

PHILOSOPHY

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Globalization in social-and-philosophic aspect: to the problem of value orientations transformation

The article analyzes the globalization concept. The author gives consideration to historical and cultural aspects of globalization processes. To the present day globalization was realized on the basis of Euro-Atlantic model, as a continuation of westernization. Globalization strategies are based on Euro-Atlantic integration model, copying western cultural patterns without reference to national socio-cultural traditions, recognized as ineffective. At the moment, the future of globalization is associated with alternative integration models. Broader consideration values of Western and Eastern types of culture, also indicates the need to search alternative strategies of globalization. It is concluded possible variants the synthesis of Western and Eastern types of rationality are productive base for generating new value and new strategies of globalization development.

Key words: globalization, culture, values, westernization, generation of values.

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