frontier is delineated by the Ural Mountains with Russia. The Bosphorus, the Sea of Marmara and the Dardanelles are the borders with Asia. The Mediterranean Sea to the south separates Europe from Africa. There is even a debate whether the European continent exist by the definition of continent or not, because it is one with Asia and there is no division by sea. There is the refer to a Eurasian continent. Yet the borders of Europe- a concept dating back to classical antiquityare arbitrary, as the primarily physio-geographical term "continent" also incorporates cultural and political elements. Europe is the world's second-smallest continent by surface area, covering about 10,180,000 square km or 2% of the Earth's surface and about 6.8% of its land area. Europe is the third-most populous continent after Asia and Africa with a population of about 11% of the world's population. The most commonly used currency is the euro. Both world wars were largely focused upon Europe, greatly contributing to a decline in Western European dominance in world affairs by the mid-20th century as the United States and Soviet Union took prominence. During the Cold War, Europe was divided along the Iron Curtain between NATO in the west and the Warsaw Pact in the east. European integration led to the formation of the Council of Europe and the European Union in Western Europe, both which have been expanding eastward since the revolutions of 1989 and the fall of the Soviet Union in 1991. The European Union nowadays has growing influence over its member countries. Many European countries are members of the Schengen Area, which abolishes border and immigration controls among its members. It is little controversial to list the "biggest and largest" of Europe when most of them are in Asian country: largest urban area- Moscow, Russia (10.456.490 people), highest elevation- mount Elbrus, Russia (5.833 meters), largest waterland- Volga river (1.410.951 square km), population density- 32 people per square kilometre, amount of renewable electricity produced- 27% (top producer of renewable energy: Iceland, 99.9%).

Political Borders

The political borders set years ago no longer fulfil their historical role as "barriers to the movement of goods, ideas and people and as markers of the extent and power of the state" [2]. These barriers are now no longer valid as of the description above and there was this prediction of "demise of the nation-state as the pre-eminent political structure of modernity" [2]. This leads to weakening of most of the world's existing political, social and cultural structures. The result of this was "the rise of the new politics of identity, in which the definition of citizenship, nation and state vie with identities which have acquired a new political significance such as gender, sexuality, ethnicity and race...We hold that definitions of 'political' which privilege notions of self, gender, sexuality, ethnicity, profession, occupation, class and nation within discussions of sign, symbol, contestation and representation risk underestimating the role the state continues to play in the everyday lives of its own and other citizens" [4]. "More-over, these processed are supposedly accelerating, continually shifting the ground upon which nation-states once stood, changing the framework of national and international politics, creating new and important categories of transnationalism, and increasing the significance and proliferation of images and a host of other messages about the relevance of 'other' world cultures in the everyday lives of us all." [4] There is a paradox saying that "a world of expanding deterritorialised identity politics is a world of...stronger states" [4].

Political borders are an outcome of the limits of power, social organization, division of labour and the creation of a collective identity within the territory. People will always create and maintain borders for they feel safe with a measure of autonomy and self-direction. Barriers, bridges, resources and symbol of identity- these are synonyms of border used to understand it better, they sustain an empirical focus on state border and border regions and also have the potential to enhance the understanding of the European project and the European integration process itself.

"European integration has changed the perspective of borders from being markers of demarcation to becoming symbols of past to be overcome. Borders in an integrating Europe are borders that disappear. Visual signs of the border are reduced to a minimum. The most obvious signifier of an internal EU border is that language is different on the signposts on each side of the border."6

Rebordering and Debordering

After the end of the Cold War in 1990 overcoming the territorial borders separating east from west got easier. Before its falling this border helped developing Eastern European societies globally. After that the zones closer to the border had the perfect opportunities for cross-border mobility and cooperation. And at the same time there was a geopolitical disorder in the region by the crash. And it was followed by territorial restrictions in Europe as national borders were redrawn either by negotiations or by violence [2]. In order to avoid the old problems arising there was a strategy to "reduce the disorder and uncertainty created by the end of the old east-west conflict" and that reduction was meant to be removed by "significant 'rebordering' processes at the EU's external border rolled eastward" [1]. Bastian Sendhardt introduces the concept of debordering and rebordering. According to him "it helps us to grasp the constantly changing interplay between territorial, functional and symbolic borders with a single, internally consistent theoretical framework". It also help understand the EU's attempts to tighten its external borders and at the same time promoting cooperation beyond them. There was a consequence of the debordering (which was a goal on the European Union's agenda) - after there was no more need for the Shengen countries to guard their internal borders, they strengthened their outer borders. When Shengen was signed in 1985 the borders between the member countries were removes and the chances to settle, work and study in the other member countries were increased to maximum. There was this perception of the "Fortress Europe" for the countries outside the borders of Shengen. This issue got solved by passing the European Neighbourhood Policy (ENP), with the goal of soothing the relationships on the both sides of the border (inside Shengen and "the others"). "The aim of the ENP is to provide security, stability and sustainable development to the citizens of the EU by establishing a close cooperation with its neighboring countries on prevention of organized crime and other security threats, development of strong democratic institutions and respect for human rights. Further measures are cultural cooperation, research cooperation, educational exchange, and integration of communications infrastructure. Thereby, the ENP is a main factor in the integration of the countries at the fringes of the EU."7 The cross-border cooperation within the European Union should be considered as debordering. The main reason behind the process of debordering is the European integration and the enlargement of EU.

⁶ Dates and borders- the problems of European history http://europeanhistory.about.com/library/bless1.htm

⁷ James Wesley Scott, "Bordering and Ordering the European Neighbourhood: a Critical Perspective on EU Territoriality and Geopolitics" TRAMES: A Journal of the Humanities & Social Sciences Vol. 13 No. 3 (2009). pp. 232-247

Expanding Borders of EU

Thanks to the European Neighbourhood Policy (ENP), there is a connection between the EU and Ukraine, which connection is going beyond cooperation. The partnership between Ukraine and the EU is formed by the European Neighbourhood Policy (ENP), the Eastern Partnership, the Partnership and Cooperation Agreement- forced by the goal of providing comprehensive framework for cooperation between the two parties in selected areas of reform, the Association Agreement was launched in 2012 when Ukraine showed "tangible progress towards achieving the benchmarks set out"8, etc. In March 2014 were made steps in the direction of political association and economic integration of Ukraine with the EU. But the goal for Ukraine is to become a EU membership until 2020. The relation began in 2007 when the negotiations for "a closer economic cooperation and a better political dialogue" started. After that in 2008 where negotiations for a visa-free travels for Ukrainians in the EU. And currently are going negotiations for Ukraine to become a full member of the European Union.9

Another aspect of expansion is the Northern countries of Africa. Which consider themselves as with a European mentality because of their history of colonies of European countries. They claim they deserve a place in the EU, and that they fit nicely. There is an European influence on the Northern Africa's citizens and they feel as an extended Europe. The question here is: Is it possible for the European Union to expand beyond Europe. The Northern African countries believe it is possible, because of the influence they had over the years from the Mediterranean countries on the Europe's side. Another plus for them is their influence from the colonizational years- the influence of the European countries that clamed them back then. Even nowadays when there is no colonization the links between the colonies and the colonization countries still exists. Like the link between France and its formal colonies or Belgium and its formal colonies- there are benefits and help for a formal colony citizen coming to France. 10

There is a link between the European Union and some African countries existing even now (like Ukraine), which are with the aim of helping and supporting the African countries in their struggle. An example of that is the providing electoral support from the EU to some countries in Africa this year which are having elections. "The Union will be focusing with particular interest on the Nigerian Presidential. Parliamentary and Gubernatorial elections: the largest single exercise in democracy in Africa. The conduct and quality of this electoral process will be key for the future of Nigeria, the region and the continent."11 The European Union is providing Nigeria with a "package of assistance" equal to €35 million and there will be a observer from the EU of the process to "undertake a continued and comprehensive assessment of the elections"12.

Globalization

There is a big link between globalization, European integration and borders- all three are connected as a process which comes from the past to the future. The globalization is due to the overcoming of borders- economic, political and social. The European Union is looked as a 'borderless' world- "a trans-national polity that seems to pose the most advanced alternative to an inter-state system made up of discrete territorially delimited

http://eeas.europa.eu/top stories/2015/100215 foreign affairs council en.htm

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⁸ Fact sheet: EU- Ukraine relations http://eeas.europa.eu/statements/docs/2014/140417_03_en.pdf

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¹⁰ EU "should expand beyond Europe" http://news.bbc.co.uk/2/hi/uk_news/politics/7095657.stm

¹¹ Ukraine, Terrorism & Africa dominate Foreign Affairs Council

¹² Ukraine, Terrorism & Africa dominate Foreign Affairs Council

'sovereign' states". For the scientist studying globalization the states, borders and border changes are not so important and they try distracting the attention from them. In the end the borders are left behind when it comes to the evolution called European integration or either globalization- doesn't matter if the borders are geographical or social. According to some sociological terms, borders are: "integral to behaviour; they are the ubiquitous product of the need for order, security and belonging in human life. They express our contending desires for sameness and difference, for differentiating between the 'known' and the 'unknown' and between 'us' and 'them'. Borders not only constitute social units, they also depend on the nature of the reciprocity within the unit. The provision of mutual security and aid are among the most important forms of reciprocity and they reinforce boundaries already established. Territorial borders, such of those of states, both shape, and are shaped by, what they contain. The 'container' and the 'contents' are mutually formative. Borders, therefore, express two universalistic features of human society- social inclusiveness and exclusiveness." [3] All borders, including state borders, carry a heavy weight of symbolism. Within the EU borders are no longer seen as symbols of exclusive sovereignty, they are seen as a barrier between a homogeneous entity and the outside world. "Sustained cross-border interaction may contribute to a 'we-feeling' or a sense of common identity which spans borders. This is enhanced where state borders have divided ethic groups in the past and where the restoration of cross-border links facilitates the (re)generation of social capital of trust. This in turn facilitates economic and political cooperation."¹³ The goal is to replace cross-border conflicts with cross-border cooperation. As Weiler says "the EU does not reject [state] boundaries; it quards them but it also quards against them. He sees the EU as an antidote to three historic forms of 'boundary abuse' in Europe:

- Territorial aggression of one state against another;
- 2. The notion that the state is 'an end in itself' rather than an instrument for individuals and society to attain their potentials. An example might be an strident state nationalism which insists on allegiance to the state apparatus rather than on "human affinity, empathy, loyalty, and a sense of shared fate with the people of the state" [2]:
- 3. A movement from a sense of boundary which reflects a legitimate sense of belonging to one which involves a condescension or contempt for an "inferior other" [3].

"The EU is not ushering in a 'borderless Europe'. However, in the long view of history, its reconfiguration of state borders serves as an antidote to the Europe's historical legacy of border violence and conflict." [3]

Social Borders

Multidimensional identities are overcoming the collective identity of nation, ethnicity and language on the cross-border regions. The collective identity is losing its ground as far as the cross-border cooperation is concerned. "In this context, stereotypes, understood as positive or negative images of "the other", play a major but ambivalent role... Stereotypes can persist and reproduce themselves over generations, even long after national territorial borders disappear... Whereas the collective identity of young adults from former East Germany is mainly shaped by the rapid and all-encompassing changes they experienced during the transformation of East Germany politics, economics, administration, education and daily life after German unification, the image publicly ascribed to them is largely a reproduction of old West German stereotypes of GDR citizens. These differences and ongoing processed of mutual cultural contra-distinction create a cultural boundary that will

¹³Europe's changing borders http://news.bbc.co.uk/2/shared/spl/hi/europe/02/euro borders/html/default.stm

continue to impair the formation of a common national identity, at least among this generation." [3]

Studies on the subjects of anthropology of borders are based on "the creation, perception, destabilization, relocation, transgression, opening, or dissolution of borders" [2]. European borders are unnatural, political constructions. They had made a bunch of changes along the years. "Looking at European history, border drawing has been a consequence of the struggles about formation and re-formation of nation states, and the majority of contemporary European borders have been drawn as a consequence of the two world wars in the twentieth century. Borders are the 'scars of history'. They divide people due to political decisions; they are often the outcome of violent conflicts between nation-states, but they may be determined peacefully..." 14

"Borders are multidimensional. They represent power and coercion while simultaneously facilitating democracy and the rule of law. They are instruments of social exclusion as well as of social inclusion." [1]

Conclusion

"How to get to that place from the current starting position in which the borderline between the two societies is represented not by a territorial border but by "the settler" remains, however, vague." 15

The border is a distinguisher. No matter how hard we try, it is impossible to remove the borders- regardless of whether the border is in your mind or between this and that state, it stays there. From a print on the ground to a two meters high wall dividing us the border is there. But with the globalization knocking on the door of humanity borders are getting more and more crossable. It is hard at the beginning to step foot on the border, but when you finally see who is on the other side of the border you understand why the cross-border cooperation is important not only for the economy of a country.

"One of the most striking features of EU borders is their variability and heterogeneity. This heterogeneity arises from different experiences of border formation, formal and informal cross-border relationships, the relative economic and political power of contiguous states and the role, if any, played by external powers or regional ethnic and national questions. Moreover, the EU's stress on market integration and economic competitiveness impacts in differential ways on pre-existing border heterogeneity... Processed of 'debordering' advanced by globalization and European integration co-exist and mutually interact with new forms of rebordering or demarcation." [1]

Borders are multidimensional. They can be used as a physical entity or to determine one person's perception. Borders have an impact on the people living close to them. "Borders divide people between known and unknown, between native and foreign, and between us and them. Drawing borders imply that mental divisions are created among the populations on each side of the border... Borders produce meaning and significance beyond their mere existence. Borders are social conclusions, but they construct social relations as well. Borders signify the relationships between actors and institutions in the borderland." Paasi has described it as: "The meanings of boundaries are thus underlined by the fact that identities are produced through these boundaries. They become part of collective identities, shared memories and the sense of continuity between generations. Identities are often represented in terms of a difference between Us and the Other, rather than being something essentialist or intrinsic to a certain group of people." [1] It is tougher

¹⁵ A Breezy Chameleon, Blurring Social Borders

 $http://www.nytimes.com/2014/02/17/books/passing-with-panache-and-feeling-little-guilt.html?_r=0$

¹⁴ Dates and borders- the problems of European history http://europeanhistory.about.com/library/bless1.htm

when it comes to mental representations of borders- they live on their own long after the constitutive conditions of their formation are gone, a proof of that is the former Iron Curtain of Europe. Borders as societal meaning had its historically changes.

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About the author:

Boyana Nikolaeva Ivanova, master student in European Studies and Public Administration (BRIE Ruse), tel.: 0886 75 16 43, e-mail b0ca@abv.bg

Challenges for Bulgaria in the European Union

Desi Dimitrova Supervisor: Assoc. Prof. M. Kornazheva. PhD

This paper reveals the challenges that Bulgaria is facing in its integration in the European Union, through the ability to meet the targets of Europe 2020 strategy plan, set in the National Reform Programme (NRP). The focus is on five headlines - Employment, Research and Development, Climate change and energy sustainability. Education and Fighting poverty and social exclusion.

Keywords: Bulgaria, EU, Europe 2020, challenges, integration, strategy, employment, research, development. R&D. climate change, energy, sustainability, education, fighting poverty, social exclusion, World Bank, national reform, program, NRP, NSI, European, Union, commission

INTRODUCTION

The European Union (EU) is an International, Intergovernmental and Supranational organization of member states, having common goals of increasing economic and political strength in the rapidly changing and globalized world.

After the collapse of the Bulgarian economy in the early 1997, the country has entered a difficult financial and economic crisis with sharp decline in the GDP, collapse of the banking sector and a big exchange crisis 116 (lankova, 2009). During the EU accession process. Bulgaria has implemented a considerable package of structural reforms, thanks to the Acquis communautaire, providing templates to overcome the crisis in 1997 and to integrate the economy in the global markets.

Bulgaria has gone through multiple transformations - transformation from planned economy with no private property to privatized market economy; from communist regime to democracy and it had to change the whole system of administration and regulation in its path to a successful integration and meeting the new targets set in the Europe 2020 plan for a smart, sustainable and inclusive growth, launched in 2010¹⁷ (European Commission, 2010) with headlines focused at: Employment: Research and Development: Climate change and Energy sustainability; Education; Fighting poverty and social exclusion.

Preliminary findings of the Bulgaria Systematic Country Diagnostic report, prepared by the World Bank Group show that smart, sustainable and inclusive growth could be achieved by improving the business environment, the transport infrastructure and a the labor force; improving the efficiency of the health care, social safety and pension systems; maintaining a macroeconomic and social stability. 18 (World Bank Group, 2015)

EMPLOYMENT

Sustainable business environment is crucial for reducing the unemployment rate in Bulgaria and attracting foreign and local entrepreneurs. In the National Reform Programme (NRP) the target for Employment of population aged 20-64 is set at 76 % and according Eurostat, in 2013 63.5% of the population aged 20-64 was employed. The country-specific recommendations to improve the economic situation in Bulgaria focus on

http://ec.europa.eu/europe2020/europe-2020-in-a-nutshell/index_en.htm, (Accessed on 08.11.2014)

¹⁶ Ionkova, Elena A. (2009) Business, Government, and EU Accession: Strategic Partnership and Conflict. **USA: Lexinaton Books**

¹⁷ European Commission (2010), Europe 2020 in a nutshell (Online), Available at:

¹⁸ World Bank Group (2015), World Bank: Bulgaria Can Achieve Faster, More Inclusive and Sustainable Growth (Online), Available at: http://www.worldbank.org/en/news/press-release/2015/01/23/world-bankbulgaria-can-achieve-faster-more-inclusive-and-sustainable-growth, (Accessed on 25.01.2015)

labour market, education, health care, business environment, public procurement and energy. 19 (European Commission, 2010).

The Council Recommendations stated in the Official Journal of the European Union (2014) that Bulgaria has the fastest ageing population in Europe, which has negative impact on the economy and the labour market, which is also underperforming. The journal also reports that there was no progress on the pension reform for men and women and that measures for better control over the allocation of invalidity pensions should be taken.²⁰ The Council continues that Bulgaria has one of the highest rates of young people which are unemployed and at the same time are not in education or training, which implies severe "underutilization and underdevelopment of human capital" (Council, 2014, p. C247/9). According to a World Bank System Approach for Better Education Results (SABER) Country Report, the government took several medium-term actions to restore growth and employment, but in long-term it needs to focus on building skilled workforce to ensure the competitiveness of Bulgaria and its sustained growth.²²

A report of the National Statistical Institute (NSI) shows that in the third quarter of 2014, unemployment rate went down by 1.2 %, compared to the same period of 2013 to 10.8%, According the same report, business inquiries of the industrial enterprises have declared that the shortages of labour force are limiting their activity. 23 (NSI, 2014), Bulgaria should better integrate its employment policy with the European employment strategy. which focusses on full employment of labor, improving the quality and productivity of work and strengthening cohesion and social inclusion.

According Eric Marlier and David Natali (2010), the Europe 2020 strategy should be built by emphasizing on "interdependence and mutually reinforcing nature of economic. employment, social and environmental objectives and policies"²⁴ (Marlier, Natali, 2010. p.235). A new structural reform is needed in order to achieve growth and job creation for fostering the income-convergence between Bulgaria and the rest of the EU countries. Investing in education and training of employed and unemployed workforce in order to gain competitiveness. Government should create stimuli for young and talented people to live and work in Bulgaria, as most of the skilled and educated people prefer to live and work elsewhere in Europe due to higher payment and other social benefits.

RESEARCH AND DEVELOPMENT

The target for Research and Development (R&D) is set to 1.5 % of the GDP under the Europe 2020 strategy, which is 3 times its current level. According World Bank,

¹⁹ European Commission, (2010), Europe 2020 in Bulgaria {Online}, Available at: http://ec.europa.eu/europe2020/europe-2020-in-vour-country/bulgaria/country-specificrecommendations/index en.htm, Accessed on: 25.01.2015

²⁰ Council of the European Union, (2014), Official Journal of the European Union (Online), Available at: http://ec.europa.eu/europe2020/pdf/csr2014/csr2014 council bulgaria en.pdf, p. C247/9, Accessed on 25.01.2015 ²¹ Council of the European Union, (2014), Official Journal of the European Union (Online), Available at: http://ec.europa.eu/europe2020/pdf/csr2014/csr2014 council bulgaria en.pdf, p. C247/9, Accessed on 25.01.2015 ²² World Trade Bank, (2014), Bulgaria: Workforce Development, SABER Country Report, 85987 (Online), Available

https://openknowledge.worldbank.org/bitstream/handle/10986/17828/859870WP0ENGLI0Box382171B00PUBLIC0.pd f?sequence=1, Accessed on: 25.01.2015

²³ National Statistical Institute, (2015), Key Indicators for Bulgaria (as of 30.12.2014) {Online}, Available at: http://www.nsi.bg/sites/default/files/files/pressreleases/KeyInd2014-12 en 3C1EQEB.pdf, Accessed on: 25.01.2015 ²⁴ Marlier, E. and Natali, D. (eds.) with Van Dam, R., (2010), Europe 2020: Towards a More Social EU, Brussels, Vol. 69: P.I.E. Peter Lang S.A.

Bulgaria compared to other EU countries stands on 32 out of 34 places for Innovation. European commission sees investing in R&D and innovation as crucial for overcoming the crises and increasing the European competitiveness. Bulgaria will have to absorb more of the EU funds and to increase the public spending on R&D. Education system is closely connected and significant for achieving a long-term economic development. Education is a key factor for developing innovations and according the Organization for Economic Cooperation and Development (OECD) investing in human capital is essential for generating and transferring new knowledge, which is essential for the development of new technologies.²⁵ (OECD, 2004)

World Bank identifies research and innovation as main drivers for economic "smart" growth for Bulgaria. The same paper looks at the formation of the GDP and relates it with the export of goods, and it recommends policies that encourage investments in R&D in order to export high-tech products, which would stimulate the country's economic growth and competitiveness. Bulgarian companies should also invest in R&D and upgrade their product lines, as the report states that Bulgarian firms, which innovate more and export, tend to be much bigger than the average. The innovating firms are experiencing an increase by 8% in the number of employees, compared to non-innovating firms. World Bank also suggests that apart from absorbing more EU funds to subsidize public investments in R&D, Bulgarian Government should focus on more competitive funding, instead of "core institutional funding". ²⁶ (World Bank, 2012)

In order to achieve the target of 1.5% for R&D of the GDP, set in the NRP, Bulgaria should take several actions, including the implementation of a national strategy for scientific, technological and innovation development and the financing for these developments should be more transparent with right monitoring mechanisms and control on the results.²⁷ (Ramadani, V., Schneider, R.C., 2013)

CLIMATE CHANGE AND ENERGY SUSTAINABILITY

The Europe 2020 strategy sets the targets that EU has to achieve by 2020 and namely to: reduce greenhouse gas emissions by 20%; increase energy from renewable sources by 20% and increase energy efficiency by 20%. The National Reform Programme sets the target for Bulgaria to 20 % reduction of greenhouse gas emissions; 16 % renewable energy and 15.8% energy efficiency. ²⁸ (European Commission, 2010). In respond, Bulgaria has prepared a National Renewable Energy Action Plan (NREAP), which aims to help in achieving the renewable energy targets and to ensure a smooth and easy transition to a greener economy with new technologies and better use of energy from renewable sources. ²⁹ (Republic of Bulgaria, 2011)

http://ec.europa.eu/europe2020/pdf/targets_en.pdf, Accessed on: 25.01.2015

²⁵ Organization for Economic Co-operation and Development, (2004), Reviews of National Policies for Education: Bulgaria: Science, Research and Technology, France: OECD Publications

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 66263-BG, Washington, D.C.: The International Bank for Reconstruction and Development/The world Bank
 Ramadani, V., Schneider, R.C. (2013) Entrepreneurship in the Balkans: Diversity, Support and Prospects, Berlin:

European Commission (2010) Overview of Europe 2020 Targets {Online}, Available at:

²⁹ Republic of Bulgaria: Ministry of Economy, Energy and Tourism (2011) NATIONAL RENEWABLE ENERGY ACTION PLAN: drawn up in accordance with the template for national renewable energy action plans as set out in Directive 2009/28/EC of the European Parliament and of the Council {Online}, Available at: http://ec.europa.eu/energy/en/topics/renewable-energy/national-action-plans, Accessed: 05.02.2015

The Ministry of Regional Development has announced a National Programme for Energy Effectiveness which aims to finance multiple-family residential buildings with more than 36 separate apartments to renovate the building by installing external insulation, roof repairs, possible windows and doors replacement in order to make them more energy efficient. The Programme aims to finance 250 - 280 buildings with budget of BGN 50 million and BGN 15 million co-financing.³⁰ (Novinite, 2015). The same site reports that the Bulgarian Environment Minister Ivelina Vasileva said that BGN 27 million were received from 77 projects on energy efficiency, by selling unused volumes of greenhouse emissions and that the total saving on energy consumption for the Program's period was nearly BGN 4 million.31 (Novinite, 2015).

Bulgaria is also a member of United Nations Framework Convention on Climate Change (UNFCCC) and the Kyoto Protocol, which are both treaties providing a framework to deal with the climate change by implementing national Programmes, monitor and reporting on emissions, sharing technologies, etc.

Bulgarian energy prices are state regulated and amongst the lowest in EU. The highest shares of emissions are from energy supply, but emissions from transport should be also considered.

Bulgaria has the potential to use biomass as energy source as 60 % of the land is agricultural and arable and 30 % is forest reports Oxford Business Group (2008).32 Bulgaria's energy from renewable sources for 2012 was 5.2 % from solar energy: biomass and waste was 69.4%; Geothermal energy - 2 %; Hydropower - 16.9 % and Wind energy - 6.4%.33 (Eurostat, 2014) The South Stream project which was planned to help EU to meet its growing energy needs and security was originally planned to run an undersea pipeline from Russia to Bulgaria was cancelled. On a meeting held on 14.01.2015 in Moscow, the head of Gazprom, Aleksei Miller declared that if Europeans want Russian's natural gas, then they should build a pipeline to the Turkish border. ³⁴ (Riley, A., 2015)

As of March 2013, electricity distributors are obliged to purchase energy from renewable sources. A country report conducted in 2014 by an Ecologic institute shows that Bulgaria needs to focus on transport and waste, by re-considering the tax rates for vehicle with high CO₂ emissions for the transport and by building new waste depots, which were

www.nytimes.com/2015/02/12/opinion/gazproms-dwindling-clout.html? r=0, Accessed on 12.02.2015

³⁰ www.novinite.com (2015) Bulgaria Allocates Further BGN 15 M for Energy Effectiveness Project {Online},

http://www.novinite.com/articles/166468/Bulgaria+Allocates+Further+BGN+15+M+for+Energy+Effectiveness+Projec ts#sthash.foOINd4v.dpuf, Accessed on: 12.02.2015

³¹ www.novinite.com (2015) Energy Efficiency Projects Have Boosted Bulgarian Economy - Minister {Online},

http://www.novinite.com/articles/166234/Energy+Efficiency+Projects+Have+Boosted+Bulgarian+Economy+-

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³² Oxford Business Group (2008) The Report: Bulgaria 2008{Online}, Available at:

https://books.google.bg/books?id=Hc6pDjcpnoUC&printsec=frontcover&source=gbs ge summary r&cad=0#v=onepa ge&q&f=false Accessed on: 12.02.2015

Eurostat (2014) Renewable energy statistics {Online}, Available at: http://ec.europa.eu/eurostat/statisticsexplained/index.php/Renewable energy statistics, Accessed on: 12.02.2015

³⁴ Riley, A. (2015), *Gazprom's Dwindling Clout* {Online}, Available at:

planned in the Operational Programme "Environment".³⁵ (Ecologic Institute, eclareon, 2014)

According NSI data, greenhouse gas emission for 2012 were 56.02, compared to 58.52 in 2005; the share of renewable energy in gross final energy consumption was 16.3 % compared to 9.5 % in 2005. 36 (NSI)

EDUCATION

Europe 2020 targets for education are keeping the rates of early school leavers at up to 10% and completing a third level of education by people aged 30-34 of at least 40%. For Bulgaria, the targets are set to 11% of early school leavers and to 36 % of the population aged 30-34 to complete tertiary education. According NSI 12.5% in total (male and female) are the early school leavers for 2013. The tertiary educational attainment for age group 30-34 for 2013 is 29.4% in total (male and female). (NSI) During 2012/2013 school year children who left school for family reason was 47.9% of all students who left school; 35.2% were the students who left school as they went abroad and 10.7 % left as they were not willing to study. (NSI, 2014) This is a huge amount of early school leavers and it is a great challenge for Bulgaria to reach its target of below 11% by 2020.

The education is a key factor the successful development of the economy and for achieving a smart and sustainable growth. One of the biggest challenges that Bulgaria is facing is the ageing population, which means that population in working age is decreasing and workers should work longer, and provide better quality and higher value added products. This could be achieved only by high quality education.

Statistics show that the percentage of students aged from 7 to 23 years is steadily decreasing – for the 2013/2014 school year, students aged 7-10 years are 97.2 %, while the ones aged 19-23 years are only 43.7%; engaged in higher education were 39% for the same year.³⁹ (NSI, 2014)

The statistics show that there are too many economists compared to skilled technical specialists, which creates difficulties for the businesses when employing personnel as in most cases businesses have to spend on training their personnel between 1 and 3 months. The education system should be updated and Universities should work closely with businesses to ensure that right skills and specialists are developed in the students.

Another topic mentioned in the council's recommendation is the inclusion of disadvantage children – the Roma children. The slogan of EU is: "United in diversity" and the Roma integration should begin with their inclusion in the education system. Most of the Roma population lives below poverty line and giving them access to quality education is a

³⁶ National Statistical Institute, Europe 2020 - Reaching the goals "20/20/20" on climate/energy (including reducing carbon dioxide emissions by an additional 30% if conditions are right) {Online}, Available at: http://www.nsi.bg/en/node/590, Accessed on: 12.02.2015

³⁵ Ecologic Institute, eclareon (2014) Assessment of climate change policies in the context of the European Semester: Country Report: Bulgaria {Online}, Available at: http://ec.europa.eu/clima/policies/g-gas/progress/docs/bg_2014_en.pdf, Accessed on: 12.02.2015

³⁷ NSI, National goal – share of early school leavers from education and training - 11.0% and share of the population aged 30-34 years tertiary educational attainment - 36.0%{Online}, Available at: http://www.nsi.bg/en/node/591, Accessed on: 12.02.2015

³⁸ NSI (2014) Education in the Republic of Bulgaria 2014{Online}, Available at: http://statlib.nsi.bg:8181/isisbgstat/ssp/fulltext.asp?content=/FullT/FulltOpen/SO_26_2013_2014.pdf, Accessed on: 12.02.2015

³⁹ NSI (2014) *Net enrolment rate population educational system in 2013/2014 school year* {Online}, Available at: http://www.nsi.bg/en/content/4786/net-enrolment-rate-population-educational-system, Accessed on: 12.02.2015

step towards improving their social status and increasing their competitiveness on the labor market.

FIGHTING POVERTY AND SOCIAL EXCLUSION

European strategy is at least by 20 million people less in or at risk of poverty or social exclusion by 2020. For Bulgaria the target is set to 260 000 people, but according NSI people at risk of poverty or social exclusion for 2013 were above 3.493 million, which represent 48.2% of the total population in Bulgaria, and the target of 260 000 people by 2020 looks reachable.

The NRP suggests providing material support to people in disadvantage positions and points social assistance policies as important for limiting and reducing poverty and social exclusion. This could be only a temporary solution and it should be either time limited or connected to other activity such as further education or training for developing new skills in order to increase the chances and competitiveness of people in or at risk on the labour market.

NSI shows that 59.6% from all people in risk of poverty or social exclusion are aged 18-64 and 17% of total are aged 18 years or younger. Operational program Human Resource Development 2014-2020 that is planned to fight youth unemployment in Bulgaria and about 8000 people aged up to 29 will start 6-month paid internships at the expense covered by the program. Another priority of Human Resource Development program will be people aged 34-50, which were lastingly unemployed and inactive.

European Council Recommendations points that the employment in Bulgaria is below average and that there are great differences in the different regions and subgroups. The National strategy for fighting and preventing poverty and social exclusion include reducing the number of children aged 0-18 years living in poverty by 78 000 (30 % of the total target): reducing the number of people aged 65 and older living in poverty by 52 000 (20 % of the total target); Reducing the number of unemployed living in poverty aged 18-64 by 78 000 (30% of the target) and reducing the number of employed but living in poverty people aged 18-64 with 52 000 (20 % of the target). Main priorities of the strategy are ensuring equal access to quality pre-primary and primary education; equal access to quality health care; sustainability and adequacy of social payments; improvement of the physical, institutional and informational environment and transport; improving the living conditions of the vulnerable groups and the homeless and others. 40 (MLSP, 2013) If the Government manage to adopt EU funds and to control the efficient use of them, it has real chances to reach the target of 260 000 less people in or at risk of poverty and social exclusion.

CONCLUSION

The Europe 2020 targets for achieving smart, sustainable and inclusive growth include increasing employment rate of men and women, developing skilled workforce and promoting lifelong learning; improving quality of education in all levels and increasing the number of people completing tertiary or equivalent education; promoting social inclusion and fighting poverty.

Education is a key factor for developing smart and sustainable growth of the country. On other hand, early childhood development will help to prevent early school leaving and

⁴⁰ MLSP (2013) A national strategy to reduce poverty and promote social inclusion 2020 {Online}, Available at: http://goo.gl/2SL98G, Accessed on: 12.02.2015

social exclusion. Looking at the statistics, Bulgaria has the possibility to reach the targets to keep the rates of early school leavers up to 11% and at least 36 % of the population aged 30-34 to complete tertiary education. Quality of education should be improved, as many students completing secondary education prefer to complete tertiary education abroad. Variety of surveys and cooperation with the business will help University to update the curricula and to offer competitive education and skills to students, which the business could use.

Employment rates are set at 76% by 2020 – in order to achieve that Bulgarian government should use variety of policies and programs to address unemployed people at working age. Operational Program Human Resource Development is great if used correctly, as it will stimulate not only the unemployed and in risk of poverty people, but businesses too.

The target of 1.5 % of the GDP to be invested in R&D and innovation is achievable if the government makes the financing more transparent and the control more rigorous. The businesses could also use EU programme for competitiveness and innovation.

Climate change and energy efficiency – targets are set to 20 % reducing greenhouse energy emissions; 16% use of energy from renewable sources and 15.8% energy efficiency. Bulgaria has improved a lot in recent years and it has invested in renewable energy and adopted energy efficiency programs. EU funds are also used to increase energy efficiency. The highest rates of gas emissions are from energy supply, but CO2 emissions from transport should be also reduced. An option is to connect car tax with CO2 emissions per 100 km. The energy procurement and generation should be more transparent in all levels; structural changes should be implemented and the energy security should be improved. It might be very difficult for Bulgaria to reach the energy efficiency targets and to reduce the carbon emissions.

The target for combating poverty and promoting social inclusion is set to 260 000 people. There are variety of EU funding programs that could be applied in order to ensure equal access to quality education and health care of disadvantage groups, including Roma population and disabled people. The target is achievable by emphasizing on public discussion, improved monitoring, public support for proven programs and Roma inclusion.

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About the author: Desi Yordanova Dimitrova, master student in European Studies and Regional Cooperation (BRIE Ruse), tel. 00359 898 466 686, e-mail: office@investinbg.co.uk

Political Leadership of European Integration

Greta Yordanova Supervisor: Assoc. Prof. M. Kornazheva, PhD

Abstract: This research paper aimed at recognizing five founding fathers of the European Union. Secondary data was used to evaluate their contribution to the European integration. The paper examines their personal motivations and political impact. The study reveals that those key leaders influenced the path of European integration. Konrad Adenauer was the German Chancellor who reconciled with France. Alcide De Gasperi was the Italian democrat who cleaned the scars of fascism and reintegrated the poor southern regions of Italy. Robert Schuman was the planner of the EU – the first "sui generis" supranational organization. Jean Monnet was the actual conceptualizer behind the "Schuman Plan". Paul—Henri Spaak was the Belgian rhetor who rallied Benelux with the "supranational Europe" Without their energy, motivation and devotion today's peace and stability on the European continent would only be a vision.

Key words: European integration, founding fathers, political leadership, supranational union

Introduction

Not until the 50s of XX century became the uniting of countries in Europe with the first steps toward an economic integration and the formation of a European Economic Community. After the First and Second World War Europe was completely devastated. In attempts of standing on its feet again and to prevent future conflicts, the idea of supranational union arose between European political leaders. These men are known as the Fathers of Europe. Without their energy, motivation and devotion today's peace and stability on the European continent would not be a fact. Many of them grew up near borders in regions which were sources of conflicts, all suffered from Nazism and Fascism ruling, some got imprisoned, others were in exile. Each of them hold a unique life story, views and beliefs, shared the same experience of war, the negative effects of protectionism and the political weakening of Germany. They wanted Europe to become prosperous again. To them peace was achievable. These common experiences laid the foundation of a common vision of Europe converted through cooperation into a political and economic unity.

In this study I use secondary data. I focus on five key leaders: Konrad Adenauer, Alcide de Gasperi, Robert Schuman, Jean Monnet and Paul-Henry Spaak. I review their life, political impact and contribution to the integrated peaceful Europe we live in today. I will prove that these men were involved into the attempt to search for solutions after the Second World War and influenced the path of the European integration. I believe that political leadership matters to the European idea and if it was not this group of people, the creation of the European Union and the peaceful times we live in would still be just a vision.

Konrad Adenauer (1876-1967) – The German Chancellor who reconciled with France

Adenauer was born in Catholic Cologne on 5 January 1876 in a modest family. His marriage to the daughter of an influential Cologne family brought him into contact with local politicians, leading him to become active in politics as well.[1] The personal motivation of Konrad Adenauer to commit himself to reconciliation and to European integration was that he was born in a border region – the Rhineland and he was a Roman Catholic and a Christian Democrat. Adenauer worked for the international acceptance for the Federal Republic. He wanted to achieve political and economic results as integrating

the Ruhr region into the Federal Republic and set back appropriate conditions for German industrialists. Another motivation was to make a strong commitment to the capitalist.

Adenauer was the first Chancellor of the Federal Republic of Germany whose goal was to reintegrate Germany into Western Europe and worked hard to push forward the idea of European cooperation. He was also supportive of the "Schuman Plan" and he was a main figure in the formation of the European Economic Community (EEC) and the European Atomic Energy Community (Euratom).[2] In a personal letter to Adenauer, Schuman wrote that the purpose of the proposal for placing the entire French and German production of coal and steel under a common High Authority was not economic, but mainly political.[3] A pillar of Adenauer's foreign policy was the reconciliation with France in 1963. Together with Charles de Gaulle they signed the Elysee treaty of friendship, which ended the rivalry between Germany and France. This is one of the cornerstones in the path to European integration.[4]

Adenauer, De Gasperi and Schuman, like their parties, all shared a federal vision of Europe.[5] Adenauer changed the European history more than any other individual. "Europe will only be possible if a community of European people is restored in which every population will provide its own irreplaceable, unique contribution to the economy and to European culture, thought, poetry and Western creativity." (Konrad Adenauer, Cologne speech 24th March 1946 to the Christian Democratic Union in the British Occupied Zone). Adenauer'policy goals were achieved by binding Germany with the western alliance. These goals were: membership of the Council of Europe (1951), foundation of the European Coal and Steel Community (1952), and entering into NATO (1955). As a result of his political talents, his determination and practical skills, Adenauer ensured that Germany became, and remains to this day, a free and democratic country. He was recognized by his fellow-Germans in 2003 as 'The greatest German of all time'. Due to his achievements, all that he fought for is deeply integrated into modern German society nowadays. Konrad Adenauer is one of the most prominent statesmen in European history. With his persistent foreign policy. Adenauer managed to reintegrate post-Nazi Germany and moreover to unite and grant peace for the European nations.[1]

Alcide De Gasperi (1881-1954) – The Italian democrat who cleaned the scars of fascism

Alcide De Gasperi was born on 3 April 1881 in a humble family. He studied Philology in Vienna where he obtained his mediating skills. Soon after graduation he became a reporter in a newspaper. At that time he became politically active and campaigned for the improvements of human rights of the Italian minority. De Gasperi co-founded the Italian People's Party and got imprisoned from fascists. With the help of Vatican he was freed shortly after the sentence and sought asylum in Vatican. He worked there as a librarian for 14 years. In 1943 the manifesto of the Christian Democratic Party was founded. At first De Gasperi wrote the 'Idee ricostruttive' (Ideas for reconstruction). After the collapse of fascism, he was a Prime Minister from 1945 to 1953. Italian democracy has not had another politician with such a long mandate.[1]

The personal motivation of Alcide di Gasperi for commitment to the reconciliation and to European integration was similar to Adenauer's. He was born in a border region – Alto Adige and he was a Roman Catholic and a Christian Democrat. Italy was not geographically part of the same industrial region and like Germany aimed to rebuild its international reputation and to establish western and capitalist identity. The Italian leader had to minimize the risk of expanding communist party through institutional interdependencies with the capitalist west. De Gasperi was a politician and statesman also in close relations with both Adenauer and Schuman. Like Adenauer he was also

supportive of the Schuman Plan. Many times he promoted initiatives for the integration of European countries and also supported the idea of a common European defence policy (which did not succeed).[2]

The first steps towards economic rebirth with a consolidated internal democracy were achieved in the so called "De Gasperi Era". Also then, a republican Constitution was established in the way to European integration. De Gasperi wanted to take Italy back to the international stage so he gave prominence to international cooperation. He contributed to the establishment of the Council of Europe, made Italy a part of the American Marshal Plan and under his influence Italy joined NATO. During the time Italy had one of the largest and leading communist parties in Western Europe, De Gasperi established robust cooperation with the USA. The Italian leader hoped that Europeans learned their lesson after the Second World War. He was convinced that "the future will not be built through force, nor the desire to conquer, but by the patient application of the democratic method, the constructive spirit of agreement, and by respect for freedom". The vison that he had was finely matched with the Robert Schuman's idea for an integrated Europe. De Gasperi was made the first President of the European Coal and Steel Community (ECSC) Parliamentary Assembly in 1954. He served as a mediator between Germany and France. These two countries were at constant conflicts for almost a century. At the end of his life he was an inspirational force behind the creation of the European Economic Community. He was well aware of the fact that the countries in Europe will only benefit if they agree to cooperate with each other. In 1957, three years after his death, his contribution was recognized when signing the treaties of Rome.[1]

Robert Schuman (1886-1963) – The planner of the "sui generis" supranational organization

Schuman was born on 29 June 1886 in Luxembourg. He lived in Lorraine - the French-German border region and he was a Roman Catholic and a Christian Democrat. He was born a German citizen, but when his home region was returned to France after the first World War, he became French. Before the war he studied law, economics, political philosophy, theology and statistics at the Universities of Bonn, Munich, Berlin and Strasbourg. In 1912 he opened his own law practice in Metz. After the end of the First World War he started his career in politics as a member of the French Parliament. At the beginning of the Second World War Schuman became a junior minister in the French government and during the war was imprisoned. After the war he returned to politics first as a Minister of Finance, then as Prime Minister in 1947, later as a Foreign Minister from 1948-1952 and again as Minister of Finance from 1955-56.[1]

Schuman wanted to create an integrated west European economy under common economic policies and rational planning. His goal was also to control new Germany and to ensure that a war between the neighbours is materially impossible. Last but not least, he wished to ensure supplies of coal from the Ruhr region for the French steel industry. On 9th May 1950, on the first conference after the II World War, the Minister of Foreign Affairs of France Robert Schuman announced a plan for France and Germany to pool coal and steel industry sectors under common governance, i.e. the High Authority.[6] The actual conceptualizer behind the plan was another French politician, Jean Monnet and the date 9th May is celebrated as the Day of Europe. A year after the founding of ECSC, Schuman said to the press: "Europe should stop being a battlefield where adversarial forces bleed to death. "We want to pull ourselves out of this so costly self-conception and blaze new paths that lead us to a unified and, finally, peaceful Europe." [7] Other states were invited to join this plan for the first European supranational organization so as to work together towards a merger of their economic interests. In 1951 France, the Federal Republic of Germany (FRG), Italy, Belgium, the Netherlands and Luxembourg signed the treaty creating the

ECSC. The community started operating in 1952.[8] Fortunately, the common interests of European countries prevailed and this led to the gradual political integration and pacification of Europe. Schuman also spoke of solidarity between the free states of Europe and an economic unification. He clearly understood that "Europe will not be made all at once, or according to a single plan. It will be built through concrete achievements which first create a de facto solidarity. The coming together of the nations of Europe requires the elimination of the age-old opposition of France and Germany". Schuman was a President of the European Parliament from 1958 to 1960. He supported the formation of a common European defence policy and became a key figure of the Council of Europe, the Marshall Plan and NATO: all initiatives aimed at increased cooperation within the western alliance and to unite Europe.[1] His proposal envisaged the devolution of national sovereignty. "The consequences of this famous Schuman Declaration are well known, Today, we are a strong economic and political Union, a Union of 28 Member States and more than 500 million people who live in peace, freedom, justice, security and prosperity," said Ambassador Coninsx in her speech on the Celebration of the 64th anniversary of the Schuman Declaration (12/05/2014).[9]

Jean Monnet (1888-1979) - The French advisor behind the Schuman Plan

Jean Monnet was born on 9 November 1888 in the city of Cognac, France. At the age of 16, he started working for the family cognac trading business in London. From this early experience he travelled the world as a respected and successful businessman. His experience in international finance involved him in the reorganization of the national finances of countries like Romania, Poland, and China, in which he assisted with the improvement of their railway network. Later he became a trusted adviser of the American President Roosevelt. Monnet became a member of the French Committee of National Liberation in Algiers in 1943 and the same year he declared: "There will be no peace in Europe, if the states are reconstituted on the basis of national sovereignty... The countries of Europe are too small to guarantee their peoples the necessary prosperity and social development. The European states must constitute themselves into a federation..."[1]

Monet preached a vision of federal Europe while others saw Europe not as a replacement for nation-states, but as a way to strengthen them through cooperation. There were others who thought of the integration as limited to the economic sphere. "The well-connected bureaucrat Monnet (the cosmopolitan scion of a cognac fortune, with strong personal contacts with leaders around Europe and in the United States)" **Error! Bookmark not defined.** found a formula to convince all that the initial economic framework will turn into a desirable political direction and he came up with the idea of the ECSC. Actually Monnet had never held elective office or a ministerial post. He was an effective advocate, who influenced generations of major figures from behind the scenes.[10]

He also made a plan for reviving the French economy and rebuilding the country after the war. "For five years the French nation had been making efforts to recreate the basis of production, but it became evident that to go beyond recovery towards steady expansion and higher standards of life for all, the resources of a single state were not sufficient. It was necessary to transcend the national framework" (Jean Monnet, 1962). Then he started to work on the concept of a European Community. The French political and economic adviser Jean Monnet helped prepare the "Schuman Plan" which foresaw integration of the German and French coal and steel industries under one High Authority in order to prevent any future war.[2] Monnet wanted to ensure supplies of coal from the Ruhr for the French steel industry (which was to be developed within his plan for recovery). Since 1945 the Ruhr region was under International Authority for the Ruhr (IAR), but the newly constituted FRG was aiming at change. Just after the establishment of

ECSC, Jean Monnet said to the American press: "As long as Europe remains divided it will be weak and a constant source of conflict." (Jean Monnet, speech to the National Press Club, 30th April 1952, Washington).[5]

In 1952 Monet became the first president of the Authority and resigned from that post in 1955. Then he established the "Action Committee for the United States of Europe". The purpose of this committee was to push forward the process of European integration. He had flair of persuasion that convinced European leaders to work towards those common interests and to understand the advantages of cooperation. This led to the emergence of the Common Market, the European Monetary System, the summits in the European Council and election to the European Parliament by universal suffrage.[1]

Paul-Henri Spaak (1899 – 1972) – The Belgian rhetor who rallied Benelux with the "supranational Europe"

Paul-Henri Spaak was born on 25 January 1899 in Schaerbeek, Belgium. He was brought up in a politically active family. At first he was a lawyer, later he became a socialist member of the Chamber of Deputies. He was the first Socialist Prime Minister of Belgium and he also served as a Foreign Minister in the Belgian government-in-exile in London. In postwar years he served as both Foreign Minister and Prime Minister many times.[11] Even before the end of the Second World War Paul-Henri Spaak had the ambition to merge Belgium, the Netherlands and Luxembourg through customs union. This came true in 1944 when the Benelux was established. Spaak was named "Monsieur Benelux" for advancing the Benelux trade union which happened to be the core of today's European Union.[12] Spaak was one of the strongest supporters of the European integration and viewed the European unity mostly from economic view. He sustained the European Coal and Steel Community and the European defense community with the idea that it was necessary to have treaties with binding obligations between countries in order to quarantee peace and security. These goals were achieved through his election as a Chairman of the first session of the General Assembly of the United Nations in 1945 and as Secretary General of NATO (1957-61).

After the failure of the European Defence Community (EDC) in 1954 a fresh start to relaunch the European process was given at the Messina Conference in 1955. A preparatory committee was set up at the beginning of 1956 with the task of preparing a report on the creation of a European common market. This committee is known as the Spaak Committee and the report as the Spaak report. The committee proposed the creation of a generalised common market and the creation of an atomic energy community. These famous "Treaties of Rome" were signed in Rome in March 1957, establishing a European Economic Community (EEC) and the Euratom.[13]

Spaak was a good rhetor; he was able to make people listen. His vision of European unity along with his qualities of a persuader, point him out as one of the main leaders of European integration. He is a Founding Father of the EU because he recognized the potential in uniting post-war European states. During his life, Spaak always insisted on the significance of European integration. In 1962 he turned to the French President de Gaulle with the following words: "The Europe of tomorrow must be a supranational Europe".[1]

Conclusion

Several men took the risk of committing themselves to the process of building a united Europe after the Second World War.[14] Konrad Adenauer was the German Chancellor who reconciled with France. Alcide De Gasperi was the Italian democrat who cleaned the scars of fascism and reintegrated the poor southern regions of Italy. Robert

Schuman was the planner of the EU – the first "sui generis" supranational organization. Schuman'great contribution was the so-called "Schuman Plan" with which he proposed joint control of coal and steel production. Jean Monnet was the actual conceptualizer behind the "Schuman Plan". Paul–Henri Spaak was the Belgian rhetor who rallied Benelux with the "supranational Europe".

These eminent statesmen rolled up their sleeves to overcome three main problems: postwar economic recovery, preventing nationalism and the need for security. The core concern was to overcome the traditional hostility between Germany and France and assure broader European integration and cooperation. The Fathers of Europe all shared the same desire for the pacification of Europe, not through the means of power, but via the reconciliation of the European population. They all believed in the idea of European unity and shared the same political approach of universal ideals of Christian Democracy. "The founding fathers [...] were the true craftsmen of European unity in the public arena because they had succeeded in entering the magic circle of power which gave them the strength to transform political life".[15]

I have to mention that there were also leaders who hindered the European Integration. One of them is the Luxembourger Jacques Santer who was the European Commission Head from 1995-1999. In 1999 he fell into discredit because of fraud and corruption or in his words "irregularities" in the financial management of the EU executive body.[16]

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About the author: Greta Petrova Yordanova, master student in European Studies and Public Administration (BRIE Ruse), e-mail: gretera@yahoo.com, tel.: 00359 0988 80 75 75

Globalization of Communication

Author: Gabriela Dimitrova Supervisor: Assoc. Prof. M. Kornazheva, PhD

Abstract: The purpose of this research paper is to identify the connection between globalization as a process and its influence on culture as a whole. Indeed, globalization has its positive and negative effects. However, this paper focuses mainly on the advantages and opportunities, which globalized communication has offered us.

Keywords: globalization, communication

Introduction

Every human being has the necessity to communicate with the others. In order to live in a civilized society we need to communicate between each other. Whether we talk about business sphere, personal life, education, transportation, politics or economy sphere, these are all impossible without the involvement of communication. Every day the world is becoming more and more globalized. The revolution of technology and the opportunities to travel worldwide have made it possible for communication to exist on a global scale. Globalization has created a world, which is more interconnected and more integrated than ever before. Every single day communication is becoming much easier and faster because technology has become one of the most powerful tools in creating a globalized society. Today nearly any kind of information can be shared and reached in just seconds. The Internet has also created global online communities where people from all over the world can easily communicate. In result, geographical borders are no longer a limitation for two parties to cooperate and share values and ideas. With the use of satellites we even exchange information it the space. In favor of education, students have the ability to study from a distance, which is also possible, owing to the revolution of communication. The media is another reason for globalization. When something important or crucial happens, it can be broadcasted worldwide in the same moment

The goal of this paper is to explain and reveal if communication is becoming globalized, what are the positive and negative effects on our society and our everyday life. The whole content is based on literature review and analysis of secondary data.

Arguments

1. Digital communication

In the past people were trying to communicate between each other with drawings on the walls of caves or just with simple gestures for explaining their needs and emotions. Through all these years we faced many changes in the ways we can share verbally or in a written form.

Technology has changed and improved our everyday lives and habits, the way we shop; the way we make business has gone far in bringing the world closer than ever before. With the creation of blogs, websites and others forms of internet sources and the virtual space available for sharing, the human being has the opportunity to be much more innovative and mobile, in order to work, to impress, to advertise, to share and even just for relaxing moments.

Limitations are vanishing in the hands of this globalizing world, people are moving very fast, and thanks to digital communication we are able to communicate with new people in every convenient moment, no matter from which country they are, or even on which continent they live, just for the reason that, we are blessed the use of internet.⁴¹

After the revolution of communication, luckily we had the chance to welcome the rising of the digital communication. When we talk about digital communication we refer to telecommunication, or an electromagnetic signal, such as an electrical voltage, radio wave, microwave, or infrared signal. Digital communication has, in large part, replaced analog communication as the ideal form of transmitting information through computer and mobile technologies.

Take a mobile phone for example, with just typing the right combination of numbers; you can talk to anybody, anywhere. Without any doubt we have to accept that digital communication has transformed into the blood veins of the changing earth. Emails are the best opportunity to share instant letters, appearing in inboxes faster than it took you to write them. The use of digital signatures and digital watermarks are also some of the advantages in forming documents and running business in the virtual space. The wireless connection is again advantage, which give us greater access to information, rapid solution of difficult problems, greater freedom in selection of the workplace, additional sources of entertainment, and global communication, both personal and professional.⁴²

2. Intercultural communication

With the development of economic globalization, intercultural communication has played a big part in international business activities. In order to begin efficient intercultural communication, people should learn how to focus on cultural identity. After all, communication and culture are very closely interconnected. The cultural identity is stated to consist of six components, which are vocation, class, geography, philosophy, language, and biology. The existence of a global language is extremely important for the realization of free communication and cooperation with other nations, because we all know that it is not possible to fluently speak in every language on this globe. 43

Since English language is so widely spoken, many people believe is vital to learn it as a second language. It is spoken in a wide geographical area and lots of people believe that English is the language of trade. It is true that English has been introduced in the field of business for a lot of years. In addition, English is a language that is been used in films, music, television, and in a lot of more technological features like internet. A big amount of population of the world watches Hollywood's movies and listens to English music. This expansion also led to the increase in popularity of English language. It has become an easy way of communication but each nation will consider their own language as being important to them.

In order to build business relations with other nations we also have to be familiar with their culture, values and traditions. If we neglect this statement it is possible to face miscommunication, which can later lead to conflict between parties. When we

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⁴¹ http://www.useoftechnology.com/technology-today-tomorrow/

⁴² http://www.academicus.edu.al/nr1/Academicus-MMX-1-100-108.pdf

⁴³ http://www.123helpme.com/intercultural-communication-view.asp?id=219900

communicate face to face we also have to think about our body language, because it can be funny or offensive to our interlocutor.⁴⁴

3. Media, Mass Media and the European voice

As we already mentioned, the rising of technology has been a main benefactor in making digital media what it is today. The audience for media has been growing as the media has been evolving towards the digital future. Unfortunately, people have been tending to forget about the traditional ways of getting information from media, such as using newspapers and magazines. Through internet a person can download information, music, movies, interviews and everything that can be related to media, in just seconds.

Social media uses technological tools and applications that enable people to connect and share opinions, news, and knowledge. A few examples of social media applications are Wikipedia, MySpace, Facebook, YouTube, Flickr (photo sharing) and others. These sites typically use applications such as blogs, message boards, and podcasts to allow users to interact in a quick, collaborative and efficient manner.

As public relations tools, media assist organizations in achieving credibility and respect among public opinion leaders, stakeholders, and other gatekeepers. Mass media is also the main arena for the public representation of the European public sphere. According to theories of the public sphere, the mass media is the connection between the public and the institutional structure. However, the media is not only serving other actors as a channel of communication, forum for exchange, and self-observation of society. The media takes the role of political actors in the public sphere who legitimately raise their own voice. They do so in particular by assigning relevance to issues for public debate and by expressing their own opinion.⁴⁵

4. Information gap

Despite advances in global communications, a massive "information gap" remains between developed and developing countries. Over 70% of Africans will not make a telephone call in their lifetime, nor use the Internet. However, radio broadcasts are thought to reach 70% of all Africans. Many developing countries do not welcome the idea of technology, especially the Internet, into their countries. While many have a negative view toward the influence the media might have on their people, many countries simply do not have the resources or financial availability to acquire such technology.

Bringing the Internet into Third World countries is not only beneficial for those countries; it is beneficial for the entire world. With an increase in communication, these countries are able to advance their knowledge of medicine and increase other knowledge to help their cultures and communities to survive. The Internet is a key tool to this type of development.⁴⁶

By bringing technology into these areas, communication will not only increase revenue, it can also provide opportunities for the country to develop into a competitive trading unit. The only way for the countries to become competitive is to compete, and

⁴⁴ http://www.internationaltrade.co.uk/articles.php?CID=4&SCID=&AID=376

⁴⁵ http://europub.wzb.eu/Data/reports/WP3/D3-4%20WP3%20Integrated%20Report.pdf

⁴⁶ http://www.who.int/trade/glossary/story012/en/

without technological advances like that of the Internet, it is impossible for them to compete with other countries that are easily accessible because of technology. Internet integration will help Third World countries to develop financial support needed to provide a better way of life. They must see the benefits such technology could bring to their economies through education, free market trade, and global connections.

For example, wireless mesh networks have become a new economic stimulus for the developed economies of North America, Europe and East Asia. However, the impact of Wi-Fi and mesh is even more significant in developing countries, where telecom services have been limited. This will change the way people do business, providing the tools to create new business opportunities and the potential to the revival of third-world economies. Wireless mesh networks are an attractive solution for developing nations because they will work over any type of land, no matter how mountainous, and reach any region, no matter how isolated.⁴⁷ All the country needs is one link—a landline link, a satellite link, or a long-range wireless link to connect everyone on the mesh network to the outside world.

Deploying a mesh network in a developing country can literally change lives. These countries frequently have limited residential and business phone services, and the cost of service may be well beyond the pocketbook of the average person. In addition, businesses may have little or no access to data communications. These services are often limited and expensive, and customers may wait months or even years before their service is installed. As a result, consumers may never have access to even basic voice service.

5. Network Dependency

We already stated many times what are the purposes and advantages of using Internet, media, telecommunications and many others. Social networking has become inseparable part of our everyday lives. We do not even see it as something strange or extraordinary anymore, we just have accounts in various websites, we share enormous amount of business and personal information, without even think about the consequences.

Those who have a life on the internet do not always realize that they are losing their connections with the real world. Nowadays, a reputation online is more important, and communication thrives through social networking. Social media seems to have strong impact, especially on teenagers. Unfortunately, most of them are not even realizing it.

Years ago, before social networking existed, friends would go out and have a good time together. Now it is more important to stay online all the time. People are sitting together, drinking coffee, and the only sound that is filling the air around them is the sound of their fingers typing on their mobile phone. When we have holidays we used to gather and celebrate, but somehow, now it is much more important to make useless pictures of everything around us, and immediately upload it in the social media.

To deepen the problem, even more, we cannot neglect the fact that some people state that social network dependency is becoming a mental health issue. Some doctors and experts even refer to this issue as an addiction. Research has shown that people with internet addiction have demonstrable changes in their brains – both in the connections

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⁴⁷ http://searchnetworking.techtarget.com/definition/wireless-mesh-network

between cells and in the brain areas that control attention, executive control, and emotion processing.

However, in order not to become addicted and to be able to enjoy the benefits, that social network gives us; we should use it in moderation. We must not forget the pleasure of establishing face to face contacts with new people. We have to read traditional books, newspapers and magazines because we cannot transform ourselves into slaves of technology and thus lose our identity.⁴⁸

Conclusion

Because of the extraordinary advances in telecommunication technology, the global economy is expanding, and changing every day. People must learn to adapt to the changing environment, as well as adapt to the changes in communication. It is critical to keep on top of changing communication to effectively communicate globally. Without communication humans could not live. There are evidently positive and negative consequences of globalization. These effects are either direct results of globalization or indirect results caused by factors linked to globalization. Throughout this essay I have stated many of the major effects, which the globalization of communication has caused to our world.

There are many people who are trying to downplay the advantages of our globalized world, but we cannot neglect the facts. Technology has helped us to gain knowledge, to become mobile and to experience the freedom of creating and sharing information, much more easily and faster. Owing to the global technology advances, even importing and exporting have become much cheaper for many goods and services. Globalization is the process whereby the world's people are becoming increasingly interconnected in all facets of their lives - cultural, economic, political, technological, and environmental.

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About the author:

Gabriela Dimitrova, 4th year bachelor student in European and Global studies, University of Ruse "Angel Kanchev", e-mail: Cabba_la@abv.bg, tel. 00359 885 236 670

Globalization and Culture

Author: Maria Kovacheva Supervisor: Assoc. Prof. M. Kornazheva, PhD

Abstract

The purpose of this research paper is to identify the connection between globalization as a process and its influence on culture as a whole. Indeed, globalization has its positive and negative effects on culture. However, this paper focuses mainly on the advantages and opportunities which globalization has offered us, and presents a more positive outlook on the current situation of globalization.

Keywords: globalization, culture

Introduction

Nowadays we live in a globalized world. However, one might ask what exactly does that mean. What is the definition of "globalization"? Due the complexity of the term, globalization in itself is hard to define as a single concept. It has its influence on democracy, economy, politics, demography, history, culture and society. Hence, there is no absolute definition of globalization and it can be defined differently when it comes to a certain field.

Furthermore, what do we understand under "culture"? Like globalization, culture also has numerous meanings and respectively definitions of the concept. One of them is that culture is "the characteristics and knowledge of a particular group of people, defined by everything from language, religion, cuisine, social habits, music and arts." In this context cultural globalization might be defined as the exchange of ideas, meanings and values around the world in order to extend and intensify social relations.

Taking all that into account, there is no doubt that globalization has made a strong impact onto our daily lives. Based on literature review and analysis of secondary data this paper aims to prove that contrary to the popular opinion globalization has in fact influenced our cultures in a positive aspect, making it easier to communicate, understand, tolerate and, as a whole, live easily in a globalized world.

Arguments

1. English as the "global" language and a "lingua franca"

A big part of our cultural identity is our language legacy, i.e. our mother tongue. There are 196 countries in the world and around 6909 living languages. [50] According to the British Council, backed by many other reliable sources, about half the world's population – 3.5 billion people – have knowledge of, or acquaintance with, "some kind of English". [51] Known as the most popular second language, English has made a huge impact on the way communication is established internationally and interculturally. There is no denial that English has taken over the world. Some consider that as undermining the importance of other foreign languages, as well as even slowly replacing and "killing" our own mother tongues. Nevertheless, that is quite not true. Focusing on the negative effects of the globalization of English language, people are ignoring the fact that it has been and still is helping us more than we realize. Tearing down the language barrier between different nations, English has been helping us find a common language to communicate in and hence, enrich our understanding and knowledge of the "foreign".

The term "lingua franca" or a bridge language is probably the best definition of English as a global language. Lingua franca is a language used by people who do not

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^[49] Zimmermann, K.A. 2015 // http://www.livescience.com/21478-what-is-culture-definition-of-culture.html

^[50] According to the Ethnologue catalogue of world languages, quoted in Anderson, S.R. How Many Languages Are There in the World? // http://www.linguisticsociety.org/content/how-many-languages-are-there-world

^[51] McCrum, R. 2011 // http://www.theguardian.com/science/2011/nov/27/translation-creating-global-language

share common native language and find a third distinct one to communicate in, such as English. However, it is not all about English. Globalization has helped us easily familiarize ourselves with other cultures, languages and lifestyles through travel, modern technologies and other information sources. Thus, more and more people have experienced the desire to learn a new language. 56% of Europeans, 35% of Canadians, 66% of the world's population, and only 17% of Americans are proficient in at least 2 languages. [52] There are more multilingual than monolingual people in the world, meaning that the globalization of languages or the cultural globalization has helped us expand our views and knowledge on the world.

2. The European Union – "United in diversity"

"United in diversity" is the motto of the European Union. It signifies how the European countries have come together into a union to work and help each other with their common goals, and however, still manage to preserve and even enrich their own cultures, traditions and languages.

Majorities of Europeans have a positive image of the EU [53] as a result of all the opportunities which the EU has created for its citizens to improve all aspects of living. The cultural identity is one of the most important features of a nation. This is why the EU doesn't have just one official language, but 24 – all the official languages spoken in the member states. The European Union respects linguistic diversity (Article 22 of the Lisbon Treaty^[54]) and prohibits discrimination on grounds of language (Article 21 of the Lisbon Treaty^[6]). Moreover, to prevent the depopularization and extinction of some minority languages the EU has made a step further to preserve dead languages. The European Charter for Regional or Minority Languages (ECRML) is a European treaty whose purpose is to protect and promote historical regional and minority languages in Europe.

The EU is a great example of removing borders and welcoming its citizens to visit Europe's great natural, historical and cultural heritage. Providing many programs such as Erasmus+ the EU has given the opportunity to its citizens to work, travel, study and explore without barriers. Cultural exchange has become a very popular factor, preferred and desired by many. Due to these programs and opportunities, people are able to experience not just one, but many different cultures by interacting with one another. By the transmission of ideas and values, one brings back a little piece of a different culture with them back home. However, this is not considered adopting a foreign culture as one's own but simply expanding one's vision and general knowledge for the unknown.

3. Homogenization of culture

Speaking of cultural exchange, there is another widely discussed problem of homogenization of culture. As mentioned, in the recent years the EU (and other countries as well) have made it easier for different nations to move between countries for one reason or another. This way people familiarize themselves with the local way of life and are able to take a glance and experience a foreign culture. Having done that and eventually appreciating what has been seen, many consciously or not adopt a certain amount of new traditions, languages and even values. As result, they are bringing their own culture closer to the one that has impressed them. "It is easy to see this homogenization in terms of loss of diversity, identity or the westernization of society",

[52] Benefits of Multilingualism // http://www.gli.northwestern.edu/learn-languages/benefits-of-multilingualism/

^[53] Standard Eurobarometer 82, Autumn 2014, PUBLIC OPINION IN THE EUROPEAN UNION, page 7 // <a href="https://www.google.bg/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=OCCUQFjAB&url=https://www.google.bg/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=OCCUQFjAB&url=https://www.google.bg/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=OCCUQFjAB&url=https://www.google.bg/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=OCCUQFjAB&url=https://www.google.bg/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=OCCUQFjAB&url=https://www.google.bg/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=OCCUQFjAB&url=https://www.google.bg/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=OCCUQFjAB&url=https://www.google.bg/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=OCCUQFjAB&url=https://www.google.bg/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=OCCUQFjAB&url=https://www.google.bg/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=OCCUQFjAB&url=https://www.google.bg/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=OCCUQFjAB&url=https://www.google.bg/url=http

^[54] Treaty of Lisbon, 3 December 2007 // http://www.consilium.europa.eu/uedocs/cmsUpload/cg00014.en07.pdf

states BBC.^[55] However, it might also be considered as bringing people closer together and creating a stronger international and intercultural bond.

Americanization is seen as one of the main "threats" when it comes to homogenization. [56] We are all familiar with and even have grown up with American influence on our daily lives, mainly through technology. Most of the countries around the world have daily access to American media, movies and music. The American culture planted in those information and entertainment sources shows more or less what the "American dream" looks like. Through the process of an ongoing contact with those sources one might become accustomed to them and subconsciously accept them as one's own. There is no denial that when it comes to culture, America has been a huge influence. Holidays, traditions, goods – they all have entered our lives, whether we like it or not. One might not accept them, but they still exist. Indeed, this has probably shifted some national perceptions of certain things. However, this should not be perceived as only a negative effect. The mentioned "threat of Americanization", or westernization as a whole, would be dangerous only if a nation abandons its own culture, tradition and values in order to adopt a new one. Nevertheless, if one manages to respect and preserve their cultural identity, the entry of new culture into another should only be considered cultural enrichment and seen as a positive effect of cultural globalization. [57]

4. Modern technology

One of the main spheres where globalization has truly had a huge impact on is the development of modern technology. Ever since the emergence of Internet and all the related technologies which support it, we have been offered an enormous amount of available and, most of the times, cost-free information. However, is that helpful for culture development? Indeed, it is, Even before the new wave of technology people have been able to obtain some information about the world through printed and television media. Nevertheless, the modern technologies have been slowly replacing the older sources of information. Now we can easily inform ourselves by as easy as a click of a button. This way things that have been far from our reach before, can be found within seconds. We can "visit" a country and learn about its history, culture and tradition. We can "meet" a new international friend by using one of the many social networks and thus experience intercultural communication. We can virtually come closer to a culture we have always wanted to experience and even proudly share our own with someone else. We can learn numerous interesting facts about other cultures and expand our general knowledge. [58] There is so much that we can do using modern technologies and it can be very beneficial, if used in the right amount and time. Otherwise, like technophobes have stated, we will become slaves to the technologies. In his article "Technology wants you as its slave" [59] Toby Daniels says that "Technology has the remarkable ability to be a great tool for taking more control of our lives as well as the ability to control us."

Like everything else, technology has its advantages and disadvantages. Through globalization we have become witnesses of what is now known as the "technological

^[55] Does globalization mean we will become one culture?, 2012// http://www.bbc.com/future/story/20120522-one-world-order

world-order>
[56] Jaja, J.M. Globalization or Americanization: implications for Sub-Saharan Africa, pp 117-118 //

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^[57] Amaladoss, M. Global Homogenization: Can Local Cultures Survive? //

http://sedosmission.org/old/eng/amaladoss2.html

^[58] Culture and Technology: A Symbiotic Relationship

http://fubini.swarthmore.edu/~ENVS2/S2003/ncourt1/SecondPaper/Culture_and_Technology_A_Symbiotic_Relation ship.htm

^[59] Daniels, T. Technology wants you as its slave. 2013 // < http://thenextweb.com/socialmedia/2013/11/19/technology-wants-slave-much-power-tech-obsession/>

revolution". People adapt rather slowly and cautiously to changes. Nevertheless, we should be able to overcome our prejudice and fears that technology will make us robotic and be able to enjoy and benefit from this wonderful opportunity presented to us.

5. Intercultural communication

As mentioned, culture is a complex term to define. However, culture has some characteristic that are important for us to understand. Culture is holistic, which means that it can be broken down into several subsystems – a kinship system, a religious system, a political system, etc. Culture penetrates into every aspect of our life and influences the way we think, talk and behave. The various aspects of culture are closely interrelated. [60] However, this shows that no matter if we adapt some part of a foreign culture into our own; we will never have absolutely the same culture in two different nations. Thus, cultural homogenization can never become absolute.

It is a fact that culture is learned and shared between a group of people, such as a nation. It gives people a sense of identity, be it personal or social. Culture is, and always will be, dynamic and an open system. It is a subject of a constant change. It has become a substitute for instinct and, without people realizing it; our culture gives us unconscious guidelines which help us regulate our everyday lives without much thought. (Punjari, S.) This means that culture is not only about observation, imitation and interaction. It is a matter of mentality. And we cannot blame just globalization for the changes in our culture.

Intercultural communication has become a vital part of our daily lives. As a result of the globalization process, every day we are coming across and communication more with foreigners from different culture. Even though we might find a common language to speak in, there will still be some gaps in our intercultural communication. It is essential to know the background, morals and perceptions of the person standing in front of you in order to know how to act and communicate with them without offending their social or cultural background. Professor Geert Hofstede is a Dutch social psychologist, most known for his cultural dimensions theory [61] which shows how values in the workplace are influenced by culture. The model of national culture consists of six dimensions - Power Distance Index (PDI), Individualism versus Collectivism (IDV), Masculinity versus Femininity (MAS), Uncertainty Avoidance Index (UAI), Long Term Orientation versus Short Term Normative Orientation (LTO) and Indulgence versus Restraint (IND). The knowledge of these cultural dimensions is vital especially when it comes to business relations. The PDI specifies to what extent a culture adapts to inequalities of power distribution in relationships and organizations. The individualism/collectivism dimension describes the relationship between the individual and the group to which the person belongs. The masculinity/femininity dimension shows the extent to which stereotypically masculine and feminine traits prevail in the culture. The uncertainty avoidance dimension specifies the extent to which a culture can accept ambiguous situation and tolerate uncertainty about the future. The long/short term orientation dimension shows to what extent a society maintains links with its own past while dealing with the challenges of the present and the future. And the indulgence/restraint dimension shows whether a society puts great emphasis on happiness, freedom and leisure time or prefers to suppress those needs and prefers to regulate itself by strict social norms.

Keeping those in mind, we should appreciate the great diversity of cultures when it comes to these cross-cultural dimensions. Globalization is a fact and an ongoing process, which indeed affects culture. Nevertheless, a culture and its society will always have specifics which cannot be altered or replaced easily. Some cultures have more uncertainty avoidance and are able to cope with changed more easily. Feminine cultures place a great

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^[60] Pujari, S. Culture: The Meaning, Characteristics, and Functions // http://www.yourarticlelibrary.com/culture/culture-the-meaning-characteristics-and-functions/9577/

^[61] Hofstede, G. Dimensions of national culture // http://geert-hofstede.com/national-culture.html

emphasis on gender equality and do not have strong family and business stereotypes where the male is the leader. Every culture has its specifics and while globalization might slightly influence them, it will not be able to homogenize them as badly as society might expect. Globalization brings us closer, physically and mentally. It brings stronger international bonds, expands our general knowledge and preserves peace.

Conclusion

Globalization is a dynamic and unpredictable process, which inevitably has and will continue affecting culture. However, based on the facts in this research paper, globalization should be much more seen as a positive influence on our daily lives. We should be able to accept and benefit from the fact that English has become a global language. This does not automatically lower the importance of other foreign languages. but just the opposite. We live in a society where everyone should be able to speak at least one foreign language. As having English as the most popular choice for a second language, it has become common, maybe quite a bit too much. Hence, the demand for other foreign languages as German, French, Spanish, Italian, etc. has increased, making the speakers of those languages more valued and wanted. Moreover, as a part of the EU we should recognize and appreciate its work towards supporting and promoting cultural relativism by constantly seeking for new opportunities to "unite in diversification". Furthermore, we should realize that by unduly focusing on the problem of homogenization, we might cause something even more threatening – ethnocentrism^[62]. In a modern society like ours judging other cultures as inferior to our own can only do harm. We should strive for cultural relativism and in this way breaking all the prejudice and stereotypes we have heard of and even believed in. Technology has helped us a lot in this direction. By creating a safe and friendly environment where people can communicate, exchange ideas and thoughts, find information and gain knowledge of the unknown, modern technology inventions have helped us get out of our natural habitat and experience something new without even leaving our homes. Technologies have made it more than easy to "travel" and meet friends all around the world without having the opportunity to actually do that in

Finally, we should consider that we are still preserving and true to our own culture. We have our own nationality, language, history, values and traditions. Globalization simply helps us gain a better knowledge and understanding of other cultures, making us more tolerant and open-minded to the rest of the world. Globalization is an ongoing process, which affects both directly and indirectly culture by exchanging ideas and values. Whether it would be a positive or negative effect on world's cultures depends entirely on us.

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^[62] A term first defined by Sumner, 1906, quoted in Cooper, E.E. 2011. Ethnocentrism // http://www.oxfordbibliographies.com/view/document/obo-9780199766567/obo-9780199766567-0045.xml

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About the author: Mariya Plamenova Kovacheva, 4th year bachelor student in European and Global Studies, University of Ruse "Angel Kanchev", tel. 00359 882550896, e-mail: maria kovacheva92@abv.bg

Globalization and Cultural Patterns

Author: Nikolay Parichev Supervisor: Assoc. Prof. M. Kornazheva, PhD

Abstract

Cultural globalization is a phenomenon by which the experience of everyday life, as influenced by the diffusion of commodities and ideas, reflects a standardization of cultural expressions around the world. Propelled by the efficiency or appeal of wireless communications, electronic commerce, popular culture, and international travel, globalization has been seen as a trend toward homogeneity that will eventually make human experience everywhere essentially the same. This appears, however, to be an overstatement of the phenomenon. Cultural globalization is a highly dialectic process, in which globalization and localization, homogenization and fragmentation, centralization and decentralization, conflict and harmony are not excluding opposites, but inseparable sides of the same coin. Cultural change is not only a story of loss and destruction, but also of gain and creativity. As a result of increasing interconnection old forms of diversity do vanish, but at the same time a new cultural diversity comes into existence.

Keywords: culture, globalization

Introduction

Most analysis of globalization has their main focus on changes occurring in the economic and political spheres within the conventional province of government bureaucrats and political leaders. However, the dramatic changes wrought by globalization have forced policymakers to respond to public pressure in many new areas as the process is having a significant impact on culture, a matter often bound up with intense emotion and controversy. It is fair to say that the effect of globalization in the cultural sphere has, most generally, been viewed in a pessimistic light since it has been related to destruction of cultural identities, victims of the accelerating encroachment of a westernized, homogenized and consumer culture threatening to turn the globe into one big, tawdry strip mall. Significant part of the society view culture as their richest heritage, without which they have no roots, history or soul. From another perspective globalization promotes integration and the removal not only of cultural barriers but of many of the negative dimensions of culture. It is a vital step toward a more stable world. The research paper will provide various cultural patterns of globalization as a controversial phenomenon.

Globalization in terms of cultural identity

To begin, let me illustrate the ultimate reasoning behind the assumption that globalization ruins identities. Once upon a time, before the era of globalization, there existed an independent, well-defined, distinct and sustaining connection between a cultural experience and geographical place which created the cultural identity of nations throughout the world. This identity was something people simply "had" as an extant possession, an inheritance of continuity with the past. Just like language, identity was not only a description of cultural belongings but it was also a collective treasure of communities as a vital share of knowledge among generations, distinguishing the evolutionary potential between humans and all other species. Chimpanzees, for example, are using the same tools such as rocks to crack open nuts as they did millions of years ago due to the fact that their "cultures" do not cumulatively adapt. Rather than picking up where others have left off, chimpanzees turn over a new leaf every generation. 63 Just like if humans had to re-discover how to make fire or build a smartphone from scratch. Cultural adaptation was what propelled modern humans out of Africa in small tribal groups, by acquiring knowledge and producing technologies suitable to diverse environments. Eventually every surrounding on Earth would be occupied from such tribes – from living on ice to surviving in deserts or jungles acquiring sets of customs, beliefs, language and

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⁶³Goodall, J. (2002) About chimpanzees. //< http://www.janegoodall.ca/about-chimp-behaviour.php>

religion. The capacity of culture, so the story goes, was realized to be something delicate that needed protecting and preserving, which could be lost. However, into this world of manifold, discrete, but to various degrees vulnerable, cultural identities suddenly burst the corrosive power of globalization. Globalization has swept like a flood tide through the world's diverse cultures, destroying stable localities, displacing peoples, bringing a market-driven, 'branded' homogenization of cultural experience, thus obliterating the differences between locality-defined cultures which had constituted our identities. Though globalization has been judged as involving a general process of loss of cultural diversity, some of course did better, some worse out of this process. Whilst western countries saw a sort of standardized version of their cultures exported globally, it was the 'weaker' cultures of the developing world that have been most threatened.

Americanization of cultures

Another main concern about the globalization of culture is that it not only leads to a homogenization of world culture, but also it largely represents the "Americanization" of cultures throughout the planet. The spread of U.S. corporations has various consequences on local cultures, some very visible, and others more subtle. The coffee chain Starbucks is a great example of a cultural experiment. In less than half a century, Starbucks has grown from a single outlet in Seattle to over 20, 000 near identical shops serving near identical coffee in near identical cups to hundreds of thousands of people in around 60 countries⁶⁴. As a part of a globalizing world, the morning cappuccino is the same no matter whether it is filled in Sofia. New York, Hong Kong or Buenos Aires, Moreover, such chains not only affect cultural habits, but they also influence the traditions in countries where they are located. Starbucks is the reason for cultural concerns in Italy because of the association that Italians make between coffee and leisurely sidewalk cafes. Coffee in Italy is more than a drink since it is important part of their everyday routine and ethics. While in the United States it is common for people to buy take-away coffee in order to consume it in the street or office, in Italy people usually prefer to relax and chat with peers while drinking coffee. Coffee shops offer a personal, friendly atmosphere that many Italians believe a large chain could not provide⁶⁵. Similarly, many people would prefer to frequent coffee shops that are each unique, while Starbucks offers a standard formula. Comprehensibly, not only Starbucks but any global brand such as Coca Cola is recognized and acknowledged in most parts of the world. It is easy to witness this this homogenization in terms of loss of diversity or the westernization of society.

Non-compliance to homogenization of global companies

The loss of uniqueness under the influence of international companies can be also seen with regard to food as another argument, which matters on two levels. First, food itself is in many countries an integral aspect of the culture. Second, restaurants can influence the mores and habits in societies where they operate⁶⁶. French people, for example, are proud of having a typical localized cuisine, including crepes and pastries, which reflects their unique culture. Because of the pride they have in the national cuisine, many representatives of France are concerned that U.S. restaurant chains crowd out their own products with fast food⁶⁷. Some would argue that fast food does not belong in French society and is of lower quality than their own. There could be a case for saying that Jose Bove, a sheep farmer from the Republic of France, drubbed foreign intruders in 1999 when Bove and his colleagues from the second largest farmers' union in France razed to the

http://www.vizettes.com/perspectives/tc/korporate/starfux/starvebucks.htm>

⁶⁴ Vizzetes, B. (2013) What's wrong with Starbucks //<

⁶⁵ Askin, J. (2014) Starbucks Set to Rock Italy's Cafe Culture //< http://abcnews.go.com/Business/story?id=88256>

⁶⁶ Martinez, M. (2007) CULTURAL FACTORS AFFECTING FOOD PREFERENCE //http://etd.library.vanderbilt.edu/available/etd-03292007-093659/unrestricted/Thesis.1.pdf

⁶⁷ Faber, M. (2013) France's fast food out-earns traditional cuisine //< http://www.cnbc.com/id/100944679>

ground a McDonald's under construction in the small town of Millau. Even though Jose's action brought him several weeks in jail, he received national and international publicity. At his trial, an estimated 40,000 people from France and around the world showed up to support Bove and his cause. What triggered his attack on McDonald's in Millau was a dispute between the United States and its World Trade Organization supporters on one side and Europe on the other. When the WTO backed the right of Americans to export hormone induced beef to Europe and the latter resisted, the U.S. imposed heavy duties on certain luxury products as a retaliatory measure. One of the items targeted by the United States was Roquefort cheese - the same one that Bove produced as a sheep farmer. So, his actions in Millau represented an attack not only against a globalizing agricultural model that sees food purely as an industrial commodity but also as the centerpiece of national culture and family life". Jose Bove's deed made him not only a hero in France, but one of the "celebrities" at the massive Seattle, Washington, protest in December 1999, which saw more than 50,000 people demonstrating against the WTO⁶⁸.

Ascendancy of globalization over languages

Finding positions which contest the aspect of language as a victim of globalization is not difficult as dominant cultures' vernacular is quickly spread by means of media and Internet becoming a basic method of communication 69. Noticeably, the most frequently used language is English. Linguists estimate that more than half a billion people around the world speak English as a primary or secondary language, and that nearly one billion people understand some of it. Only Mandarin Chinese has more speakers but it is limited to South-East Asia, while English has virtually reached a global spread. The latter is also the common language of Internet usage by expressing information technology. Consequently, it is the English terms, which become inserted into local languages with native fairy tales, songs, celebrations and stories of previous generations being replaced with computer games produced on a different continent due to the phenomenon of globalization. Language is the reason that many governments around the world have attempted to protect their native cultures by imposing bans on what they declare to be foreign cultural intrusions⁷⁰. To illustrate, in Canada's French speaking province of Quebec, provincial regulations stipulate that any sign containing English posted by a business must also post the same text in French in letters at least twice the size of the English text⁷¹. Even more drastic measures to promote the French language have been considered, such as obliging immigrants to receive their college educations in French, and requirements that large-sized businesses conduct all their transactions in French. As another example, the Chinese government has also attempted to protect the purity of its language by removing the use of foreign words. Authorities in China recently scrutinized the brands and names of over 20,000 western companies, forcing them to change 2,000 to more Chinese-sounding names. Chinese scholars have also called for the removal of English words from a prominent Chinese dictionary, which includes over 200 such words⁷².

Globalization as a phenomenon promoting integration of societies

In contrast to the arguments already discussed, some people would argue that globalization can reinforce local cultures. In India, for example, satellite TV permits an increase in the number of regional channels, many of which can and do telecast Indian

⁶⁸ Williams, F. (2001) Jose Bove--The New Leader of the Global Food Revolt //< https://www.organicconsumers.org/old_articles/gefood/SaviorBove.php>

⁶⁹ O'Neil, D. (2006) //< http://anthro.palomar.edu/language/language 5.htm>

⁷⁰ ZUHAYYAN, M. (2012) Impact of English on educationand cross-cultural understanding //< http://www.arabnews.com/impact-english-education-and-cross-cultural-understanding>

⁷¹ List of the laws, regulations and codes administered by the Régie du bâtiment du Québec (RBQ) //< https://www.rbq.gouv.qc.ca/en/laws-regulations-and-codes/list-of-the-laws-regulations-and-codes.html>

⁷² Mair, V. (2010) English Banned in Chinese Writing //< http://languagelog.ldc.upenn.edu/nll/?p=2858>

content. This gives an Indian individual new opportunity to identify with his regional ties⁷³. Similarly global companies have to take into account the culture of all the countries where they conduct operations or sell products. This can also enhance cultural awareness. Many observers have speculated that the homogenizing effect of globalization on national cultures in fact tends to produce a reaction among indigenous peoples, which leads those whose cultures are threatened to want to substantiate their own local traditions. Author Benjamin Barber, in particular, has made the case that the sometimes-violent reactions against the West by elements within Islamic society may be seen in this light. Barber argues that these rebellious movements may be seen as negative manifestations of a broader desire to reaffirm their traditional values, against the disruptive onslaught of Western beliefs. For example, capitalism favors a more fast-paced environment and a consumer culture, which differ from the lifestyle that people in some countries are used to. This is particularly hard to accept for people who are afraid of change and want to preserve their traditions⁷⁴.

Cultural tolerance and diversity generated from globalization

It is sometimes claimed that globalization offers the potential to enrich the world culturally. The vision is based on the multi-cultural "global village," where ideas and practices can be freely exchanged and appreciated. The potential enlightenment of the global village can be contrasted with the way people tended to view other nations and cultures ages ago. In the 18th century, Adam Smith, widely recognized as the father of economic theory, noted the detachment of emotion caused by distance: "Let us suppose that the great empire of China, with all its myriads of inhabitants, was suddenly swallowed up by an earthquake, and let us consider how a man of humanity in Europe, who had no sort of connection with that part of the world, would be affected upon receiving intelligence of this dreadful calamity.... If he was to lose his little finger tomorrow, he would not sleep to-night; but, provided he never saw [the Chinese people killed by an earthquake], he will snore with the most profound security over the ruin of a hundred millions of his brethren, and the destruction of that immense multitude seems plainly an object less interesting to him, than this paltry misfortune of his own". Somith's point was that no matter how sympathetic this 18th-century European subject might be to the plight of others, a tragic event so far away could not affect a person on an emotional level unless a more real connection to the event is created. Globalization has changed this dynamic, sometimes in quite powerful ways. In the contemporary world, foreign policy decisions are often driven by television images, which are broadcasted around the world by satellites and display famine or fighting in other nations. In this context, globalization enables a newscaster to humanize an event overseas. As Smith might have observed, seeing images of starving children and other human suffering on television creates a much more powerful emotional reaction in an observer than reading in a newspaper that 100,000 people have died as a result of a natural disaster overseas. For instance, in 1984, a British television documentary about the famine in Ethiopia led a group of pop artists in Britain to organize a charity event on behalf of the victims. Led by Bob Geldof, the singers and musicians recorded a song, "Do They Know It's Christmas?," and held a concert that raised nearly \$15 million for relief efforts⁷⁶.

http://www.chicagobooth.edu/~/media/59F2E558F3604398BBF9518FCF3EBC9E.PDF>

⁷³ Sreeja, V. (2013) India's Crowded Television Network Industry Consolidates As Struggling Channels Go Out Of Business //< http://www.ibtimes.com/indias-crowded-television-network-industry-consolidates-struggling-channels-goout-business-1400319>

⁷⁴ Barber, B. (2006) Jihad vs. McWorld //< http://www.uvm.edu/~hst19/Online Reading/Lecture 19.htm>

⁷⁵ Smith, A. (1998) View of Man //<

⁷⁶ Seay, L. (2014) They know it's Christmas //< http://www.washingtonpost.com/blogs/monkey-cage/wp/2014/11/17/they-know-its-christmas/>

Dissemination of cultural values through globalization

Other observers have suggested that globalization leads to effects beyond simply raising awareness and sympathy for people and events in other nations. There is also a diffusion of values on issues such as human rights, democracy, and even on very specific concerns such as health matters. Sociology Professor Peter Berger has noted that a global network of foundations, academic networks, non-governmental organizations and some governmental, and multinational agencies (such as the UN system and development agencies), have become transmission agents for what they perceive to be positive cultural values⁷⁷. This group spreads its ideas through mass communication, think tanks, educational systems, development projects, the legal system, and other mechanisms of international organizations. For example, the French organization Medicines Sans Frontiers won the Nobel Peace Prize for its efforts to extend values about human wellbeing onto a global level⁷⁸.

Conclusion

Culture is a dynamic force for change rather than a rigid set of forms or parameters that must be strictly adhered to. A society's culture is neither static nor unchanging but rather is in a constant state of flux, influencing and being influenced by other world-views and expressive forms. The current era of globalization, with its unprecedented acceleration and intensification in the global flows of capital, labor, and information, is having a homogenizing influence on local culture. While this phenomenon promotes the integration of societies and has provided millions of people with new opportunities, it may also bring with it a loss of uniqueness of local culture, which in turn can lead to loss of identity, exclusion and even conflict. This is especially true for traditional societies and communities, which are exposed to rapid 'modernization' based on models imported from outside and not adapted to their context. Balancing the benefits of integrating into a globalized world against protecting the uniqueness of local culture requires a careful approach. Placing culture at the heart of development policies does not mean to confine and fix it in a conservative way, but on the contrary to invest in the potential of local resources, knowledge, skills and materials to foster creativity and sustainable progress. Recognition and respect for the diversity of cultures also creates the conditions for mutual understanding, dialogue and peace.

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About the author: Nikolay Tonev Parichev, 4th year bachelor student in European and Global studies, University of Ruse "Angel Kanchev", tel.: 00359 887340880, e-mail: niki parichev@abv.bg

Globalization and New Technologies

Author: Ivan Dimov Supervisor: Assoc. Prof. M. Kornazheva, PhD

1. Abstract

This paper discusses newly emerged technologies and technologies that will be public at some point in the near future. We get acquainted with these technologies (airplanes, computers, holograms, drones and aerocars) and illustrate how they change the concepts of time and distance which were traditionally factors for the establishment of separate cultures on a worldwide scale and how these technologies affect the process of globalization.

2. Keywords:

Technologies, new technologies, computers, airplanes, holograms, drones, aerocars, culture, globalization, time, distance

3. Introduction

The technologies in the 21st century have really changed the way we live. They eliminate borders and distance, change the way we work and create new ways for entertainment and interaction. We have airplanes which diminish the speed with which we travel substantially allowing us to travel between points in space that are far away from each other in minimal time. We have computers which allow us to listen to our favorite music, communicate with people living in distant countries and even work while in our pajamas. What is even more amazing, at some point you can get confused about what and where the real world is since you can experience the digital world without a screen in a 3D manner with holograms. You can watch the soccer game as if the players are playing right in front of you (Microsoft HoloLens).

4. Airplanes

The commercial airplanes that we occasionally take accelerate up to 900 km/h which is at least 9 times faster than taking the car for a ride. In Utah which is considered the fastest of the states in the USA the average speed of a car is around 120 km per hour. If we take into account the fact that this speed is realized on the fastest of roads (contemporary highways) means that the average driving speed is actually quite lower. Another benefit of taking the plane is that the pilots and the artificial intelligence in the plane choose the fastest and shortest way – there is no need to create roads in which the airplane to travel – it can just fly on the shortest path which also decreases the time it takes to travel from point A to point B.

To illustrate, cars would need 23 hours to travel from Sofia, Bulgaria to London, United Kingdom of Great Britain. On the other hand, an airplane would need less than two hours to travel that distance.

Furthermore, you can get to different continents without having to change the means of transportation (boat, etc.) as the airplanes can travel over oceans or seas.

This means of transportation has allowed the world to globalize even further. Cargos can arrive in almost no time, passengers can go for a holiday trip, go to work or literally go to another continent just to see somebody or something and come back in the same day.

5. Computers

Computers probably have contributed the most to the globalization worldwide. Nowadays, people from a given nationality could work for people from a different nationality and country without leaving their home. No office is really necessary. Tasks such as writing, design, programming, marketing, video, photo, and audio editing, social media campaigns, translation and data entry could all be achieved regardless of the distance between the provider and the receiver of the service.

There are many platforms that allow this - such as https://www.elance.com/, http://www.guru.com/. http://www.peopleperhour.com/. https://www.freelancer.com/. https://www.odesk.com/.

There are many more platforms for what is called "freelancing" out there. Richard Branson claims that in 30 years people would actually wonder why there were ever offices as offices would become a thing of the past.⁷⁹

Computers also allow us to communicate with others in real-time.

To illustrate, first we type the following command in our Terminal using cURL to get the IP address and port of the Facebook's server:

C:\Users\Ivan>curl -v http://www.facebook.com

- * Rebuilt URL to: http://www.facebook.com/
- * Trying 31.13.93.3...
- * Connected to www.facebook.com (31.13.93.3) port 80 (#0)

Then, we check to see where the packets are travelling to:

C:\Users\lvan>tracert 31.13.93.3

Tracing route to edge-star-shv-01-fra3.facebook.com [31.13.93.3]

over a maximum of 30 hops:

```
1 <1 ms <1 ms <1 ms dimoff.lan [172.16.1.1]
```

2 <1 ms <1 ms <1 ms 212.25.58.215

3 1 ms 1 ms 1 ms Ruse2-10ge.networx.bg [212.25.58.6]

4 1 ms <1 ms <1 ms 212.25.58.4

39 ms 39 ms 193.218.0.180.netix.net [193.218.0.180] 5 40 ms

39 ms 39 ms 39 ms ae1.br01.fra1.tfbnw.net [80.81.194.40]

7 Request timed out.

8 Request timed out.

40 ms 40 ms 40 ms edge-star-shv-01-fra3.facebook.com [31.13.93.3]

Trace complete.

⁷⁹ http://www.virgin.com/richard-branson/one-day-offices-will-be-a-thing-of-the-past

You can see that we can reach the Facebook's servers located in France in less than a second.

To be exact, we will ping their server:

C:\Users\Ivan>ping 31.13.93.3

Pinging 31.13.93.3 with 32 bytes of data:

Reply from 31.13.93.3: bytes=32 time=40ms TTL=3

You can see that it took 40 milliseconds (there are 1000 milliseconds in a second) for a handful of information to travel to the Facebook's server in France and return a response to us. Therefore, we could really use the term "real-time" as regards the communication over the Internet as the waiting time is so little that ordinary people cannot perceive the lag. (except when the Internet connection is in the style of the 90s with a modem/dial-up or is being slow/iammed).

The Internet has replaced the ordinary mail when we talk about messages with the so-called electronic mails which arrive instantaneously. The advantage of emails over traditional mail is not only based on speed but also on convenience - all your emails are stored in the cloud, on a server somewhere, without you having to worry where you put them and you can easily search for an email you received a few years ago - we could not say this about traditional mail.

Voice communication over the Internet has significantly lower cost than traditional calling by phone. For a small sum of the sort of 8 EUR a month 80 you can speak with people from any country for unlimited duration. Whereas, if you are using a mobile phone and want to talk with someone in Australia, you would need at least 1 EUR per minute. Thus, if you use VoIP and communicate over the Internet you would have unlimited calls with the person from Australia with the added benefit that you could see each other through a web camera for 8 EUR a month. On the other hand, if you use phones - you would be able to talk with him for 8 minutes in total.

This low cost of communication and newly created work opportunities has a great impact on the process of globalization - now you can have friends and family from around the world and exchange ideas, views, work on projects and chat with almost no cost. Without the Internet, the cost of all these things would be too high for the common person to immerse into.

However, computers and the Internet have a negative side as well. They limit the privacy that a person has - it is easy to search for a person and see a lot of information about him. Some of it can help burglars and criminals. For example, if a woman has installed a running app on her smartphone - a criminal could see the path in which she is running and the time of the day during which she is running and make conclusions about her daily habits. For example, the criminal could use that to rob the woman's house when she is out running. Another thing is that as everything happens online - such as banking malicious people can gain access to your online banking account and steal all your savings in a second.

6. Holograms

Microsoft's project HoloLens⁸¹ is an example of holograms in the 21th century. People no longer have to click with a mouse or touch a screen to interact with a machine.

⁸⁰ http://networx.bg/uslugi/internet/

⁸¹ https://www.microsoft.com/microsoft-hololens/en-us/get-ready

They could use the physical space around them to perform actions on the machine. The 3D appearance of the holograms make them look part of the reality – which would allow a person to communicate with his wife in a different country as if she is standing next to him and as if no distance separates them. That would allow the complete removal of borders and distance – people would be able to drink coffee in a bar while being physically located in different countries. Holograms would become another great factor for the further strengthening of the globalization and with time they will become commonly used worldwide and will have a low cost.

7. Drones

Drones, also known as unmanned aerial vehicles (UAVS) are sort of aircrafts which fly without a pilot. They are already commercially available. For example, drones can be bought from the Amazon Drone Store (http://www.amazon.com/b?node=9699105011). The commercial options usually involve controlling the drone with a smartphone or other Internet-enabled device but there are also more sophisticated drones which could fly in a predefined route. Amazon is even preparing to launch a delivery method known as "Amazon Prime Air" which will deliver packages to customers within 30 minutes.

Military drones are usually armed. Their capabilities are yet to grasp as their abilities enhance every day - "Zephyr", a British drone, flew for 82 hours without a stop. Such military drones could be physically somewhere while their control can be exercised from a completely different country or even continent. For example, the British and US Reaper and Predator drones are located in Afghanistan and Iraq while the control is exercised from a satellite in Nellis and Creech USAF base which is located outside Las Vegas, Nevada. After the launch, one person "flies it" from a video screen, another works with the cameras and sensors and a third person is communicating with the ground troops. However, a drawback is that the drone has to be launched in the conflict zone.

The evolution of unmanned vehicles could have both positive and negative sides to war-making. On the bright side, it could mean less humans sacrificed in times of war. On the other side, it could mean that an army of unmanned vehicles could pose danger to any country and cause millions of victims without the attacking country suffering any substantial losses. Commercial drones can substantially change the way we do shopping and even the way we travel – at some point in the future but commercial drones could also be used for shady purposes as well – like spying on different people by flying the drone next to a person's window, above the fence of his home and so on.

In its essence, it is another manner of reducing the timeframes within which information, goods and people travel but it is also a step towards next-generation automation, automation that could make professions such as pilots and soldiers obsolete.

8. Aerocars

Humans have attempted to make aerocars since the last century. Henry Ford made an experimental single-seat aeroplane called "sky flivver" but the project failed when an attempt to fly it ended with a crash and the death of the pilot.

Currently, Terrafugia are developing a fully autonomous flying car known as TF-X which is expected to come to the market around 2021-2025. It could fly for 500 miles or around 804 kilometers in a single flight after which its batteries would have to be recharged. There are other companies which are developing a flying car as well (such as MACRO Industries).

The reduction of time and distance that these aerocars bring will further reduce the distance between the cultures because it would allow them the possibility for interaction. In the past, distance between countries and continents was so big that visiting another

culture was deemed a dangerous adventure. However, the reduction of time and distance between the different cultures living on Earth depends on their willingness to interact with one another as much as it depends on the distance – this is a totally different factor.

9. Conclusion

Our discussion brings us to the point that technology has had a huge impact on globalization and it will continue to have in the future. New technologies (such as holograms) will further globalize the world making the definition of space and distance increasingly blurred.

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0.1277583!2d51.5073509!1m5!1m1!1s0x40aa8682cb317bf5:0x400a01269bf5e60!2m2!1d 23.3218675!2d42.6977082!3e0?hl=bg

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About the author: Ivan Velizarov Dimov, 4th year bachelor student in European and Global Studies, University of Ruse "Angel Kanchev" e-mail: dimoff@gmail.com, tel. 00359 877 24 09 62

Globalization and Social Problems

Author: Joanna Pankova Supervisor: Assoc. Prof. M. Kornazheva, PhD

I. INTRODUCTION

The globalisation process influences the lifestyle of citizens all over the world. These days, we have the right to travel, live, study, work, get marry, raise children and retire in a country different than ours. We are free to choose which country will provide us with the life we want.

In the 21st century, the period of peace and economic growth, combined with the open borders in Europe created conditions for increased migration from developing to developed countries. At the time when the countries- situated in Eastern Europe, were still part of the former communist bloc, travelling abroad was restricted. Since 1985 with the Schengen Agreement internal borders between the countries in the Schengen area are removed. It provided the citizens with the convenience to travel smoothly and created a sense of shared European identity.

People are migrating not only within the European Union but all over the world. Still there are feelings of discrimination and violated rights among the natives towards the migrants. While there are restrictions when it comes to work permission, retirement and the right to social benefits for migrants, new policies are developed and they continue spreading all over the world to ensure that people are well protected. 82

Based on literature review and analysis of secondary data, the paper aims to prove the hypothesis that the labour market is globalised and to explore the challenges for the labour force in this regard, policies, international standards and values, which strive to preserve social rights.

Through the emerging globalization people from all around the world work together. Therefore the working environment has to be improved and better conditions should be created in order to achieve economic growth and prosperity.

II. ARGUMENTS

1. International Labour Standards

Globalisation affects to a large extent world's economic situation. Its rising influence has produced a larger than ever group of migrants. The decreased rate of employment and poverty growth has encouraged many to people from underdeveloped countries to look for job opportunities abroad. On the other hand, developed countries need more and more unqualified workers. As a consequence, a lot of people are forced to become migrant workers. Here they don't include only men or women, representatives are both genders. This type of workers are boosting the economy of their host country and their homeland with the amount of money they send to relatives. The negative side of being migrant worker is the fact that usually they are not socially protected and are likely to become victims of human trafficking and their labour to be exploited. Those of them who are qualified are less prone to become victims but their skills are needed in order to develop the economy of their own country.

In order to create better working environment for the people- in terms of ensuring security, gender equality, liberty and protect their rights, the International Labour Organisation (dating back to 1919) has initiated international labour standards. Moreover,

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⁸² International Labour Office, WTO, "Making Globalization Socially Sustainable", 2011, Available at: http://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/-publ/documents/publication/wcms_ 144904.pdf (visited on: April 2015)

they facilitate migration flows and protect the workers. Representatives of governments, employers and employees from different parts of the globe are incorporated in the formulation of these legislative acts. The Convention concerning Migrations in Abusive Conditions and the Promotion of Equality of Opportunity and Treatment of Migrant Workers, which entered into force in 1978, says that all members shall respect the human rights of migrant workers, to determine their legal employment, to be treated as equals with nationals and in particular to guarantee security of employment, the provision of alternative employment, relief work and retraining. Reference of the security of employment, the provision of alternative employment, relief work and retraining.

The large number of Conventions and Recommendations seek to ensure that the working environment is not harming workers and intend to improve it. These agreements regard the freedom of association, collective bargaining, forced labour, child labour, equality of opportunity and treatment, labour inspection, employment policy, international labour standards on employment promotion, employment security, wages, working time, occupational safety and health, social security, maternity protection, social policy, migrant workers, etc. ⁸⁵

Those internationally accepted laws are developed to serve national governments when social policy is concerned. These standards are accepted by many countries as a model and guiding principles.

To make sure that the international labour standards are fulfilled by the countries who ratified them, there is a supervisory system. It frequently gives feedback to the countries regarding the areas, which need improvement.⁸⁶

2. Work permission

Free movement of citizens within the EU created more opportunities for job-seekers, which is advantage for employers as well. This basic EU right positively influences economic growth.⁸⁷

On the other hand, there are some new suggestions made by the UK Prime Minister David Cameron to restrict EU migration. United Kingdom has a desire to reduce the amount of migrant workers. One of the strategies is to impose a minimum amount of earnings before obtaining complete free movement. Due to the immigrants concerns, euroscepticism arose among British citizens. The main reason for migration from Eastern to Western Europe is the great difference in average salaries- more than 5 times higher. The UK government is concerned about unemployed foreigners who enter it looking for welfare benefits. ⁸⁸

A lot of countries have temporary worker programs for high- and low-skilled workers, and some have separate programs for IT-professionals, health care workers, and managers and executives as well as programs for farm workers, construction and similar workers. Admission is usually easiest for the more skilled workers, and major issues for

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⁸³ International Labour Organisation, "Mission and objectives"; Available at:

http://www.ilo.org/global/about-the-ilo/mission-and-objectives/lang--en/index.htm (visited on: April 2015)

*International Labour Organisation, "Migrant Workers (Supplementary Provisions) Convention", Available at:
http://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB:12100:0::NO:12100:P12100_INSTRUMENT_ID:312288:N

⁽visited on: April 2015)

^{§5} International Labour Organisation, "Up-to-date Conventions and Recommendations", Available at: http://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB:12020:0::NO::: (visited on: April 2015)

⁸⁶International Labour Organisation, "Applying and promoting International Labour Standards", Available at: http://www.ilo.org/global/standards/applying-and-promoting-international-labour-standards/lang--en/index.htm (visited on: April 2015)

⁸⁷ European Commission, "Free movement of people: five actions to benefit citizens, growth and employment in the EU", November 2013, Available at: http://europa.eu/rapid/press-release_IP-13-1151_en.htm visited on: April 2015 ⁸⁸ BBC, "EU freedom of movement", November 2014, Available at:

http://www.bbc.com/news/world-europe-25237742 (visited on: April 2015)

migrants in the high-skill programs include credentials recognition and adjustment to permanent status.

In most countries, unskilled workers are the major focus of unions and worker advocates because there are more of them and both native and foreign workers are believed to be less able to protect themselves because they are often in the country only for a short period, dispersed in rural areas or in private homes, and thus among the hardest workers to inform about their rights and to ensure effective protection.

Migrant workers describes the working on a rotation principle. They are expected to work for some period in a foreign country and then return to their home countries. Most seasonal foreign workers are employed for working a labor-intensive job in agriculture.

A lot of these farmers do not receive direct government payments, but they benefit from farm subsidies.

On the other hand, the right to stay in the country is often linked to employment, so if migrants file valid complaints against their employers, they may nonetheless lose their jobs and be removed from the country. Since national labor laws do not apply abroad, complaining migrants may be blacklisted and unable to return.⁸⁹

3. Social Benefits

According to the Universal Declaration Of Human Rights, Article 22.: "Everyone, as a member of society, has the right to social security and is entitled to realization, through national effort and international co-operation and in accordance with the organization and resources of each State, of the economic, social and cultural rights indispensable for his dignity and the free development of his personality." ⁹⁰

Being an EU citizen opens doors for taking advantage of a variety of social benefits. Thus arise the terms "welfare migration" and "social tourism". Depending on each member state of the EU, migrants may profit various welfare benefits, still there are common regulations on EU level. In order foreigners to benefit from the social welfare provisions, there are criteria to be met.

The European Court of Justice implemented two strategies, which expanded the access to national social benefits system. The formerly national citizen's support in now broadened to include all EU citizens and expanded the amount of people having right to claim social aid. The introduction of EU citizenship with the Treaty of Maastricht empowered all EU citizens with the privileges previously linked to workers or self-employed.

Jobseekers can move freely in the EU, but member states may limit their right of residence to a period of six months. This time limit must not be imposed if a jobseeker can show he is actively seeking employment and that he has real chances to become employed. On the other hand, economically inactive EU citizens, such as pensioners, long-term unemployed persons, tourists or students, are free to move and reside in the EU for a period of three months. During this time, they must prove they have enough resources to support their residence without burdening the social system of the hosting Member State.⁹¹

On the other hand, when it comes to the welfare provisions in the United States, there is a lack of standard benefits and services. In 1996 when the Personal Responsibility Act (PRA) entered into force introduced some major amendments. Thus, the ultimate period of time a person to receive social benefits is 2 years. Maternity provisions in the

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⁸⁹ Philip Martin, "Managing Labour Migration: Temporary Worker Programmes For The 21st Century", Available at: http://www.un.org/esa/population/migration/turin/Symposium_Turin_files/P07_Martin.pdf,

⁹⁰ United Nations, "Universal Declaration Of Human Rights", Available at: http://www.un.org/en/documents/udhr/

⁹¹ Research and Politics, "Welfare migration? Free movement of EU citizens and access to social benefits", Available at: http://rap.sagepub.com/content/1/3/2053168014563879, visited on: April 2015

20th century were provided to mothers, who couldn't afford raising their child, while the PRA declared that poor mothers have to look for a job.

For instance, The US remained the only developed country that doesn't guarantee paid maternity or parental leave to workers. While the UK guarantees 39 weeks of paid leave for mothers, two of which are mandatory. Australia offers 18 weeks. And Mexico, the US's neighbour to the south, gives mothers 12 weeks of paid leave, reimbursed at 100% of their salary.

The US federal government has guaranteed "job-protected" unpaid leave for both mothers and fathers since 1993 – as long those mother and fathers have been full-time employees for least 12 months at a company with more than 50 employees. ⁹²

4. Need for the coordination of social security

The right to social security gives citizens protection from poverty, inequality, discrimination and social inclusion. Social benefits represent an investment in prosperity of citizens, which maintain economic growth and moderate welfare.

These days, globalisation and European integration have contributed to the increasing migration of people seeking jobs. Present international migration flows are becoming more complex and diverse, with changes in the form, status, direction and duration of the migration experience.

Foreign workers constantly meet difficulties concerned with claiming social welfare in contrast to natives who have never worked abroad. The reason why it happens roots in the national legislations.

This is so due to the principle of territoriality, which states that the application of social security regulations are enclosed only to the area of the country in which it is entered into force. This principle is applied for any national legislation. As a result, migrant workers are threatened not to receive any social security neither from their national country nor from the country of employment.

Migrant workers' social security rights may also be affected by the principle of nationality.

Although a number of countries recognize the equality of treatment between national and non-national workers in their social security legislations, some countries discriminate against migrant workers through national legislation that excludes specific categories of migrants, or in more extreme cases, all non-nationals from coverage or entitlement to social security benefits, or applies less favourable treatment to such groups on the basis of this principle.⁹³

The impact of globalisation comes from increasing competition, increasing mobility of factors of production, capital and labour forces. Capital can move from regions where its return is low and labour costs are high to regions where it return is high and labour costs are low. Workers, especially high-skilled ones can move to countries with low tax levels, or underreport the incomes earned abroad.

When moving within the EU, Iceland, Liechtenstein, Norway or Switzerland, you will always be subject to the legislation of only one country. The social security institutions will assess under which country's legislation you are covered according to EU rules. The introduction of the 4 freedoms- free movement of goods, services, capital, labour, the number of immigrants increased significantly. Those mechanisms concerning social security at EU level are synchronized. Their coordination affects the matter of free movement of persons within the European Union, as their fundamental right.

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⁹² The Guardian, "The US is still the only developed country that doesn't guarantee paid maternity leave", Available at: http://www.theguardian.com/us-news/2014/dec/03/-sp-america-only-developed-country-paid-maternity-leave

⁹³ Hirose K., Nikac M., Tamagno E., "Social Security for Migrant Workers", Available at: http://www.socialsecurityextension.org/gimi/gess/RessourcePDF.action?ressource.ressourceId=26461

But still there is no such thing as single social security system. Still each country has the right to choose what kind of welfare benefits to apply and under which circumstances. They are decided on a national level, relying on the customs and practice of each member state 94

If you lose your job, the EU's social security coordination rules guarantee that periods of employment in other EU countries, Iceland, Liechtenstein, Norway and Switzerland can be taken into account when your unemployment benefits are awarded. EU rules also allow you to transfer your unemployment benefits to any of these countries if you wish to move abroad to find a job. Initially, this can be for up to three month from the date you move countries.

However, the transfer period can be extended up to a maximum of six months. 95

5. Insurance and Retirement

For each citizen of the European Union, the social security rights, and those of the family, are protected within Europe. Due to the EU social coordination, citizen's healthcare, pension, unemployment, family and other social security benefits are covered by EU rules- no matter their current location within the EU.

As a basic rule, a person is subject to the legislation of the country where he/she actually work as an employed or a self-employed person. It doesn't matter where the person live or where the employer is based.96

If a person has worked in more than one EU country, it is possible to have pension rights in some of them.

But there are other obstacles depend on whether you work in more than one country, work for several employers, whose registered offices are in different countries, you are self-employed, and even if you are unemployed EU rules still apply to you.

When it comes time for applying to the pension authority you should do it in the country where you're living or you last worked. If you've never worked in the country where you're living, your host country will forward your claim to the one you last worked in.

Due to the differences in retirement ages, in some EU countries, you will have to wait longer to start receiving your pension than in others.97

When choosing the country in which to retire, Ecuador has been chosen to be the world's best place to retire in 2015.98 With its cheap real estate, combined with low-cost medical care, government benefits afforded to retirees and spring-like weather during the whole year, Ecuador has attracted a lot of people, looking for a better way of life.

III. CONCLUSION

The international influence and globalisation is expanding each day. The cooperation and migration among different countries has increased significantly. In order to improve people's lifestyle and ensure the observance of human rights, there is a need for common standards, benefits and coordination between different countries. Thus, better conditions could be created for peaceful life, which will lead to economic growth and prosperity.

⁹⁴ European Commission, "What is coordination?", Available at:

http://ec.europa.eu/social/main.jsp?langId=en&catId=850, visited on: April 2015

⁹⁵ European Commission, "Unemployment", Available at: http://ec.europa.eu/social/main.jsp?catId=862&langId=en, visited on: April 2015

⁹⁶ The European Union, "State Pensions Abroad", 2015, Available at:

http://europa.eu/voureurope/citizens/work/retire-abroad/state-pensions-abroad/index en.htm

⁹⁷ The European Union, "Social security cover abroad", 2015, Available at:

http://europa.eu/youreurope/citizens/work/unemployment-and-benefits/country-coverage/index en.htm

⁹⁸ International Living, "The World's Best Places To Retire In 2015", Available at:

http://internationalliving.com/2015/01/the-best-places-to-retire-2015/

In order to make it happen, the International Labour Organisation introduced common labour standards, which resulted in protected workers and facilitated migration flows. Nowadays, globalisation and European integration have contributed to the increasing migration of people seeking jobs. The EU is coordinating social policies between member states, so that it is possible for the citizens to move freely within the Union. Because of the application of social security regulations- only to the area of the country in which it is entered into force, migrant workers are threatened not to receive any social security neither from their national country nor from the country of employment. There is a need for further international coordination to preserve citizens from poverty, inequality, discrimination and social inclusion.

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About the author: Joanna Rosenova Pankova, 4th year bachelor student in European and Global Studies, University of Ruse "Angel Kanchev", tel. 00359 883363349, e-mail: Joanna. pankova@gmail.com

Globalization and Migration

Author: Lora Hristova Supervisor: Assoc. Prof. M. Kornazheva, PhD

Abstract: The study analyzes trends, main features and possible shifts and changes in the migration flows on a global scale and the interconnections between the three main objects of the study – migration, population and globalization, how they complement each other and how they influence mutually. This study will try to answer questions such as (1) What do we understand under the definitions of these symbols of human development? (2) How do we make the difference between positive and negative outcomes of migration over population flows and globalization and vice versa – how does globalization affect migration and population? (3) What have been the main trends in migration flows throughout several decades – which countries show high rates of migration? (4) Can we overt any changes caused by migration and globalization? (5) What happens to religion, social equity and equality, human rights? (6) What solutions can we bring forward to the problems that migration and globalization provide globally? Key words: migration, globalization

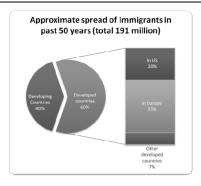
INTRODUCTION:

In order to be able to, firstly, differentiate between the main objects of this study and, secondly, make interconnections, links and mutual dependencies, one must above all understand their meanings and trends in history.

Globalization is the integration of economies, industries, markets, cultures and policymaking around the world. Globalization describes a process by which national and regional economies, societies, and cultures have become integrated through the global network of trade, communication, immigration and transportation. The process began around the 70ies and is now evolving with great speed. Globalization made it possible for small and big cultures to interact, compete and develop. It paved the way for greater mutual understanding between different social groups, for greater cooperation on international level between developing, developed and underdeveloped countries. The European Union is one of the best examples how globalization created the world as we know it today. Organizations are created fast, collecting statistical information, creating new possibilities for youngsters to become more mobile, to interact with people from around the world in an easier way, for elderly people to get acquainted with new requirements of this ever-changing world, for job opportunities, trade, economic boost etc. Almost everything we once thought impossible is now possible due to globalization, via communication on different levels with various instruments. People now have greater power to navigate even political changes, although this still depends on national and cultural variables, to become part of many social occurrences and tendencies.

Migration is part of this process. It somehow evolved naturally from all these processes since people have become more open-minded, inquisitive, occupied with ambitions, ideals and dreams; opportunities fly from everywhere, if you only know where to look. This has made lots of people feel other nations, cultures, social casts and circles closer and more reachable. Migration is like a web of people, network of common views and at the same time various lifestyles, fates, perceptions that all come together, interact and interchange. This process has become so important nowadays that it cannot be stopped nor averted. "Migration is one of the defining global issues of the early twenty-first century. Approximately 175 million people, including 10.4 million refugees reside outside their home country, or put another way, one out of every 35 persons in the world is a migrant. There is no longer a single State that can claim to be untouched by human mobility." (Migration in a Globalized World) ⁹⁹

⁹⁹ Migration in a Globalized World 10 November 2003



(Shah)100

So has these processes become uncontrollable and are the negative aspects of migration and globalization more than the positive outcomes over the population craving for development, change and novelty? How can we make out the healthy opportunity to create your destiny everywhere from the fake ideals that very often lead to intolerance, cultural misunderstanding, failure?

ASPECTS OF MIGRATION

Migration process has several important features. It can be international – moving between countries, or domestic/internal – moving from one part of a country to another. Migration can also be voluntary or forced, permanent or temporary. There are many reasons why people choose to migrate, including: poverty, armed conflict, social strife, political turmoil, economic hardships. "Since the mid-twentieth century, however, the nature of migration has also become largely influenced by globalization. Advances in communication and transportation technology have driven globalization forward, allowing us to live in a world where distances between countries and travel time are no longer as significant an obstacle. In this age of migration and globalization, the world's economies have become more integrated." (One America - With Justice for All, An Age of Migration: Globalization and the Root Causes of Migration)¹⁰¹ There are various effects from it, which can be simply put in two tables, comparing advantages and disadvantages from migration for both the country of origin and the host country.

The host country enjoys the following benefits from migration:

- 1. Immigrants will often do jobs that people in the host country will not, or cannot do;
- 2. Migrant workers often work longer hours and for lower salaries, and while that is controversial, sometimes exploitive, it benefits the host country;
- 3. Immigrants, when made to feel welcome in the host society, can contribute to the diversity of that society, which can help with tolerance and understanding, although not always the case:
- 4. For the host country's economy, immigrants offer an increased talent pool, if they hve been well educated in their original country.

There are also drawbacks:

- 1. Immigrants can be exploited for their cheap labour;
- Developing countries may suffer "brain drain" as the limited resources they spend in educating their students amount to very little if that talent is enticed to another country.
- Immigration can also attract criminal elements, from trafficking in drugs and people to other forms of crime and corruption.

¹⁰⁰ Anub Shah, Imigration 26 May 2008

¹⁰¹ One America – With Justice for All, an Age of Migration: Globalization and the Root Causes of Migration

- 4. Immigration can become a social or political issue, where racism can be used to exploit feelings or as an excuse for current woes of local population;
- 5. Where there is a perception that immigrants and refugees appear to get more benefits than local poor people, tensions and hostilities also rise;
- 6. Concerns about illegal immigration can spill over to ill-feelings towards the majority of immigrants who are law-abiding and contributing to the economy;
- 7. Many die trying to flee their predicament, and this can often make sensational headlines giving the appearance that immigration is largely illegal and "out of control." 102

Impacts on the countries of origin mostly include negative outcomes, such as:

- Loss of young educated and skilled people
- Loss of young people creating unbalanced population structure
- Loss of working age people
- Division of families
- Higher death rate due to the elderly population remaining

Some positive aspects occur as well:

- Fewer people are needy of housing
- Remittances help the economy home
- Migration from the country reduces pressure on job seeking and decreases unemployment rates
 - Returning immigrants bring savings, skills and international contacts.

COMPARISONS AND STATISTICS

Great migration flows have been evident several times in history. For example when Vietnamese migrated to the USA since 1970s, cause for political reasons after the Vietnam war, which forced many people to find shelter elsewhere, in a non-communist part of the world. Another wave has been the migration of many Europeans towards the USA in 1950s with the main motivator being better job opportunities in the West. The so called Brain Drain occurred. Many countries suffered a loss of professionals and skilled or education people, who migrated voluntarily due to economic reasons. West Africans migrated to North America in the early 19th century as slaves. This has been one of the major reasons even nowadays for the two races to feel uncomfortable and intolerant towards each other, reason for racial and ethnicity intolerance. People from Indian parts migrated to the UK, voluntarily - again to find better jobs. The same reasons earlier caused many Turkish people to move to Germany, particularly seeking jobs in car factories and building trade. Also, for the same reason, great flows of Mexicans turned to the USA. This was, however, not the case with Central Europeans migrating to Israel years before these changes occurred. Many were trying to escape persecution and were, therefore, forced to migrate. The civil war in Rwanda caused lots of families to split and migrate towards the Democratic Republic of Congo. From all mentioned, two types of reasons for migration can be written out: push factors and pull factors. The first factors include reasons like lack of services, natural disasters, poor farming/housing, unemployment, whereas the second group includes motivators for going to the host countries such as good education services, health care, housing and job opportunities.

Worldwide, there is an estimated 191 million immigrants. During the last 50 years immigrants rate doubled. 115 million people migrating live in developed countries. 20% live in the USA, making up 13% of its population. 33% of all immigrants live in Europe. 75% live in just 28 countries. 95 million immigrant are women. (Migration and Globalization)¹⁰³ "Just over half of the EU's foreign born population were born in other EU-15 countries. One third of the remainder has come from the wider Europe area (in which we include Turkey), with a slightly smaller proportion originating in Africa. Among the countries which

¹⁰² Anup Shah, Immigration 26 May 2008

¹⁰³ Migration and Globalization

have sent a large number of migrants to the EU figures Turkey (with a share of 5.8 per cent), Morocco (4.5 per cent), Algeria (3.9 per cent), Serbia-Montenegro (2.2 per cent) and Tunisia (1.3 per cent), India and Pakistan (1.8 per cent and 1.2 per cent respectively) and Albania (1.7 per cent)." (Louka T. Katseli). 104

Concerning trends have been evident in numerous countries. For example, in 1998, various human rights groups such as Amnesty International UK, expressed fear about a UK plan to develop and improve immigration process. It would give higher powers to immigration officers to detain and increase the number of asylum seekers whose appeals have been refused. The main problem comes from intolerance and even hatred from these people towards lawful immigrants who did not experience difficulties and such necessity of shelter in their lives. Another hindrance is the fact that increasing ports and airports checks of the countries which asylum seekers leave will prevent much more people with genuine need of asylum from leaving the homeland, where human rights violations might be on spotlight. Nowadays it is frequent that people need to wait for 7 years before their case can be heard and this is a real threat to great part of the asylum seekers.

In 2003 the media made such migration issues visible for the masses of people in the United Kingdom. Three respected and serious British papers – the *Daily Telegraph*, the *Guardian* and the *Independent*, conclude: "As a rule, UK parliamentary debate on asylum and immigration is both selective and power serving. While the actual demographic and economic effects of immigration on the UK are rarely discussed, the causes of immigration – global inequality, conflict and human rights abuses – are ignored." (Randall) ¹⁰⁵Randall also states that huge number of crimes committed against immigrants is given far less attention than the much smaller proportion of crimes committed by immigrants themselves. Problems have been seen in other parts of the EU as well. Spain intakes a large number of immigrants from Morocco and other North-African countries with the idea or even ideal to escape political torture and start a higher living standard. They died trying.

One of the most usual cases with immigrants is that when economic state of the host country deteriorates they are the first to suffer. For example during the global financial crises at the end of the 1990s East Asia was concerned. The crisis paved the way for the emergence of waves of anti-immigrant feelings. The same has been observed when Indian and Pakistani searching for shelter in the UK met intolerance, violence and cultural ignorance from the native British. In South Africa in May 2008 50 people have been killed because they were immigrants there and thousands were literally forced to leave. The reasons – poverty and hunger. All these examples prove that when economic status goes bad, immigrants suffer first. They are most vulnerable to all types of conflicts – based on religion, culture, ethnicity, race etc.

The USA on the other hand, has quite an interesting approach. Although being thought of as a multicultural balanced state with more or less harmony between many of the cultures there, the truth turns out to be quite identical. Seemingly, the country tries to motivate young, experienced, skillful, educated people from around the world to come to the USA. But this is just so as to boost its own economy, not because it actually wants to help them. It is undoubtedly smart but this step has some drawbacks, which include disproportionate representation of that ethnic population, creation of stereotypes and prejudices. Competition as well. Yes, it is good for the big companies and businesses, for all corporations seeking cheaper labour power with high skills but it is bad for the ordinary people who aim at having a better life. American politicians use conflicts as strength. They set skilled immigrants as an example to the native Americans, which leads to either natives become more hard-working, or them becoming fierce towards the immigrants. Both of these situations are good for politicians because clashes are actual control over the masses of people.

¹⁰⁴ Louka T. Katseli, Effects of Migration on Sending Countries (OECD) 2006

¹⁰⁵ Matthew Randall, Asylum and Immigration, Media Lens 8 December 2003

FU POLICIES ON MIGRATION AND POSSIBLE SOLUTIONS

According to EU migration policies, things are or can be different and averted somehow. International migration has been on focus nowadays and is quite a disputed topic. Recently, a shift towards more selective policies including experimenting with circular migration is seen. Several EU initiatives, programmes and policies need to be mentioned: European Pact on Migration (2008), the Hague Programme (2005-2009), EC-UN Joint Migration and Development Initiative, migration4development financing programme, a lot of codevelopment activities and cooperation between countries like France, Great Britain, the Netherlands, Italy, which have greatest migration flows. (Loreto) 106

The main policy trends include better understanding of how migration works and should work, what beneficial effects can be reached with proper policies and measures, understanding the causes and providing actual remedies and aid to immigrants, new governance of migration in the now severely globalized world in which the EU is one regional regime. The Diaspora is another key policy area of analysis. The term describes groups of people who are immigrants but feel connected to their homelands and desire to have interaction with their "lost homelands" (Migration). Human capital is vital for poor regions like Africa. Therefore, the idea of circular migration is a hot topic. It will prevent the loss of such needed professionals from their homelands, while providing them with the opportunity to go abroad again if necessary and send remittance back home thus helping the economy of their own country of origin.

Another dialogue comes from the idea of the necessity of global governance of migration. Countries of origin and host countries debate constantly that governments should promote migration governance, including data provision, monitoring, assistance and most importantly protection for immigrants. Trafficking and xenophobia must be eradicated and policy coherence is a must here.

CONSLUSION

To conclude with, this study shows and explains some interconnections between migration and globalization, causes and effects of migration. The newly desired effects and policies towards better integration are, according to some scholars, overestimated. The study proves and gives arguments and comparisons for the effects that migration has over population. The study has proved that as part of globalization migration has developed quickly and has caused numerous positive and negative outcomes. On the one hand, migration promotes cultural diversity, mutual cooperation and idea for understanding. It also motivates young generations to strive after new possibilities outside their homelands. On the other hand, intolerance, unemployment and lack of equality between native people and immigrants have emerged ever since and have been some of the main obstacles for globalization and migration.

EU policies have been trying to combat the negative aspects of migration but not particularly successfully so far. New ideas came such as the diaspora hot topic and the idea of circular migration, which can in time prove to be positive and successful.

Perhaps one good solution to most negative impacts from immigration will be to promote not so much cultural understanding and ideals for better lifestyles, for money and easier jobs or lives, but rather calmness, spiritual development and a drastic turn towards religion. Religion promotes human values, soulful experience of life, goodheartedness and wisdom. Not competition or too much ambition.

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¹⁰⁶ A. Di Loreto, Does International Migration Contribute to Development? Debates, Trends and Policies

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About the author: Lora Hristova Hristova, 4th year bachelor student in European and Global Studies, University of Ruse "Angel Kanchev", tel. 00359 893561570, e-mail: curious.bg@gmail.com

Globalization and Security

Author: Mihaela Nedyalkova Supervisor: Assoc. Prof. M. Kornazheva, PhD

Abstract: Globalisation, as a process which started after the end of Cold war, has implications upon many spheres of life. This paper examines threats globalisation poses on security issues, urged by the new global order, such as transnational crime, environmental issues, collective security as well as role of technology. Notions like national and international security, power and interconnectedness of states become completely different and threats in the XXI century have new dimensions.

Key words: globalization, national, international, security.

Introduction

The process of globalization has created a whole new concept of international relations with international laws, economy, market and the like creating a 'global village', as numerous authors call the contemporary status quo.[108] The 'global village', however, consists of nation states, each one with its own laws and regulations and own security system and, no matter what globalization aims at, the world is still fragmented. Security is not a matter of choice, but rather a matter of need. The issue is examined in the works of scientists, philosophers and military specialists since the Antiquity, claiming that a main factor in the emerging of a state, polity, or another form of community is the need to guarantee security of an individual and the many. [109]

By examining secondary data, this paper is going to examine globalization as a phenomenon and its implications on national and international security focusing the attention on practical consequences of what is modern in the beginning of the XXI century – unification and closeness, on the one hand, and keeping a nation state safe, on the other hand. International organizations and national institutions, as authorities with their key objectives, are responsible not only to ensure security, but also to take adequate measure in spheres like international relations, terrorism, cyber security as well as environmental issues. All this will be explained in the context of a new era.

The concept of globalization

Anthony McGrew, an authority in the sphere of international relations, suggests that globalisation is not a new phenomenon and it has been evident in several distinct waves: firstly, the age of discovery (1450 – 1850), which is marked by expansion. Followed by the European expansion, comes the second wave (1850 – 1945) which could be collectively referred to as European imperialism. The third wave is from 1960 onwards, marked by terms like microchip and satellite as well as shift of power from the West to the East. McGrew speaks of another, fourth wave, which is yet to follow, namely rise of global economies as China and India. [110]

108 Definition of the term "global village" in http://www.globalvillages.info/wiki?GlobalVillages/Definition

¹⁰⁹ Слатински Н. Националната сигурност – аспекти, анализи, алтернативи, Издателство "Българска книжница", София, 2004, стр. 71

¹¹⁰ Baylis J., Smith S., Owens P. The Globalization of world political: An introduction to international relations, Oxford University Press, 2013, p.23

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The first usage of the term globalisation corresponds with the fall of the Iron curtain. [111] Initially, the term 'globalization' was born to describe processes connected with the technological revolution. In 2000 professor Charles Doran offered a definition which could be summarized as following: "interaction between informational technology and global economy." According to Brzezinski, Doran's definition finds implications in intensity, scale and value of international transactions in technology, finance, trade and administration worldwide. The fact that in the end of XX and beginning of XXI century transactions in the afore mentioned spheres increased, was a good enough indicator to come to the conclusion that the process of globalization had started mainly in the economic sphere - that is specialization of personnel where relatively cheap work force could be found, or where demand of goods and services was high. That is the reason why China is a good example of globalization. However, in 2001 the neutral economic notion of the term turns into a political principle after the September 11th terrorist attacks in New York. In a world which is still divided into nation states it is impossible to ensure relatively stable levels of immigration and emigration or state control over national economic assets.[112]

The main advantage of technology in modern economy is the linkages it creates. Changes in communication, technology and even transportation make it possible to trade financial instruments, resources and information. The growth of 'the global village' has already overcome borders leading to competitive advantages and skills. As a result, big players on the market no longer search for domestic personnel; intra-firm relations across states gain new resources – both human and financial. In this connection, another threat comes with weapons for mass destruction. Some states' desire to possess some of those, or at least the technology for their creation, is a predisposition for international instability.

Collective security

The truth is that there have been international problems before mass communication and globalization but they were mainly solved at national level. When resources are limited, another decision is found. A nation state, which is torn apart both on the inside and outside, becomes "too small for big problems and too big for small problems" [113]. And so, national economic, social, or even political issues become part of international coalitions. Notions like sovereignty, independence and state secret are now meaningless, not to mention that a nation state is not the sole holder of information. Another threat to national security as a result of the globalization process is the fact that regional or group interests come first which leads to intervention in national interests.[114]

Therefore, national security should be examined in the framework of international security and dynamism on the international arena; influence of regional, continental and global factors is evident on formation of national policies. The increasing cooperation leads to some kind of interdependency and problems which are typical for international security become implemented in the framework of national security. Let us take a look at the great economic crisis in 2008 whose consequences are dealt with today. It took the world long time to recover from the crash of Lemon Brothers investment bank. Because capital markets are connected at a global level, the effect from the breakdown was logical.

¹¹¹ Иванов В. Охраната на държавните граници и новият световен ред, Военно издателство, 2005, стр. 44

¹¹² Бжежински З. Изборът: Глобално господство или глобално лидерство, Обсидиан, 2004, стр. 166-167

¹¹³ Schlesinger A. Jr., "Has Democracy a Future?", "Foreign Affairs", Vol. 76, No. 5, September/October, 1997, quoted in the work of N. Slatinski
¹¹⁴ Слатински Н. Националната сигурност – аспекти, анализи, алтернативи, Издателство "Българска книжница",

¹¹⁴ Слатински Н. Националната сигурност – аспекти, анализи, алтернативи, Издателство "Българска книжница", София, 2004, стр. 5

Despite the numerous positive effects from the process of globalization, it in the same time widens the gap between rich and poor and stimulates uneven spread of resources. [115]

The so called domino effect is a typical example when it comes to drug and people trafficking. Syrian refugees do represent a threat because they enter in a nation state illegally, for example Turkey, pass, again illegally, through Bulgaria; if caught they receive, or wait for, their refugee pass and move along to their final destination, which is usually somewhere in Western Europe. It is considered by experts that such refugees might have something to do with terrorism and terrorist organizations. If nation state's policies are ineffective in taking care of the refugees, ensure their safety and the one of citizens, the whole region shall suffer from the consequences of actions taken, or sometimes nontaken. Therefore, many EU summits are being dedicated to the subject of Schengen space, border protection and effective policies.

Non-state actors

In this connection, the increasing effect of globalization over national security has brought about another issue - non-state actors influence great deal the international arena. In the era of technologies and mass communication it has become easier to move across state borders. Transnational crime, although widely used in series of enactments, has no clear definition, as Vladko Ivanov, an authority in the Bulgarian Ministry of Interior academy, states. ¹¹⁶ In addition, it is difficult to measure the scope and in order to make some analysis it is necessary to collect empirical data first nationally, then by spheres and find some kind of methodology that would be applicable to international affairs. [117]

International terrorism is a threat number one when it comes to both national and international security. The U.S. Department of Justice reports that 29 out of 63 organizations on their Consolidated Priority Organization Targets list were involved with terrorism. 118 Terrorist organizations are engaged with drug, weapons and people trafficking, kidnapping, extortion and killing. The United Nations Office on Drugs and Crime states that international organized crime is becoming more and more creative. Identity related crime, organ trafficking, cultural artifacts, medicine, corruption as well as environmental related issues are part of the new dimensions in organized crime which institutions need to control. The scope of such activities has overcome national borders and they are not objects only on national legislation. International organizations, like the UN, have commissions, as was previously mentioned, which tackle these problems internationally.

In addition, weapons of mass destruction in the hand of terrorists conduct an extreme need for caution. The American National strategy to combat weapons of mass destructions from 2002 defines three lines: "counterproliferation to combat WMD use." "strengthened nonproliferation to combat WMD proliferation," and "consequence management to respond to WMD use."[119] The most preferred way to stop spreading of such a threat is not by armament and wars, but rather through political and economic isolation of states and industries which support terrorist organizations.

Иванов В. Охраната на държавните граници и новият световен ред, Военно издателство, 2005, стр. 73

http://www.armscontrol.org/print/1184

¹¹⁵ Statement in "Национална отбранителна стратегия"

¹¹⁷ Hill C. Measuring Transnational crime & justice, Handbook of transnational crime and justice, SAGE Publications, 2005, p. 2 http://www.sagepub.com/haganintrocrim8e/study/chapter/handbooks/42347 16.2.pdf

¹¹⁸ The statistic is quoted in Transnational Organized Crime: A Growing Threat to National and International Security, https://www.whitehouse.gov/administration/eop/nsc/transnational-crime/threat

¹¹⁹ National strategy to combat weapons of destruction, Arms control today, 2002,

Such transnational problems pose an increasing threat as global cooperation strengthens. In his essay "The impact of globalization on national and international security" Graham Allison quotes 1999 Annual report of the U.S. Secretary of Defense: "the illegal drug trade and international organized crime, including piracy and the illegal trade of weapons and strategic materials, will persist, undermining the legitimacy of friendly governments, disrupting key regions and sea lanes, and threatening the safety of the U.S. citizens at home and abroad. Finally, environmental disasters, uncontrolled flows of migrants and other human emergencies will sporadically destabilize regions of the world." [120]

Cyber security

Cyber security is yet another transnational issue of security. The increasing dependence on technology increases risk of personal information stealing as well as stratetic information leakage. Cybercrime has now become a business which exceeds a trillion dollars a year in online fraud, identity theft, and lost intellectual property, affecting millions of people around the world, as well as countless businesses and the Governments of every country. [121] In the hand of enemies such information may cause state instability or even war. Not to mention that for governments and some corporations it is necessity.

In a comparison between globalization and Cold war systems, Thomas Friedman states that the symbol of today's world is www. [122] In the century of the world wide web no one can be secured that personal one's personal information is not being used. The security of information systems, as proved by UK cybersecurity expert James Lyne, is as weak as one could not image. He used a bike strapped with three wireless scanners, rode around Las Vegas Strip and scanned networks to check their level of security. He set up fake hotspots to make people connect to them so that he could see what people were searching for. The result was fairly easy access to any network. [123]

However, with servers operation on global level and across national borders, the situation is not black and white and a single solution cannot be found because privacy regulations vary in different jurisdictions. It very much depends who holds the right of information and where the personal information, for example, is located. In a globalized world, in international economy, it is very difficult for governments to enforce standards of privacy. The need for common framework is tangible. [124]

Cyber space security is tightly related with national policies which, however, depend on national understanding of the scope of cyber space. On the one hand, states like Australia, Canada, Germany limiting cyber space to the internet space only; on the other hand, there are states like the U.S. and the Netherlands which have a broader meaning of the term – intelligence and different infrastructures. Moreover, crimes in this sphere vary – critical infrastructures, national security, economic security, public trust – and it is difficult

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¹²⁰ Quoted in Allison G. The Impact of globalization on national and international security in J.S. Nye Jr and J.D. Donahue Governance in a Globalizing world, Brookings Institution, 2000

¹²¹ Cybersecurity: A global issue demanding a global approach, New York, 12.12.2011

http://www.un.org/en/development/desa/news/ecosoc/cybersecurity-demands-global-approach.html

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¹²³ Lucia K. Growing Cybersecurity demands in Globalized network, 13.05.2014,

http://www.business2community.com/tech-gadgets/growing-cybersecurity-demands-globalized-network-0880529 ¹²⁴ The future of online privacy and the security of personal data, Trend report, http://trends.ifla.org/expert-meeting-summary/the-future-of-online-privacy-and-the-security-of-personal-data

for institutions and governments, even in alliance as the European Union, to come with common safety framework, although measures are taken in this direction. [125]

Environmental security

Up until now in this paper it was made an overview of the main areas which pose threat to international and national security. As a result of the actions, or the lack of them, in previous several decades, environmental issues have become a heated topic on numerous conferences and summits. The fact that NATO, a military alliance, recognizes that environmental issues have something to do with security of people is convincing enough to accept this statement as a fact.[126] Natural resources are a big advantage to any state which possesses some. Their use is usually considered at national level. The use of resources like water, natural gas and petrol, including some other minerals, leads to environmental degradation and this impacts population on the given territory. Migration, population growth and poverty are just part of the tragic consequences as a result of greed of big players on the international arena and poor decisions from national governments.

The environmental issues, just like almost every sphere of live in the XXI century, acquires new dimensions. It is no longer meant climate change only, but also poverty, uneven spread of natural resources, health care, education, and gender equality. Globalization has made it easier for diseases to "travel" freely across the world but it has also made it possible for the ones who have and can to give to those who need resources - food, medicine, provide education, etc.

Among the poorest states in the world are in Africa, where notions like career. education and gender equality are not heard of. The tribal way of living is still not influenced by globalization. In this case many international organizations donate whatever resources are needed. In another parts of the world, however, huge waves of migrants are coming towards the West, usually after, or during, a civil conflict. All this is a predisposition for political and economic instability.

As a consequence from the immigration and the already mentioned overcoming of national borders waves of diseases are being brought. AIDS was spreading immensely fast and the fuss around Ebola last year was shaking the world. Another environmental related threat to global security is spreading of such infectious diseases. Little attention is paid to this problem however. For example, the American government does not prioritize preventive strategies. [128] Opposed to that, the EU is known as the largest donor of humanitarian aid in the world.

Conclusion

Dimensions of national and international security encompass all the challenges, threats and risks for the individual and the group of people. The new era we live in has made it obvious that state by itself cannot effectively fight threats globalization poses. We may be stronger together, we may aim at collectivity, but everything comes from an

¹²⁵ Милина В. Киберсигурността – стратегически национален проблем, София, 2013

Environment - NATO's stake, 12.2004 http://www.nato.int/cps/en/natohq/topics_91048.htm

¹²⁷ Biswas N.R. Is the environment a security threat? International affairs review vol.20, 2011 p.6 http://iargwu.org/sites/default/files/articlepdfs/Niloy%20Biswas%20-

^{%20}Is%20the%20Environment%20a%20Security%20Threat.pdf

¹²⁸ Davis L.E. Globalization's security implications, Issue paper 2003 http://www.rand.org/content/dam/rand/pubs/issue_papers/2005/IP245.pdf

individual, from a nation state; this is why it is impossible to define what threatens international security without considering threats upon nation states.

The sense of threat today comes from various sources such as technology, non-state actors; notions like "war", "peace", even "power" have different meanings in the XXI century. In order to keep ourselves safe, we need to form common values, not only common borders, so that knowledge, and not technology, would fill the increasing gap between rich and poor people.

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About the author: Mihaela Valentinova Nedyalkova, 4th year bachelor student in European and Global Studies, University of Ruse "Angel Kanchev". Contacts: tel.: 00359 889 78 00 30, email: mihaelavalentinova@gmail.com

Positive and Negative Consequences of Globalization

Author: Aleksandar Stoyanov Supervisor: Assoc. Prof. M. Kornazheva, PhD

Abstract: Globalization is a catalyst for social and economic change all around the world, a variety of complex economic, political, cultural, ideological and environmental forces that are rapidly altering out experience of the world. This paper examines political movements both for and against globalization while considering concepts such as "Americanization" and "McDonaldization", and explores the role that globalization has in global trade.

Key words: Globalization, international trade, Americanization, negative effect of globalization, positive effect of globalization

Introduction

Globalization is a broad concept at within itself and the angle taken to define it can lead us to interpret the idea in various different ways. There is much controversy about what globalization actually means and many definitions fail to encompass social, cultural and technological exchanges between world systems. John Pilger suggests that "it is a jargon term which journalists and politicians have made fashionable which is often used in a positive sense to denote a "Global village" of free trade, hi-tech marvels and all kinds of possibilities 129 that transcend class, historical experience and ideology." (*J. Pilger 1998:63*). Taking a broader point of view, Bilton et al defines globalization as "The process whereby political, social, economic and cultural relations increasingly take on a global scale, and which has profound consequences for individuals, local experiences and everyday lives." (*Bilton et al 1995:5*).

The process of globalization

The process of globalization has certainly had many changing effects to the world we live in, it has also changed the way many factors operate. Globalization is said "to have transformed the structure and scale of human relationships that social, political and economic processes now operate at a global scale with a consequent reduction in the significance of other geographical scales" (*The Dictionary of human geography 2004:315*).

Globalization has had both positive and negative effects on a local, national, international and global level. Globalization often brings benefits at one level which cause negative effects at another, these results and the scale at which they manifest are often uncertain and unpredictable. The very nature of its unpredictability causes instability and introduces risks to all actors involved. The economics of globalization is very relevant in understanding how processes work and how it affects other issues. Without the notion of a truly global economy many of the other consequences such as culture and politics would either cease to be sustained or become less threatening. In our modern world, finance and economics is the driving force behind globalization, and globalization is serving capitalism well. From an economic point of view Globalization can be seen as a "primarily economic phenomenon involving the increasing interaction, or integration, of national economic systems through the growth in international trade, investment and capital flows." (Globalization guide)

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¹²⁹ Pilger, J. Hidden Agendas, London publications, 1998

² Bilgton et al, *Introductory Sociology: 3rd Edition*, Macmillian, 1996

³ Gregory, D., The Dictionary of Human Geography, Wiley-Blackwell, 2004

Positive effects of globalization

It is widely accepted that there are a lot of benefits globalization brought to our life. Firstly the advanced transportation system makes different places of the world closer and cheaper to get to. Considerable amount of tourists can visit remote villages in the corner of the earth. Secondly, new telecommunication such as the internet makes people's common life more colorful, for instance fans of Manchester United in China can also share their joy with their counterparts in the United Kingdom, Moreover, we can buy the popular products of high quality made in other countries, such as automobiles of Volkswagen and furniture of IKEA at low costs due to the lowering of border taxes. And not least of all, globalization can lead to cooperation in general trade between different countries which in turn benefits everyone.

International trade has been around for a long time, since World War II there have been advancements in technology which has reduced the costs of trade. When advanced technology came about it brought an easier way to trade and communicate throughout the world. Technology has experienced rapid growth due to international trade and investment. In the 20th century globalization is now not only a notion, but a phenomenon that represents both threat and opportunity for both single interested parties and large scale organizations.

Companies worldwide such as McDonald's have embraced globalization and successfully gone global. McDonald's is just one of the many businesses taking their services to the global stage, companies expand internationally for many reasons: some expand to reach a global market while others do it for cheaper labor.

There are many factors that lead to the growth of globalization, one of them being trade. For centuries countries have engaged in trade. One country may produce a material that another either cannot produce or just cannot produce as well as the other, so trade happens. The export of manufactured goods rose from the year 1971 to 1999 by 29% and continues to grow. It is easier for countries to trade than it was 20 years ago one reason being because the barriers on international trade have been lowered through the General Agreement on Tariffs and Trade.

World spanning organizations

An example of a global spanning organization related to trade is the WTO (The World Trade Organization 130) which is the only international organization dealing with the rules of trade between nations. At its heart are the WTO agreements, negotiated and signed by the bulk of the world's trading nations and ratified in their parliaments. The goal is to help producers of goods and services, exporters and importers conduct their business. (WOT website)

NAFTA (North American Free Trade Agreement) which is a trade agreement between the United States Canada and Mexico. It became effective on January 1, 1994 and its purpose was to encourage trade by eliminating tariffs on most goods originating in and between these countries over a fifteen-year period. NAFTA provides preferential tariff treatment for certain products traded between these countries when strict documentation and certification procedures are met. Currently preferential treatment means either reduced or eliminated tariff rates, depending on the product.

The UN (United Nations) is an international organization whose stated aim are to facilitate cooperation in international law, international security, economic growth, and social equity. It was founded in 1945 at the signing of the carter by 50 countries, replacing the League of Nations founded in 1919.

World Trade Organization main website, basic information: https://www.wto.org/

⁵ North American Free Trade Agreement (NAFTA) main website, basic information: https://ustr.gov/tradeagreements/free-trade-agreements/north-american-free-trade-agreement-nafta 6 The United Nations main website, basic information: http://www.un.org/

⁷ International Monetary Fund main website, basic information: http://www.imf.org/

The IMF (*International Monetary Fund*) is the world's central organization for international monetary cooperation. It is an organization in which almost all countries in the world work together to promote financial stability across the world. The IMF was conceived in July 1944, when representatives of 45 governments met in the town of Bretton Woods, New Hampshire, in the northeastern United States, and agreed on a framework for international economic cooperation.

Another factor which led to globalization is financial flows. Foreign direct investment has grown over the years. The movement of money or capital from country to country has become normal in this era. Worldwide financial markets have better access to outside money for corporate, national and subnational borrowers.

Movement of people is another factor that has led to globalization. With more companies going global there are more career opportunities overseas. With this being so people are moving more often now to other countries to find employment opportunities. Outsourcing is another reason that people are moving. Companies are having their products produced overseas because they can do so at a lower cost, this has caused a growth in cross cultural contacts and greater international travel.

Even though globalization can bring so many conveniences to us, we still worry about its severe negative aspects. With the history of Europe and that of the entire world, which has been mainly that of war it would be always difficult not to find resentment to other nationalities for what happened in the past.

Negative aspects of globalization

A major negative effect of globalization has been the gradual division of the North and the South (more economically developed countries and less economically developed countries). By looking at figures from a development report from UN made in 1999 some countries have seen an increase in income due to globalization. However, although some countries have benefited from economic development through globalization many countries remain poor. "The gap in incomes between the 20% of the richest and the poorest countries has grown from 30 to 1 in 1960 to 82 to 1 in 1995" (UN development report 1999) Many of the countries that are not developing are those which are not open to world trade. Jonathan Barton highlights the importance of understanding the North-South divide in his analysis of the political geography of South America. The research into issues of global development by the Brandt Commission in 1980 and 1983 (The Brandt Equation) emphasizes the importance of understanding complex inter-relations in terms of production and consumption, health and welfare and the environment. A greater understanding of these issues is essential to prevent further division between the North and South

With the United States as the super power on the world stage we have seen a dramatic homogenization towards the American way of life. This "Americanization" brings with it a culture of consumerism, competition and life styles which are apparently free from social and environmental responsibility. This change and the following of the "American dream: is not generally positive and many cultures are being lost or "swallowed up". For many cultures the new diversity that globalization brings is disquieting and disempowering. People fear that their countries are becoming fragmented and that traditional values and cultural identities are being lost. There are many driving forces which help spread Americanization the main contributing factors are the huge multinational corporations. There are no brand names that have the same global resonance as McDonalds and Coca Cola. These corporations have a stranglehold on the world and they are a huge driving force behind globalization and changing international attitudes. "There is a growing fear of being taken over by new types of technology and the general ambivalence towards globalization, of which McDonalds has become a symbol" (*The Guardian 1999*).

⁸ Ross-Larson, B., Human Development Report 1999, Oxford University Press, 1999

The US has been dramatically responsible for transforming communication by the invention and democratization of the internet. "Speed is the defining character of the internet age, this new technology has shrunk the world radically, making globalization a reality" (The Guardian 1999). The increased access to communications through the media has heightened public awareness. However, John Pilger sees the media as simply propaganda of western power, by its manipulation of language and omissions, which often prevents us from understanding the meaning of contemporary events. Increased consciousness about world events has also led to increased uncertainty which can arguably be linked with an increase in fear. As we learn more about what is happening in the world out consciousness about the instability also grows. The recent surge in terrorism is a new global threat that is linked to attacking Americanization and protecting cultural and religious beliefs. To a large extent it is built on fear from the growing uncertainty that we face and the organization of groups and attacks which has been made quicker and easier through the increased communication. However the Zapatista movement in Mexico managed to largely avoid violence by the use of the internet is an example whereby alobalization has served to mobilize forces outside of the locality in a new way to reap positive results.

To sum it all up Globalization operates mostly in the interests of the richest countries, which continue to dominate world trade at the expense of developing countries. The role of LEDCs in the world market is mostly to provide the North and West with cheap labor and raw materials. There are no guarantees that the wealth from inward investment will benefit the local community. Globalization is viewed by many as a threat to the world's cultural diversity. It is feared it might drown out local economies, traditions and languages and simply re-cast the whole world in the mold of the capitalist North and West. An example of this is that a Hollywood film is far more likely to be successful worldwide than one made in India or China, which also have thriving film industries.

Conclusion

The best way to deal with globalization is to be honest about it. Globalization brings opportunities but it also brings risks, even when poverty falling overall there can be regional increases about which society needs to be concerned. Especially for the developing countries, with their potential lack of resources and out of date legislation it is important to remember that not everything that is legal is right. Legality is often only the ethical minimum. Therefore where national standards are inadequate, the company would need to enforce their own higher standards and not take advantage of them. Business is part of our society and ethics has place in business as in any other part of social life. (De George, 1978)

In conclusion there are evidently positive and negative consequences of globalization. These effects are either direct results of globalization or indirect results caused by factors linked to globalization. I personally feel that globalization is inevitable. Since the very earliest times in history different countries have always traded with each other thus striving for an apparent need or want for globalization. So when the question is posed is globalization a threat or opportunity my answer is that it can be both. It all falls to the hands of the people in power and the world's strongest nations to make sure that poor nations are not being exploited or taken advantage of. 132

10 Quilligan, J., The Brandt Equation, 2002

⁹ The Guardian, Planet USA, Monday Nov 8th 1999

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About the author:

Aleksandar S. Stoyanov 4th year bachelor student, European and Global Studies, Department of European Studies and International Relations, University of Ruse "Angel Kanchev", tel: +359 87225551, e-mail: sasho1992@yamail.com

The changing national identity – pro-gaming and its influence on the image of South Korea

Автор: Илиян Петков Научен ръководител: гл. ас. д-р Н. Венелинова

The changing national identity – pro-gaming and its influence on the image of South Korea: This paper attempts to examine the influence of the professional gaming scene in South Korea on the image of the country itself. In order to reach the goals of the paper, the research is based on online articles as a reference, published in various gaming and non-gaming related websites throughout the last several years. After examining the information sources it could be stated that there is an obvious and proven relation between the current country image of South Korea and the large scale of pro-gaming.

Key words: Pro-gaming, esports, South Korea, identity, image, system model of macro image

INTRODUCTION

Competitive gaming has been taken as a route for career advancement by many people nowadays. Any kind of new professional alternative not only creates business opportunities but could affect the national image of certain countries both in socioeconomic and cultural aspect. Such a statement might be deemed contradictory from a purely theoretical point of view, but it could be practically proven with the greater number of stereotypes determining the perceptions about countries and nations, e.g., the Chinese silk manufacturing, the Jewish banking, the Swiss watches production, etc. Obviously, any profession becoming traditional occupation for certain nation could deeply affect the external perception for the country. This paper is an attempt to illustrate exactly this - a mechanism which transforms the national image by changing a piece of the national identity. We consider that the extensive development of professional gaming in South Korea is a case of dynamic change of the so called "experienced identity" with strong potential to become "manifested identity" of the country. The first one refers to a "local form of social representation, more or less stable, unique or multiple, monolithic or fragmented, ideographic or holographic", and the second one refers to "specific set of more or less tightly coupled elements that have characterized the organization over period of time directly contributing to its traditions, history, culture" [18:24-25]. Predicating that pro-gaming, as part of the Korean identity, affects and shapes the national image of South Korea, our considerations are based on the theory of "system model of macro image" of N. Venelinova, which defines that the ability to transform the overall (macro) image in a short period of time, is fully dependent on the dynamics and the coherent noncontradictional changes in the communicated identities [22:34-35]. In addition this paper is aiming also to explain what competitive gaming is, why it is important, how a whole nation can benefit out of it, and how such alternative new professional field seems to become determinative both for in-land and outside perception for South Korea. Various online sources (web-sites and articles, posted in the last several years) were used as a reference. Based on the findings, a SWOT analysis on state of play of the image of the country is carried out, which leads to the conclusion that the extensive development of esports as almost traditional occupation in South Korea is driving force for positive transformation of the country's image.

But before delving into specifics, we should first acquaint ourselves with some basic information on the topic. Electronic sport (esports or competitive gaming) is a term used to describe the professional competitive video gaming scene. Every month, there are many tournaments being run by various gaming organizations. These competitions, which are broadcasted live, and the prize pools associated with them are getting bigger and bigger with each every year [14]. Fifteen years ago, the gaming competitions were between amateurs, but now the growing interest of the viewers is supporting a huge number of professional players and teams [3]. The massively popular video game streaming website

Twitch was recently bought by Amazon for approximately \$1 billion [13]. Broadcasting and watching gameplay is a global phenomenon and Twitch has built a platform that brings together tens of millions of people who watch billions of minutes of games each month. It was estimated that in 2013 approximately 71 million people watched competitive gaming [6]. As it could be seen gaming is extremely visible from communicational point of view and could be the easiest way to achieve fast publicity effect, as well as to catch public and media attention which is crucial factor for the image, moreover for the image of countries which traditionally are deemed as exotically attractive but unknown and extraneous.

BODY

1. Brief history of esports

Competitive gaming has its roots in the developed countries. The first record of a video game competition dates back to the 1970's [8]. But the actual PC gaming has evolved substantially over the last twenty years. Most of the competitions today take place in Europe, North America, Australia, China, and of course South Korea. But somehow the spread of this new sport has been slower outside South Korea, although it has picked up in the last few years. The country has the best established esports organizations and is officially licensing pro-gamers since 2000.

The actual esports scene developed in two parts of the world - Eastern and Western. South Korea, due to the fast internet connection at that time, was probably the first country to give the players the experience of multiplayer games. What's more, Koreans established a TV broadcast that provided entertainment, not only for the players but for the spectators also. The broadcasted competitions were StarCraft and Warcraft III tournaments or leagues, regularly televised by 24-hour cable TV game channels [2]. Such unprecedented media coverage can only be seen in USA golf and snooker tournaments. The situation in the Western regions was quite different. In North America and Europe there were not so many competitions and even if there were any, they were rarely broadcasted on TV. The only way to broadcast them was on the internet. This is probably why the esport scene, even today, is still not as popular in our geographical regions. Another reason could be the cultural and mindset difference between the East and the West. This gives us the opportunity to precede that esports development is culturally dependent and regional. Such statement leads to the idea that it is somehow characterizing certain population and maybe a whole nation. To illustrate this we will further develop the case of South Korea.

Case profile

Despite all the occupations and wars throughout its history, South Korea is now one of the highest ranked countries in education, quality of healthcare, and job security and its market economy was one of the world's fastest-growing from 1960s to 1990s [19]. Koreans also have access to the world's fastest internet connection speed [21]. The video game industry makes up a large share of South Korea's GDP. According to the Ministry of Culture, in 2008 the online-gaming industry earned \$1.1 billion dollars in exports. Nexon and NCSOFT, South Korea's two largest game development companies reported a combined net income of over \$370 million in 2012. The entire game market is estimated at approximately \$5 billion dollars annually, or about \$100 per resident, which is more than three times what Americans spend [26].

South Korea is a country obsessed with video games. It is a place where professional gamers earn six-figure contracts, date supermodels, and are treated as A-list celebrities. Cyber competitions are nationally televised and they fill up stadiums. In this country, gaming is not just a hobby, it's a way of life. The scale of esports in Korea is certainly the largest in the world. After the big crisis in 1990s the South Korean government saw a potential in the new upcoming interest in the gaming sphere. They invested a lot of money in it and they even established the Korea e-Sports Association in 2000. The Ministry of Culture and Tourism supported esports by organizing different social groups to promote

public awareness of online gameplay. The size of Korean esports has progressively increased. The top StarCraft players were earning about 20000\$ a year in 2000, about 50000\$ a year in 2005 and above 200000\$ in 2014 [4]. Broadcasting has played the biggest role in the growth of esports in Korea, because it is the media that creates audiences, which are necessary for esports to thrive and develop. The popularity of online gaming cannot be guaranteed without mass media communication.

As of now, the country of South Korea and some states in the United States are the only ones to recognize pro-gaming as a sport and the players involved as professional gamers. Chung-Ang University in South Korea (among the top ten universities in the country) now considers competitive gamers the same as traditional athletes [15]. The university will accept esports applicants with students matriculating into the school's Department of Sport Science - previously home to the ball sports that are generally associated with college athletes. It's not unusual for the average foreign fan to look upon Korea and see it as a haven for esports - place where masterful pro gamers can "hang among the most elite of footballers". Huge sponsors such as Samsung, SK Telecom and Korea Telecom (three of Korea's largest companies) all lend their support to various esports teams in the form of gaming houses, multiple coaches and equipment [5]. With the above in mind, one can hardly be blamed for thinking that pro gaming is a well-accepted, normal part of the Korean culture. The South Korean government supports esports as a popular leisure-time activity in a number of ways. In December 2011, the government launched a council that seeks mutual development of both the gaming industry and esports. The council involves the government, esports groups, the gaming industry, the media, and the academia. Before then, business alone had led the industry, but now the public and private sectors and the academia have all joined hands to push the country's esports culture to the next level. On the 30th of the same month, the National Assembly of South Korea enacted legislation for the promotion of esports and to help lay a foundation for the esports culture and industry and raise their competitiveness. This enables the government to fund organizations such as the International e-Sports Federation (IeSF) and carry out overseas PR campaigns to stimulate international exchange and Korean businesses' forays into foreign markets [20].

Gaming is undoubtedly an important part of Korea's youth culture - many students can be found spending their extremely short free time in "PC bangs," or Internet cafes, mainly focused on online gaming. There are currently about 22000 PC bangs in the country and going to a bang is equivalent to going to the movies or the bar in the West [11]. One of the main reasons to define gaming as identical concept for South Korean youth is the fact that the new gamer profession in Korea and its popularity is because of the consideration that such occupation is deeply related with the competitive mentality and the particularities of the South Korea's education system [24]. It may sound strangely at first, but the truth is that the Koreans have an overwhelming focus on education. For example, the average high school student generally has classes from 8 am until 9-10 pm and he doesn't really have much free time to spend on playing video games [1]. In other words, if you want to play video games, your only chance is to focus on the competitive aspect of the gaming. which very well might become your profession. Korea is, fundamentally, a country with a strong mindset where only the first place is acknowledged. Every field is the same. The "no matter what" attitude is emphasized. There is nothing besides doing well. Korea is a proud nation that places high value on winners and strong performers, a mentality that has brought the country as an esports mecca and has driven its professional gamers to victory on the international stage time and time again.

In South Korea, professional gamers are huge celebrities. Where athletes like LeBron James and Tom Brady are treated like idols in the U.S., the same is true for professional gamers in South Korea [16][23]. Professional gamers have so much sway that during the 2002 World Cup, professional Starcraft players from South Korea were brought in the dressing room to inspire and pump up the their national soccer team minutes before the

match started [7]. The celebrity of professional gamers is helped by the fact that players and teams have the opportunity to make huge amounts of money in prizes. The 2014 International had a total of \$10,931,103 prize pool and the members of the team that won the tournament became millionaires over one day, earning \$1,112,280 each.

Many people are too guick to dismiss competitive gaming as something bad, unhealthy and not worth investing time into, but South Korea is a perfect example of how esports can actually be an integral part of a whole nation's culture and daily life.

impact on South Korea's image.

3. Analysis The following SWOT analysis will provide more insight on the topic of pro-gaming and its Table 1. SWOT analysis of the image of South Korea in terms of esports Strenaths Weaknesses South Korea is a country well known for its Many people consider the practice esports culture schedules of the professional gamers as • Esports are part of the new Korean unbearable and unhealthy experienced identity which is broadly The gaming culture has the risk of communicated obsession embodied in it The most successful gaming teams are Korean and it is considered that the best gamers in the world are Korean as well The government invests money in the popularization of the electronic sports and supports the professional gaming The raising popularity and the public support for the best gamers allows positive transfers of features between personal and country images Opportunities Threats Using the popularity of the esports for • Creating negative effect on national image of South Korea as a country of "fat and tourism purposes and nation branding Branding the country as desirable country unhealthy gamers" for university students Creating preconditions for significant loss of essential social skills which could reflect in Establishing the stereotype that South Korea is the only place where all the social disintegration and/or anti-social behavior in large scale gamers are chasing the professional aspect of their hobby competitive mentality might be interpreted as arrogance by the rest of the world

The opportunities which one might have in such environment are unique. There is no other country in the world to offer you a degree in professional gaming or a place where playing video games is considered a normal way of life, while being supported by the local government as well. The country as a whole has, and will, gain a lot more from maintaining such national image. By organizing all kinds of tournaments, championships and events for professional or casual gaming, South Korea can benefit economically by welcoming incoming tourists from all over the world, eager to see and experience their different culture. On the other hand, there are some serious weaknesses, which might turn into threats not only for the country's image, but for the society as well. These internal issues might be considered inherent to the gaming culture. The whole society should be aware of the possibility of these threats to become a reality. There is nothing wrong with spending time on things and activities you like the best, but people should always be cautious not to cross the limits. While it all seems fine for now, if no measures are taken, everything might turn 180 degrees around and South Korea could become "the country of anti-social and arrogant gamers". This is where the government should take actions by adopting laws and regulations on excessive use of internet or gaming. This responsibility is not only for the government to handle, but for the society as a whole as well – the people living in the country, the game development companies and even the educational institutions should be aware and try to prevent such events from occurring.

As we supposed in the beginning of this paper, gaming becoming traditional occupation for the Korean nation can deeply affect the perception for the country. The extensive development of pro-gaming in South Korea is an emblematic case how new features can be added to the national identity. Such dynamic change has definitely strong potential to become the country's manifested identity in the next decade and this will inevitably change the image of South Korea.

CONCLUSION

Based on the research made, the conclusion that might be drawn is that competitive gaming shouldn't be disregarded, but actually promoted. South Korea has built its own positive image of a very well developed esports country. The gaming culture is a huge part of Korean's everyday life. There is no equivalent anywhere else in the world. On the one hand this could have very good implications on the country's economy, but on the other hand it is a double-edged blade, due to the flaws inherent to this type of society, and should be dealt with caution. The strengths of having a national image as a competitive gaming country are directly linked with the opportunities. Many people, who are involved with gaming are likely to want to visit or live in South Korea for exactly these reasons. We are not able to predict the direction of the changing Korean image in long term, but we can unambiguously say that the nation image will be deeply affected by the shaping stereotype of "gamers' paradise".

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ABOUT THE AUTHOR:

Iliyan V. Petkov, 3rd year bachelor student, European and Global Studies, Department of European Studies and International Relations, "Angel Kanchev" University of Ruse, tel.: +359894 715 637, e-mail: iliyan.v.petkov@gmail.com

Опит за културематичен корпусен анализ на български и френски паремии на тема "добрата жена"

Мерял Сабриева

An Attempt at a Culturematic Corpus Analysis of Bulgarian and French Proverbs on the topic "good woman": This paper presents a linguocultural study of Bulgarian and French proverbs with the positive cultureme "the good woman (+)". The method applied is the culturematic analysis. All the 80 proverbs in the appendix are selected from contemporary French and Bulgarian dictionaries and internet sources. The results show that the proverbs with the cultureme "the good woman (+)" are comparatively equally distributed in both languages.

Key words: French Proverb, Cultureme, Linguistic Culturology, Lingvoculturology, Culturematic Analysis.

ВЪВЕДЕНИЕ

Във всеки съвременен паремиологичен сборник има отделна група паремии, посветени на образа на жената – "Жената е най-скъпа покъщнина", "И с жена мъка, и без жена мъка", "Жената трябва и за зло, и за добро" [3].

Съществуват и друга група паремии, които се отнасят до работата на жената. Напр. в английски език – "Man's work lasts till set of sun; woman's work is never done" или "A woman's work is never done", докато на български съществува и по-образна паремия – "Жената е нощно кукувиче" т.е. жената работи и нощем – ляга си последна и става първа, защото "женската работа няма свършване" [4].

Особено интересни са паремиите за добрата жена — "На добра жена мъжът се познава по дрехите.", "Добра жена — безцен камък.", "Добра жена е и от имане подобра." Винаги е интересно да се проследят различните аналози на паремиите. Напр. "Всяка жена заприличва на мъжа си", в английски език — "A good husband makes a good wife" или "A good Jack makes a good Jill", а във френски език съществуват множество вариации като "Bonne femme fait le bon homme", "La bonne femme fait le bon mari" и др.

изложение

В настоящата работа се прави опит да се изследват паремиите в български и френски език, които съдържат положителната културема "добрата жена (+)". За целта се използва корпус с 40 български и 40 френски паремии. За корпуса с български поговорки в този доклад са използвани два източника — "Български паремии за присмех и похвала" на Р. Петрова (2013) [3] и "Български пословици и поговорки" на Ст. Стойкова (2007) [4], а за френския — Dictionnaire des proverbes et dictons, F. Montreynaud, A. Pierron, F. Suzzoni [5] и интернет източници. Може да се види, че в корпуса с френски паремии има такива, които са останали от южнофренски говор, или са навлезли в езика от немски, румънски, бретонски и индийски език.

Важно е да се направи уточнение, че вече съществува друго такова изследване на фолклорната културема "добрата жена (+)" с библейската културема "добродетелната жена (+)" на Р. Петрова [2].

Приложеният изследователски метод е лингвокултурният подход с приложение на културемата. Тук няма да се спираме много подробно на лингвокултурния подход или на културематичния анализ [1]. Само ще маркираме, че културемата като единица за лингвокултурно изследване е "вербализираната същност с положителна или отрицателна характеристика, носена от дадена езикова единица, която може да бъде дума, словосъчетание, паремия, или по-обемен текст." [6]. Начинът на нейното експлициране е по пътя на семантичната трансформация с помощта на въпрос.

чиято цел е да определи каква е аксиологическата характеристика, кое е положителното или отрицателното.

От корпуса може да се види, че не всяка паремия съдържа буквално словосъчетанието "добрата жена" или думите "добра" или "жена", понеже културемата не е обвързана нито със синтаксиса на самата паремия, нито задължително присъства в лексикалния състав на паремията, тъй като може да се подразбира, а с посланието и отговора на въпрос, зададен към съдържанието ѝ: Какво ни учи/внушава да правим или да не правим тази паремия, какви да бъдем или да не бъдем? Например културемата на паремията "Зла жена и от море по-зла, добра жена и от имане по-добра" е "добрата жена (+)", а отговорът на втория въпрос е да ценим високо добрата жена", която е поставена подчертано над материалното. Ролята на първата част, "Зла жена и от море по-зла [...]", е по-скоро да подсили ефекта на втора-та, чрез сравнение на нрава на жената с природна стихия, която може да има силен разрушителен характер, поради което отговорът не е "да не бъдем зли", а "да се пазим от злата жена и да ценим добрата". Подобна образност е използвана и във френските паремии – "Une bonne femme dans une maison est un trésor" (Добрата жена в дома е съкровище), "Femme bonne vaut couronne" (Добрата жена струва корона) и българските "Добра жена е и от имане подобра", "Добра жена и от иманье по-добра", "Умната жена чини повече от алмаз" с варианти "Умната жена чини повече от елмаз" и "Умната жена струва повече от елмаз". В същия дух са и "Добра жена – безцен камък" и френската "Une bonne femme et une bonne pierre à faux, bienheureux qui les trouve" (Добра жена и хубав камък скрити, блажен е който ги намери).

ЗАКЛЮЧЕНИЕ

От приложения културологичен анализ на тези няколко примера и от сравнението на паремиите в приложения корпус може да се направи следното заключение: в българското и френското езиково пространство броят на паремиите с положителната културема "добрата жена (+)" – 40 на български език към 40 на френски е еднакъв, т.е. семантичната плътност на тази културема в двата езика съвпада, или, казано другояче, в двата езика това понятие се характеризира с идентична културна значимост.

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ПРИЛОЖЕНИЕ: СПИСЪК НА БЪЛГАРСКИТЕ И ФРЕНСКИ ПАРЕМИИ, ИЗПОЛЗВАНИ В КУЛТУРЕМАТИЧНИЯ АНАЛИЗ С ПРИЛОЖЕН БУКВАЛЕН ПРЕВОД

- Женица света горица.
- Женица е душица.
- Мъжът е в къщи глава, а жената душа.
- Мъж държи къщата, а жената я краси.
- Не хвали лична жена, а умна.
- Не хвали ми хубост, а ум.
- Добра мома, по-добра булка.
- Добрата булка и под вето було са познава.
- Добрата булка и под вехто було се познава.
- Добрата булка и под вехтото було се познава.
- Добрата булка и с ветия сукман е добра.
- Добрата булка и с вехтия сукман е добра.
- Хубавата жена е угодна на очите, а умната на сърцето.
- Комуто е харна жената, не му трябва рай.
- У кого е добра жена, не му трябва рай.
- Комуто е харна жената, не тряба му рай.
- Комуто е харна жената, нему не трябва рай.
- Комуто е добра жената, не му трябва да ходи в черкова, а комуто е лоша, не му трябва да плаче на гробища.
- Комуто е добра жената, не трябва да ходи на църква; комуто е лоша, не трябва да ходи на гробища.
- Зла жена и от море по-зла, добра жена и от имане по-добра.
- Добра жена мъжу рай, лоша жена мъжу ад.
- Добра жена, добра сирмия на мъжа.
- Добра жена и от иманье по-добра.
- Добра жена пълни къщата, а лошата я изпразня.
- Не хвали ми хубавица, а хвали ми работница.
- Добрата жена е като желязна кошуля.
- Умната жена чини повече от алмаз.

- Умната жена чини повече от елмаз.
- Умната жена струва повече от елмаз.
- Жена, която е умна и разумна, не оставя мъжа си да страда.
- Честната жена и сред войска да влезе, пак честна ще излезе.
- Зла жена и от море по-зла, добра жена и от имане по-добра.
- Добра жена безцен камък.
- Добра жена добра сирмия за мъжа.
- Добра жена е и от имане по-добра.
- Който има лична жена не му трябва дома икона.
- На добра жена мъжът се познава по дрехите.
- На жена работница къщата ѝ нощем свети.
- На жената Господ е мъжът ѝ.
- Добрата жена пълни къщата, а лошата я изпразва.
- C'est la bonne femme qui fait le bon mari. (Добрата жена е тази, която прави добрия мъж (съпруг).)
- Bonne femme fait le bon homme. (Добрата жена прави добрия мъж.)
- La bonne femme fait le bon mari. (Добрата жена прави добрия мъж (съпруг).)
- Le bon mari fait la bonne femme, et la bonne femme le bon mari. (Добрият мъж прави добрата жена, и добрата жена добрия мъж.)
- Une bonne femme est la plus grande bénédiction que l'on puisse recevoir du Ciel. (Една добра жена е най-голямата благословия, която човек може да получи от Небето.)
- Celui qui a trouvé une bonne femme a trouvé un grand bien, et il a reçu du Seigneur une source de joie. (Този който е открил една добра жена, е открил едно голямо благо и е получил от Господ един източник на радост.)
- C'est un bien bon cheval que celui qui ne bronche, et vraiment bonne femme que celle qui ne gronde. (Един хубав добър кон, е този който не се препъва, и действително добрата жена е тази, която не мърмори.)
- Et vraiment bonne femme que celle qui ne gronde. (И действително добрата жена е тази, която не мърмори.)
- Une bonne femme règne sur son mari, par la docilité. (Добрата жена властва над мъжа си посредством покорността.)
- Une bonne femme règne sur son mari par la docilité. (allemand) (Добрата жена властва над мъжа си посредством покорността. (немски))
- La bonne femme est celle qui n'a point de tête bonne femme, mauvaise tête. (Добрата жена е тази, която съвсем не е злопаметна, добра жена опърничав човек.)
- Le poisson aime l'eau, l'oiseau aime l'air et la bonne femme sa maison. (Рибата обича водата, птицата обича въздуха, а добрата жена своя дом.)

- Le poisson aime l'eau, l'oiseau aime l'air, et la bonne femme sa maison. (Рибата обича водата, птицата обича въздуха, а добрата жена своя дом.)
- Bonne femme, bon renom, Patrimoine sans parangon. (Добра жена, добра репутация, притежание без образец.)
- De bonnes armes est armé, qui a bonne femme est marié. (Който има добри оръжия е въоръжен, който има добра жена е женен.)
- Au bon coq il faut 7 poules, à une bonne femme il faut 7 hommes. (На добрия петел му трябват седем кокошки, а на добрата жена й трябват седем мъже.)
- Beau parler faict bonne femme. (Честното говорене прави добрата жена.)
- Rien de plus rare qu'un bon ami, une bonne femme, un bon melon. (Няма нищо по-рядко от един добър приятел, една добра жена, един добър пъпеш.)
- Bonne femme, bon ami, bon melon, il n'en est pas à foison. (Добра жена, добър приятел, добър пъпеш няма от тях в изобилие.)
- Bonne femme bon ami bon melon il n'en est pas à foison. (Добра жена, добър приятел, добър пъпеш няма от тях в изобилие.)
- Bonne femme et bon melon on n'en trouve pas à foison. (Добра жена и добър пъпеш не се намират от тях в изобилие.)
- Une bonne femme et un bon melon il n'y en a pas à foison. (Добра жена и добър пъпеш няма от тях в изобилие.)
- Bonne femme dans la maison vaut mieux que ferme et que cheval. (Добра жена в дома струва повече от жена и от кон.)
- Il est bien allié qui a une bonne femme. (Добре сроден (чрез брак) е, който има добра съпруга.)
- La bonne femme est celle qui n'a pas de tête. (Добрата жена е тази, която не е паметлива.)
- La bonne femme qui ne dit mot n'est pas une babillarde. (Добрата жена, която дума не казва, не е бъбрица.)
- Pour être heureux, il faut une bonne femme, un bon maître, une bonne terre, de bons souliers, une bonne pipe et le bon Dieu à la fin de la semaine. (За да бъдеш щастлив, трябва една добра жена, един добър учител, една добра земя, добри обувки, една добра лула и Господ в края на седмицата.)
- Qui a bonne femme doit la favoriser qui l'a mauvaise doit la supporter. (Който има добра жена трябва да я подпомага, който има лоша да я търпи.)
- Quiconque veut avoir bonne femme, de deux en prenne l'une, mais tousjours en bonne liure. (Всеки, който иска да има добра жена, от две такива да вземе едната, но винаги на добра светлина.)
- Une bonne femme à la maison est la première caisse d'épargne. (Добрата жена в дома е първата спестовна каса.)
- Une bonne femme dans une maison est un trésor. (Добрата жена в дома е съкровище.)
- Femme bonne vaut couronne. (Добрата жена струва корона.)

- Une bonne femme et une bonne pierre à faux, bienheureux qui les trouve. (Добра жена и хубав камък скрити, блажен е който ги намери.)
- Une bonne femme fait une bonne maison, une méchante femme la ruine. (Добрата жена прави хубавия дом, лошата жена го руши.)
- Bonne épouse, charrue d'or. (roumain) (Добра съпруга, златно рало. (румънски))
- Pour être ridée, une bonne pomme ne perd pas sa bonne odeur. (breton) (За да се набръчка, хубава ябълка не губи аромата си. (бретонски))
- Bonne épouse et santé sont les meilleures richesses d'un homme. (*indien*) (Добрата съпруга и здравето са най-добрите богатства на един човек. (*индийски*))
- Vilaine féconde vaut mieux que belle stérile. (По-добре плодовита свободна селянка (има се предвид през Средновековието) отколкото безплодна красавица.)
- Une brave femme tient trois angles de la maison et son mari le quatrième. (Добрата къщовница държи трите ъгъла на дома, а нейният съпруг е четвъртия. (т.е. управлението на дома до голяма степен зависи от жената))
- Les femmes bonnes sont toutes au cimetière. (*langue d'Oc*) (Всичките добри жени са в гробищата. (*южнофренски говор (през Средните векове*)))

За контакти:

Мерял Сабриева, докторант към катедра "Европеистика и международни отношения", Русенски университет "Ангел Кънчев", e-mail: msabrieva@uni-ruse.bg

Консултант:

Доц. д-р Румяна Петрова, Катедра "Европеистика и международни отношения", Русенски университет "Ангел Кънчев", тел.: 082-888 811, e-mail: roumyana.petrova@yahoo.com

Докладът е рецензиран.

Управленската програма на правителството – средносрочен документ за стратегическо планиране

Магдалена Каснакова

Government's programme of action – a mid-term document for strategic planning: This report analyzes five consecutive programmes of action of Bulgarian governments in the period 2001-2015. According to the management practice of the Republic of Bulgaria, government programs are medium-term planning documents with a period of performance from 3 to 9 years. Each Government in its programme for four years formulates its strategic objectives and priorities in key areas for effective management. The programme of action sets the management vision for change and development so this document is an example of a medium-term strategic planning in the domestic and foreign policy of the country.

Key words: programme, government, planning, policy.

ДЕФИНИЦИЯ ЗА УПРАВЛЕНСКА ПРОГРАМА НА ПРАВИТЕЛСТВОТО

Управленската програма на правителството няма ясно изведена дефиниция какво представлява и тематично обхваща, но в английският превод "the Programme of action" се съдържа основното послание: действие. В практиката се използва и определението "the Programme for government", когато програмата става основа за коалиционно управление между няколко политически партии. Такъв тип програма представлява британската "Програма за правителство на David Cameron и Nick Clegg за свобода, справедливост и отговорност" [7]. В българския контекст, подобна програма за съставяне на правителство представлява "Програмната декларация", в която са посочени ключовите приоритети за формиране на стабилно парламентарно мнозинство в 43.-то Народно събрание (HC) и съставане на проевропейско реформаторско правителство за стабилно развитие на България. В този случай, управленската програма е предшествена от Коалиционно споразумение и Програмна декларация, съдържащи основни приоритети в ключови сектори на управление [4].

Програмата на правителството предполага развитие на базата на изведени приоритети (priorities) и дейности (actions) в основни области като образование, здравеопазване, национална сигурност и безопасност, икономически растеж и заетост, инфраструктура, околна среда, международни отношения и пр. Управленската програма е базова рамка за надграждане на конкретни цели и политики в секторните политики, като тя е оперативният документ за осъществяване на националната стратегия за управление. Времевият обхват на програмата е съответния мандат. На ниво Програма на правителството, се поставят стратегически цели в национален аспект като съответно се залагат национални цели. Програмата на правителството е стратегически документ от най-висш порядък. За да се изсяни същността на управленската програма, трябва да се дадат оперативни дефиниции на термините стратегическо планиране И правителствени приоритети. Стратегическото планиране е цялостен процес на вземане на решение за осъществяване на визията и стратегическите цели, така че да се постигне найефективното използване на финансовите, материалните и човешките ресурси. От друга страна, приоритетите на правителството са основните цели, заложени в Програмата на правителството за срока на мандата [3]. Основната цел на управленската програмата е да се определят стратегическите цели на страната за даден период в различни области. В програмата се задава управленската визия за промяна (vision for change) и за развитие (development).

Според британския The Institute for Government, общите проблеми и дилеми пред правителствата налагат сближаване на целите и издигане на еднакви стратегически цели и приоритети за по-ефективно управление [6]. В редица държави при съставяне на правителството се прилага процедура, известна като инвеститура,

която представлява необходимо последващо "обличане" на правителството с доверието на парламента. Процедурата се изразява в последващо гласуване в пленарна зала относно програмата и основните линии в бъдещата политика на новосъставеното правителство. В България, управленската програма се гласува на правителствено заседание от ресорните министри и всяко правителство самостоятелно решава дали да представи или не своята програмата за одобрение от парламента [1].

УПРАВЛЕНСКИТЕ ПРОГРАМИ НА БЪЛГАРСКИТЕ ПРАВИТЕЛСТВА В ПЕРИОД 2001 – 2015 Г.

Стратегическото планиране намира приложение в управленската практика на Република България под формата на дългосрочни, средносрочни и краткосрочни документи. По дефиниция, средносрочните документи (сред които се нареждат стратегия, политика, програма, план и концепция) са със срок на изпълнение от 3 до 9 години. Изпълнителната власт в лицето на Правителството (съответно Министерският съвет) формулира, разработва и осъществява държавната политика чрез приемането на стратегически документи [5]. Според разпоредбите на чл. 20, ал. 3 от Закона за администрацията [2], Министерският съвет (МС) е длъжен да приема програма за стратегическите цели и приоритети за срока на своето управление (за 4годишния мандат). МС като централен колегиален орган на изпълнителната власт с обща компетентност, е сред основните участници в процеса на стратегическото планиране. успоредно с другите държавни органи и техните администрации. политическите партии, обществото и неговите организации, академичната общност. медиите, както и ЕС и неговите институции и служби. Правителството, опирайки се принципите на законност. публичност. колегиалност. централизация координация, формира и провежда публичните политики.

Политическият кабинет на министър-председателят е натоварен отговорността за разработването на Програма на правителството. Разработването и изпълнението на политиките, заложени в програмата, трябва да разкриват търсенето на най-ефективен начин за постигане приоритетите на Правителството. МС е компетентният орган, който взима решение за изработване/промяна на стратегия, с което започва координацията и консултацията в дадена сфера за промяна на политика. Разработването на съответната програма организационната структура: анализ на състоянието на сектора: визия за развитието на сектора; водещи принципи при изпълнение на стратегията; стратегически цели на секторната политика; дейности за постигане на целите; очаквани резултати от изпълнението на предвидените дейности и приложения. Структурата на управленската програма следва логиката от общото към частното: от приоритетите, през целите, към конкретните мерки в дадени сектори. Поради стратегическия характер на програмата, тя трябва да е изработена от експертите на съответните политически сили, а не написана от администрацията на министерствата. Т.е. да бъде приложен експертен, а не административен подход като последва анализ на ефективността на правителството по отношение на заложени и реално инициирани промени. С оглед нагледността на информацията, е препоръчително да бъдат използвани таблици и графики от вида на таблицата по-долу в текста:

Таблица 1: Примерна таблица за съпоставка на заложено в Управленската програма и изпълнено чрез инициирани законопроекти от МС

Категория (сектор)	Заложена цел в програмата	Законодателна инициатива	Отклонения

Източник: Coalition agreement: our complete audit of the programme for government, https://docs.google.com/spreadsheet/ccc?key=0AonYZs4MzlZbdHJWSGcyN25Lb09CZWZJQXByUVhiSIE&hl=en#qid=0

В България управленската програма се гласува на правителствено заседание от ресорните министри. От всяко ново правителство се очаква в кратък срок (в първите 100 дни от мандата) след своето съставяне да представи управленска програма или декларация за бъдещата вътрешна и външна политика, макар конституционната уредба да не предвижда такова задължение. В този смисъл. всяко правителство самостоятелно решава дали да представи своята програмата за одобрение от парламента. Но програмата за държавно управление за даден период придобива официално признание само от НС, и то под формата на закон. На всеки шест месеца, правителството изготвя своя законодателна програма с набелязаните за промяна/допълнение закони или инициирането на изцяло нови закони. Управленската програма получава своето първо одобрение от МС, след което бива внесена и представена от министър-председателят за информация на депутатите в парламента. Следва дебат по програмата на правителството в пленарна зала. Когато правителството е еднопартийно, се допуска, че в програмата си МС потвърждава предизборните обещания на подкрепящата го партия. Следователно, подобен тип управленска програма отразява партийната стратегическа визия и концепция за целите, мерките и дейностите на управлението към даден момент. Изпълнението на програмата следва да бъде проследявано и отчитано постоянно по основните й показатели като ориентир за резултатите от управлението. Всяка година постигнатите резултати и основните процеси и тенденции на икономическото и общественото развитие на страната са публично отразявани в годишен доклад, който дава насоки за допълнение или промяна в следвания курс. Парламентът контролира правителственото планиране като дори е в състояние да гласува вот на недоверие по цялостната програма, който представлява най-силната форма на контрол, упражнявана спрямо правителството. Управленската програма в голяма степен се основава на програмните приоритети, с които е избрано дадено правителство, като се отчитат и предизборните платформи на партиите, подкрепящи правителството, мнения, становища и препоръки на граждански организации, браншови и съсловни организации, синдикати и пр. В таблица 2 са обобщени основни показатели и данни за управленските програми на българските правителства в период 2001 – 2015 г.

Таблица 2: Обобщена информация за управленските програми на българските правителства в период 2001 – 2015 г.

Правителство	Дата на сформиране	Дата на регистрация на Програмата	Време за изработването на програмата	Обем (бр. страници)
85то на Симеон Сакскобургготски	24.07.2001 г.	25.10.2001 г.	92 дни	198 стр.
86то на Сергей Станишев	17.08.2005 г.	30.11.2005 г.	95 дни	89 стр.
87то на Бойко Борисов I	27.07.2009 г.	05.11.2009 г.	99 дни	154 стр.
88то на Марин Райков	13.03.2013 г.	не приложимо	не приложимо	-
89то на Пламен Орешарски	29.05.2013 г.	03.08.2013 г.	66 дни	46 стр. ¹³³
90то на Георги Близнашки	06.082014 г.	не приложимо	не приложимо	-
91то на Бойко Борисов II	07.11.2014 г.	26.01.2015 г.	80 дни	157 стр.
СРЕДНО:			86 ДНИ	129 стр.

ЗАКЛЮЧЕНИЕ

правителства програмите българските на съществува приемственост (например по отношение на валутния борд, стабилността на банковата система, продължаването на европейската и евроатлантическата интеграция, развитието на пътната инфраструктура). Но в повечето програми отсъстват конкретни срокове, начини и инструменти за финансиране и конкретни отговорности. Това отсъствие може да е оправдано в случаите, когато присъства визия за реформи и политически ангажименти за провеждане на конкретни политики. Идентифициран общ слаб момент в програмите е, че отсъстват измерими индикатори към отделните мерки (числови показатели), на базата на които да се извърши количествена оценка в края на мандата. Тази слабост донякъде е компенсирана с разработването на други стратегически документи като: стратегии за приватизация; стратегически програми за повишаване на доходите на гражданите; стратегии по корпоративна социална отговорност; национални енергийни стратегии; национални стратегии за устойчиво развитие на туризма, както и различни програми и планове. В преобладаваща част на годишните отчети по програмите са заложени основните цели за следващата година на управление, което е своеобразно надграждане на първоначалния вариант на документа. Стратегическата дълбочина на дадена програма се измерва не по броя страници, броя ключови приоритети и цели, а на базата на предвидени специфични подцели и механизми за изпълнение.

Сравнително-съпоставителният анализ на управленските програми на пет последователни български правителства разкрива следните закономерности: големи по обем документи с над шест на брой ключови приоритета; програмите за

¹³³ Забележка: Управленската програма от 13.08.2013 г. носи името "Държавност, развитие, справедливост - икономически и социални приоритети на правителството на България" с общ обем от 46 стр. Програмата е предшествана от: План за действие Орешарски с общ обем 14 стр. и Времево разпределение на плана Орешарски (своеобразна законодателна програма със срокове) с общ обем 22 стр., достъпни на: http://www.bia-bg.com/news/15388

действие в управленските програми (над 20 на брой), които са съставени от първа част преглед на състоянието и втора част – приоритети на програмата за действие (твърде голям брой); добре стилово оформени и със силно пожелателен характер цели, мерки и действия с оскъдни цифри; огромен брой поставени цели (в повечето случаи над 100 на брой); тенденция към взаимодействие между Парламента и правителството – редовни отчети на МС за изпълнение на програмата за управление; липсват надеждни индикатори в отчетите за дейността на правителството и изпълнението на управленските програми (в преобладаващите случаи са изведени чисто икономически показатели като реален ръст на БВП, инвестиции в основен капитал (% от БВП), ръст на ПЧИ, бюджетен излишък, инфлация, фискален резерв, ръст на износа, социално-осигурителнататежест, корпоративен данък, ръст на заетите и коефициент на заетост, увеличение на пенсиите, разходи за здравеопазване, изградени нови пътища и пр.) и пр. Анализът на докладите на Сметната палата също може да бъде използван да се отчете ефективността на правителствата и постигането на определени резултати. За целите на бъдещи изследвания, авторът измерва правителственият успех като постигане на искания резултат от дадена програма под формата на инициирани законопроекти, с което се задават промените в основни публични политики.

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За контакти:

Докторант Магдалена Искренова Каснакова, Катедра "Политология", Софийски университет "Св. Климент Охридски", GSM: 0885025943, e-mail: m.kasnakova@gmail.com

Докладът е рецензиран.

РУСЕНСКИ УНИВЕРСИТЕТ "АНГЕЛ КЪНЧЕВ"



СТУДЕНТСКА НАУЧНА СЕСИЯ СНС'16

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СБОРНИК ДОКЛАДИ на СТУДЕНТСКА НАУЧНА СЕСИЯ – CHC'15

Под общата редакция на: **доц. д-р Мими Корнажева**

Отговорен редактор: **проф. д-р Ангел Смрикаров**

Народност българска Първо издание

> Формат: А5 Коли: 7,375 Тираж: 30 бр.

ISSN 1311-3321

ИЗДАТЕЛСКИ ЦЕНТЪР на Русенския университет "Ангел Кънчев"