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PERCEPTION OF DEVELOPMENT IN THE DAYS OF WIDESPREAD GLOBALISATION AND INTEGRATION

PERCEPCJA ROZWOJU W CZASACH SZERZĄCEJ SIĘ GLOBALIZACJI ORAZ INTEGRACJI

Key words: perception, development, globalisation, integration, sustainability

Słowa kluczowe: percepcja, rozwój, globalizacja, integracja, zrównoważenie

Abstract. The paper concentrates on the evaluation of the phenomenon of differentiated perception of development in the context of widespread globalisation and integration. The author has shown the modern trends in perceiving the contemporary timeline and developmental approach, as well as the sustainability aspects of the developmental process and different types and features of the developmental ordering. Additionally, the recommendations for a model development course have been presented.

Introduction

The process of perceiving the issue of development follows the path of five steps, beginning from the consciousness via the observation – being a direct result of mental image, the concept – meaning the awareness of the distinguished intrinsic elements combined with experience and intuitive cognition, the appreciation – related to the capacity for comprehension and discernment, and to the implementation – treated as the desired final result of the perception phenomenon. However, the normative evaluation of especially last three steps (i.e. concept, appreciation and implementation) may vary. These differences refer to the point of observation and the initial socio-economic attitude towards the dynamics of the pace of changes and the costs involved in it. There are no doubts about the visual spatial perception of the development of the defined administrative unit. Considering the nature of perception we may notice that every type of perception has its naturally determined character, but not each of them a distinctive one (subjective originality), every kind of perception was historically moulded, but not in each one it is obvious and prominent (original distinctiveness) and every perception is presently moulded, but not in every case does this moulding contribute to generating distinctive features (potential contribution).

Development perception as a subject of debate

In the present times, considering global sustainability aspects, the multi-dimension debate, concerning the perception of development, is carried out. Generally the development is identified with the process of transformation or changes evolving to the aggregated forms or to the advanced state in certain sense improved or enhanced.

If we construct a definition of development, adjusted to the scientific methods of evaluation and statistical *acquis* of defined areas, we may encounter this notion meaning the oriented process based on a sequence of the qualitative as well as quantitative changes, leading to the parametrical ordering identical with the level of equilibrium [cf. Koreleski 2010]. In practice it guides us to such a rhythm of changes, which considers the pace of development that ought to be adjusted to the local potential of a commune, i.e. the characteristics of naturally existing conditions (natural values) of a commune and its inhabitants abilities (human capital) as well as the resultant of that in the form of cultural and infrastructural endowment.

According to A. Rosner [2010] the heterogeneous notion of "socio-economic development" is of complementary character which may build a harmonious whole, only if both components (social and economic) are strengthening each other. However, sometimes only one component is developed, the other is retarded in time (e.g. highly developed business community with simultaneously

weak, passive and low organized society or high level of social development with distinctive aspects of traditional values accompanied by low level of economic advancement) then there is a weak opportunity to coordinate a harmonious development. Referring to that approach the socio-economic development may form a kind of a positive feedback if both components are at the comparable level to each other.

Regarding the development in a sustainable and multifunctional way referring to the defined administrative unit we may emphasize the territorial approach. According to this approach, spatial differentiation may concern two different forms being derivatives of development: diversification, which is a positive aspect of the developmental differentiation, and polarization – a negative aspect of developmental differentiation resulting often in disparities [von Meyer 1996].

Trends of contemporary world

The trends of contemporary world, where the distance and space undergo compression, refer mostly to the acceleration of almost all fields of life because of the globalisation which has quickly become one of the most fashionable catchphrases of modernity formulating simultaneously public challenge and opportunity as well. Moreover, deterritorialisation and the expansion of interconnectedness are intimately tied to the acceleration of social life, while social acceleration itself takes many different forms [cf. Scheuerman 2004].

The world cultural order consists of models defining actors (e.g., nation-state, individual), purposes (e.g., development, progress), and principles (e.g., human rights, justice). Furthermore, the world polity contains no single actor or institution defining what is valuable for the world as a whole. Instead of a central actor, the culture of world society allocates responsible and authoritative actorhood to nation-states [Meyer et al. 1997].

Analytically, globalisation comprises the set of dynamic relationships among the four core units: societies, international system, individual selves and humankind. Empirically, globalisation involves the „conjunction of different forms of life” [Robertson 1992].

The globalisation is of dialectical character meaning the simultaneous presence of the opposing phenomena or processes e.g. globalisation and regionalisation whose specific resultant is the glocalisation. Glocalisation – combining together globalisation and localisation is a chance for a new qualitative perception of the development concerning also the marketing dimension of a newly created product. The universal ideas and processes involved in globalisation are interpreted and absorbed differently according to the vantage point and history of particular groups. More generally, glocalisation captures the way in which homogenisation and heterogenisation intertwine [Robertson 1995].

We may notice that currently the process of globalisation concerns mostly the economic community and the human aspect is still disappearing, while the co-processes (often by-processes) sharpened the injustice in the social life and often the deformation of the family.

Modern development indicates also the inclination for integration meaning common contemporary values and standard living revival. Obviously, this revival aspect of an integration perceived in a positive sense, i.e. indicating new quality of ordering, should not, after all, lead to the creative destruction, which is often perceived as a motor of development denoting that the economic progress can be achieved only if the old is continually destroyed and replaced by the new and improved. However, some say: it is a must, we have to defend our common business. But what about these being out of business, which are not eligible to adjust to modernity due to many reasons. They are often put on the margin of society as useless and not willing to adapt to new conditions. Thus, social roles should be provided for all members of society, to provide satisfaction to individual people, according to their abilities and in line with respect for freedom and human dignity. The popular slogan for both globalisation and integration: “Whatever the weather, we must move together” – refers often only to people representing common global business, leaving the others far behind. Thus, the ideological celebration of the so-called globalisation utopia based on social equality is in reality the swan song of our historical system [Wallerstein 1998].

Hence, a desired model of global development would point the role of globalisation which ought to refer to the compression of the world and the intensification of consciousness of the world as a whole in both social and economic sense [Robertson 1992].

Sustainability aspects of developmental ordering process

The main aim of a desired model development is nearly always its sustainability. The implementation of the opportunity for complex sustainability requires considering two aspects of developmental process, which are as follows:

- dynamic attitude denoting a durable, indestructible and persistent development for the future (German version: *die haltbare und nachhaltige Entwicklung auf die Zukunft*),
 - static approach meaning an equable, stable and balanced development for present equilibrium (German version: *die ausgeglichene Entwicklung für das gegenwärtige Gleichgewicht*).
- Thus, in order to achieve complex sustainability, the static approach should be complemented with the dynamic one. The proposal for defining the issue of sustainability in a formula with regard to both mentioned aspects is presented below:

$$SD = \delta\Omega / \delta t$$

where:

$$\Omega = f(E, e)$$

where:

SD – sustainable development,

Ω – order,

t – time,

f – function,

E – equilibrium,

e – entropy understood as a measure of the degree of disorder.

The formula in its numerator emphasizes the static aspect of development whereas the denominator underlines the dynamic aspect. Both aspects constitute the development in sustainable dimension based on the sustained, balanced, equable and permanent progression.

Developmental ordering reflects the desired model of changes combining this idea with the feasibility study together. It is just the viability which has to be adjusted to the static potential and dynamic measure (statistical history of development of a defined unit) when the final success is to be taken into consideration.

Obviously, both aspects may be the subject of the debate similarly to the outside macroview (from a perspective of e.g. time) which should be complemented with the inside microview (referring to the individual mechanisms).

One might argue, here, that all it takes, then, is to alter the pace of changes within the process of development, but the problem is to adjust the process speed to the defined individual conditions, convergent to the sustainability persistence which is the essence of developmental mechanism. Among different methods used in regional development and considering the issue of sustainability there is also the Parameters Aggregation Pace Method which is the rural areas parametrical ordering evaluation algorithm [Koreleski 2010].

There are also features of development which may be intrinsic while considering its sustainable character. Among others we may distinguish:

- harmoniousness (the positive interaction between all components of the process),
- respectfulness (e.g. social respect and economical diversity respect),
- orderliness (e.g. organisational elimination of all unnecessary elements, or: parametrical ordering),
- synchronisation (a sense of timeliness adjusted to the pace of changes together with the process sensitivity to the changing rhythms).

The positive resultant of all these features may be the process course which results in considerable standard rhythm denoting progress in a synchronized timeliness towards the advanced and more aggregated forms of sustainable development.

Conclusions

The perception of development in the days of widespread globalisation and integration, is the worldwide process of social sequence of changes in different aspects of life, being in progress. Developmental structure presents a composite picture of human personality development in social, psychological and cultural dimension. The globalised world specificity relies on the change of natural, cultural or social environment (personal contact with nature, culture and people), as well as the change of everyday rhythm of life. Obviously, the perception of a sociologist, economist, geographer or historian differs. Nowadays many traditional attitudes to the problems of everyday life and the self-development are perceived in a different, very often reverse than the conservative way. There is a further, more general, ambiguity in understanding such categories as orderliness (static aspect of order) or discipline (dynamic aspect of order treated as a standard rhythm traditional measure). Moreover, following the widespread standards of the western civilization the accessibility to a lot of objects of everyday use is still increasing for certain amount of people, making the life more

convenient and “cool”, but sometimes also risky. The problem is that following the pace of “superb development”, which is in fact, in many cases, not a sustainable one, does not give these people enough satisfaction or happiness. It is just the sustainability and steadily long-run progress which seem to be less myopic. Otherwise, the permanent acceleration may be dangerous, causing a havoc in both physical and spiritual sense. It may be a real threat for future generations.

If we turn to global apparatus, one set of reasons why it can be hard to find the overall remedy for all developmental problems is the unpredictable nature of a man. This may be considered inconvenient when observing the course of developmental process and its results. Of course the sustainability is a good indicator towards proper development, but not all people would be able to adapt to it. Modern times like extreme values, traditional, conservative way of perceiving the world is still less popular. However, referring to that we may quote the French representative of materialistic philosophy of the Enlightenment with social orientation of the 18th century – Claude Adrien Helvétius [1777]: “Pour être heureux, il faut qu’il manque toujours quelque chose à notre félicité” (so as to be happy, there should be always something missing to our felicity); in other words there is something we may improve or enhance which means we should not implement the creative destruction, which is usually perceived as a motor of development.

Regarding the previously mentioned sustainability aspects – physical and psychical wellbeing of population within the model pace of development, requires the following principles to be implemented:

- harmoniousness indicating the harmony within the sequence of changes,
- respectfulness denoting the social and economic acceptance in spite of differences which may cause the phenomena of a positive diversification and negative disparity,
- orderliness meaning in a certain sense a sort of simplification of the developmental process in order to ease the concentration on its course,
- synchronisation leading to a popular slogan: “Be heart’s master, not heart mastered”.

The issue is clear, these recommendations of model development course may lead one to the understanding of the developmental process course in a sustainable way.

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Streszczenie

W artykule skoncentrowano się na dyskusji na temat percepcji rozwoju w czasach globalizacji oraz integracji. Poruszono kwestie dotyczące zróżnicowanego postrzegania rozwoju, aspektów jego zrównoważenia, jak również trendów globalnych we współczesnym świecie. Sformułowano rekomendacje dla wzorcowego przebiegu procesu rozwojowego.

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