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Формирование товарных характеристик личности в процессе глобализации¹

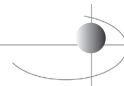
Представленная работа затрагивает проблему влияния глобализации на личность. Актуальность исследования обусловлена необходимостью осмысления глобализирующегося мира и процессов, происходящих в нём. В частности, автор работы рассматривает влияние глобализации на возникновение у личности характеристик товара. В статье отмечается, что, с экономической точки зрения, процесс глобализации диктует новые требования типу взаимодействия между людьми и, как результат, появляется новый тип труда – информационный, тип труда, основанный на знании. Цель исследования – выявить предпосылки появления новой модели индивидуальности. В работе использованы: системная методология, метод аналогии, прогнозистический метод. С учётом появления нового типа труда автором были описаны предпосылки формирования новой модели индивидуальности в условиях глобализирующегося мира. В связи с этим возникает новый тип индивидуальности, который в рамках статьи называется «рыночная личность». Данный тип индивидуальности полностью адаптируется к принципам и требованиям рынка. Таким образом, человек начинает воспринимать самого себя как товар, думая о выгодной самопрезентации и о своём товарном виде.

Ключевые слова: глобализация, идентичность, сервис, рынок, интернет, онлайн, коммодитизация

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The Formation of Commodity Traits of a Person in the Context of Globalization¹

The article is devoted to the issue of the impact of globalization on personality. The relevance of the work is reasoned by the necessity of theoretical understanding of globalizing world. The author considers the impact of globalization on the formation of commodity traits of a person. The author pays due attention to the fact that in terms of economic context, globalization poses new requirements, both for the type of human-to – human interaction and for new labor type, informational one. The article is aimed at the identification of the characteristics of the formation of a new model of individuality in the context of globalization, taking into account the modern type of interaction and new labor type. The following research methods were used: the system methodology, the method of analogy, the prognostic method. The author tried to uncover the prerequisites for the formation of a new individuality model in terms of globalization.

Keywords: globalization, identity, service, market, Internet, online, commoditization

Introduction. Nowadays, the world is undergoing significant changes, both in social, cultural and economic spheres. A person becomes not just a witness of great events associated with these changes, but as a result, he becomes an inevitable participant in this process. In this situation, a person is trying to find immediate answers to a number of specific questions: what is modern society?; how to understand what is happening within this society?; in which direction is this society developing? The search for answers to the above mentioned questions is connected with the need to understand how a person adapts to the changes of the world in the context of globalization.

Trying to understand the processes taking place in the modern world, a person is faced with such a term as “globalization” [1, p.131]. The term “globalization” is derived from the Latin word “globus” i. e. “ball”. In French, the definition of “global” means “universal”. This term refers to the process that arose in the last decade of the 20th century. This process entailed a number of social changes, the formation of a single global market, global openness by means of the

Internet, the emergence of new information and smart technologies, the increase in cultural relations between people. According to E. Giddens, globalization is understood as the intensification of social relations [13, p. 107].

Nowadays the topic of globalization is extremely relevant. Starting with the appearance of globalization, it has provoked heated discussions in various spheres of modern society. Discussions are devoted to such subjects as the very nature of globalization, the period of its occurrence, the correlation with other social processes, and the impact of globalization on the development of the world as a whole.

There are a number of approaches, opinions to the understanding of the process of globalization. However, the multitude of approaches does not always give a clear picture of the holistic understanding of the nature of globalization process. In order to understand this phenomenon, it is necessary to refer to the prerequisites that determined its occurrence. It is possible to investigate this process with the help of two approaches. The description of these processes is presented below.

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In the framework of the first approach, globalization is considered as a constant process of interaction between cultures, which gradually changed its manifestation over time.

This process had the following historical stages:

- 1) Archaic (covered pre-industrial era);
- 2) Prototype (XVI–XVIII centuries);
- 3) Modernist (after the XVIII century);
- 4) Postcolonial (covered the middle of the XX century).

Here, globalization is considered as a process of people movement and the results of their vital activity around the world. Within this approach, it is argued that globalization is presented by only historical integration of various human communities.

In the context of the second approach to the understanding of globalization, it is argued that globalization is a phenomenon typical of the modern world. The modern process of globalization is different from previous integration processes. For example it differs from the first wave of integration, the interaction of the greatest ancient cultures, such as the culture of China, India, Greece, Persia and Palestine (the time interval between VIII – II century BC); it differs from the second wave, the era of modernization, when the basis of historical dynamics of our world was represented by Western civilization, which prepared the whole world for the process, which today is called globalization. The third wave of the unity of mankind was a new level of its historical development.

Supporters of this approach argue that the correct understanding of the modern era, along with the definition of its essential characteristics, follows the path of the identification of differences, rather than the search for common features with previous stages, since every time period has its own characteristics and has its own way of life.

Existence transformed, society turned into a network. The relations within this network are able to connect not only people, but also entire countries: spatial and temporal boundaries are blurred; contacts may be established from any place in the world. "The globe of compact time", – in this way the modern world is described by Ulrich Beck, a German sociologist. In different parts of the world on this globe, the events of different importance and significance may occur simultaneously. The world is no longer so wide; it has been compressed due to the markets united through telecommunications network.

In the process of globalization, the boundaries between different world segments are transformed. They become more manageable and penetrable. Globalization is a complex mul-

tidimensional process, since all the spheres of human existence are exposed to this process.

Analyzing the condition of the modern world, an American sociologist D. Bell noted that for every historical stage there is a specific way of human life which he calls the type of interaction [11, p.30].

At the stage of pre-industrial society, human life is represented by interaction with nature with the help of physical force. At the industrial stage, in the era of modernization, in a rationalized and technical society, life is presented by the interaction with transformed nature.

In post-industrial society, in the era of globalization, life is represented by services aimed at meeting those or other needs of people and is built on the interaction of people with each other. Here the main role is given to information [9, p. 108]. Thus, the following types can be attributed to the historical stages of interaction: person-to-nature, person-to-machine, person-to-person.

In other words, once a person provided for himself, cultivating land. Later, machine production and its corresponding requirements replaced the cultivation of land. In a post-industrial society, the subject of labor is predominantly presented by information. For example, bank employees regulate cash transactions and flows, doctors conduct dialogues with their patients, marketers create images and symbols, and educators transmit knowledge.

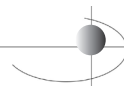
The amount of information and its growth are in direct proportion to the number of employees engaged in service sector.

In the field of employment information workers take the leading position [5, p.153]. The scope of their professional activity consists of the use, storage and processing of information [5, p.153]. In this regard, it is possible to assume that in our time, the activity of informational nature implies not only the ability to control technical means but also continuously increase one's own knowledge, expand personal baggage and be able to "pack up one's self" correctly [14, p. 22].

The above mentioned types of labor correspond to the types of interaction: "extractive", "manufacturing" and "informational" [1, p. 131].

Since in postindustrial world the emphasis is on the quality of life of an individual subject (a person), the basis of the type of interaction "person-to-person" is presented by high-quality service that determines the success of this interaction.

The process of changes within globalization covers both individuals and entire communities.



Globalization is driven by the desire to unite the world on the basis of economic considerations, distinguishing society as a category of consumers of goods and services.

In the context of globalization, a new field for economic relations emerges. It is determined as an open market, a market that is ready to transform its structures. Cultural models are subject to progressive standardization, especially in the field of mass culture, which in its turn leads to a gradual decrease in the significance of traditional value orientations in the context of marketing practices. As a result, consumer and market patterns of behavior influence the way of life as a whole. Around the world, there are copies of personalities that are similar to each other in behavioral patterns, personal preferences and value systems. An individualized consumer becomes the subject of a cultural community, loses his individuality, becoming an actor of a new kind of interaction created by technological civilization [8, p. 1070].

The globalization process has its supporters as well as opponents. Supporters, who are mostly representatives of neoliberal ideology, argue that globalization is a positive, attractive, profitable and convenient phenomenon. Globalization creates new opportunities for ordinary people and guarantees a higher level or better quality of life. This process contributes to economic, political and cultural solutions typical of Western society, uniting the world according to a single model. Opponents of globalization, who mostly have conservative views, argue that globalization is a crisis of morality, because the cultural unification of the world is perceived as an evil that threatens such values as cultural diversity.

In relation to economy, the process of globalization is being criticized for exploitation, enslavement, the destruction of such values as people's lives, their activities and their results. Globalization, unifies civilization and creates supranational organizations of a political or financial nature, provides new space, open market [2, p. 186], in which the choice of one's own identity becomes one of the central issues in an ambiguous unstable modern world. Universal mobility opens up new levels of the formation of identity, both individual and collective.

Research methods. During the course of the research the following methods were used: the system methodology, the method of analogy, the prognostic method.

Results and discussion. This part of the article is devoted to the understanding of prerequisites and formation of commodity traits of a person. During the process of globalization, a

person, regardless of his own desire, becomes a citizen of the world. He may stay in his usual sociocultural environment, but this does not save him from alien influence from outside, which plays a significant role in the formation of his personality. As a result, an individual feels an inner contradiction, a conflict, between the way he sees himself and the way he is seen by society, i. e. the expectations that society connects with him. In 1993 Robert Jay Lifton in his book "The Protean Self. Human Resilience in an Age of Fragmentation" introduced the term "Protean identity" [15, p. 214], suggesting the simultaneous existence of several (sometimes opposite) Selves. The name "Protean identity" is a reference to the Greek god Proteus, who had the ability to change [17, p. 274] and mutate.

The adjective "protean" or "proteus" means adaptive, adaptable, changeable, fluid, unstable, able to take on various forms, mutating.

In the process of its formation the protean identity relies on things and objects created by people, on existing opinion, on expectations and needs of society. Proteus identity and proteanism (the process of mutation of personality) are phenomena that have arisen in the 20th century [6, p. 193]. R. J. Lifton connects this fact primarily with the global revolutionary changes in the functioning of information, which in its turn led to the interpenetration of cultures, the constant exchange of cultural values, and the ability to instantly transfer information from one geo- point of the world to another.

As it was already mentioned, in a globalizing world, the main subject of labor is information and its rational, profitable use. In information type of labor, the basis is a high-quality service provided by highly qualified personnel, i. e. a service provider. This service is a marker of qualitative interaction within the framework of the information type of labor. Accordingly, having an idea of the expectations of a consumer, a service provider has the opportunity to adjust the product offered by him that is to say his personality and the type of informational activity in which he is involved.

The changes that a person undergoes give the key to the understanding of not only the structure of personality, but also the hidden nature of modern society. The type of personality based on the principles of accumulation, enforcement, submission and authoritarianism was developed in the 16th century. Until the 19th century, this type of personality was predominant. In capitalism, this type of personality was supplemented with features of market nature, which later led to the formation of market personality [9, p. 225].

A market type of personality along with other different types is studied in detail by Erich Fromm and described in his work "Psychoanalysis and Ethics". E. Fromm talks about the market type of personality in order to focus on the perception of a person himself as a commodity, a product. Perceiving himself as a commodity, a person sees the significance of himself in exchange value, and not in consumer value. Fromm uses such a term as "the market of personalities" [9, p. 232], in the field of which a person undergoes the process of commoditization (commodification), that is, the transformation of himself into a commercial element – into a commodity [4, p. 731]. At this market, there are the same principles for the evaluation of goods as at the ordinary market. They differ only in the assortment presented for sale: the first presents the personalities, the second market presents things and goods. Here, the decisive role is still assigned to personal factor, while the ratio and importance of human and professional characteristics is constantly changing. The success of a person is largely determined by his ability to sell himself, show his strengths and hide his weaknesses, dress his person in attractive packaging for a buyer, etc.

Self-assessment of a person also depends on the understanding of the fact that certain abilities and the ability to conscientiously perform official functions do not guarantee success. The success of a person also depends on winning a competition in labor market by presenting his personality most favorably. As a result, a person perceives himself as a commodity. It can be said that he simultaneously acts both as a seller and as a thing, a commodity offered for sale. As a result, a person begins to think about his profitable self-presentation and marketable condition [10, p. 327].

The purpose of a market person is to fully adapt to market principles and requirements. E. Fromm believes that such a person no longer has his own Ego. This is reasoned by the fact that a person with a market type of personality constantly changes himself, guided by the principle, "I am the way I am attractive for a consumer" [9, p. 240].

People willingly buy and consume a lot, but they do not feel any attachment to purchased goods and, as a result, easily forget about them and acquire new ones. Comfort, fashion and prestige are important elements for a market person. In this case, it is possible to replace everything: from shoes and clothes to spouses and business partners, for such a person there is nothing irreplaceable. The above mentioned goal of market identity dictates its rules. This

type of personality is distinguished by exceptional rationality and pragmatism. Only one species has consciousness in terms of understanding – it is homo sapiens. Both animals and people have manipulative intelligence (instrumental thinking). Uncontrolled manipulative intelligence can lead a person to self-destruction.

Manifestation of market personality in online world.

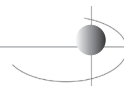
Nowadays, online space (social networks, online games) makes it possible not only to easily and radically change the digital packaging of an individual, but also to turn one's virtual image into an instrument of economic profit [3, p.130; 12, p. 22]. An online image created by a person in the Web does not always correspond to reality. As a result, in an attempt to blur the differences between a real Self and an artificially created digital image, a person modifies his personality in accordance with the expectations and anticipations of online community and his target audience. This type of process is called the Proteus Effect.

According to one definition, the term "Proteus effect" is used in order to describe a phenomenon in which the behavior of an individual changes under the influence of his image created in online world. In other words, this term describes a situation in which a person's behavior and consciousness are conditioned by the perception of his digital or online (virtual) identity and the changes occurring in it [17, p. 272].

This phenomenon has attracted the attention of researchers and scientists studying the processes of interaction between people and modern technologies, in particular, researchers Jeremy Bailenson and Nick Yee, the scientists of Virtual human interaction lab, Stanford University. These researchers first introduced the term "Proteus effect" in June 2007 [17, p. 272].

According to the opinion of the author the most illustrative example of the manifestation of this process is the use of avatars for video games, accounts on social platforms, etc. The simplest avatars, along with usernames, nicknames and fully packed profiles present online (virtual) personalities that can influence a person. In some cases, people can begin to reproduce the characteristics of their digital self in real life.

The Proteus effect implies that the visual characteristics of an image are associated with special behavioral stereotypes and expectations. For example, the researchers Mark Snyder and Elizabeth Tanke note that such physical characteristics as visual attractiveness and growth are often associated with the most positive social and professional results and achievements, and as a result, with the in-



tegrated success of a person [16, p. 656], his successful realization, not only professionally, but also in all spheres of his life.

Conclusion. In the modern world, globalization is manifested mainly in material and economic form, which leads to a crisis of global community in terms of its uniformity. It is reasoned by the fact that globalization occurs in a situation of an imbalance between technological and moral components of human life, when scientific and technological achievements begin to dominate over the moral component of society, and lead to its degradation.

In economic context, globalization is criticized for exploitation, enslavement, the destruction of such values as people's lives, their activities and results. Globalization, unifying civilization and creating supranational organizations of a political or financial nature, opens up a new space where the choice of one's own identity becomes

one of the central issues in an ambiguous unstable modern world. The mobility available today to almost everyone opens up new levels of the formation of identity, both individual and collective.

Globalization leads to the changes of personality due to the constant instability of values, promoted at international, social and cultural levels. Heterogeneity and instability in social needs and expectations lead a person to a constant marathon of change at the edge of tradition and modernity, nature and technology, individuality and community. In this regard the new type of individuality occurs. In the framework of this article this type of individuality is called "market personality". The purpose of a market person is to fully adapt to market principles and requirements. As a result, a person perceives himself as a commodity and begins to think about his profitable self-presentation and marketable condition.

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