

# The Process Of Globalization: Etymology, Genesis, And Theoretical Description

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**Abstract:** One of the most important aspects of the 21st century, globalization, is vividly evident in the critical areas of national societies: social, economic, environmental and cultural processes. The foundation of globalization is formed by the international integration of the social, economic, and cultural activities of national state structures. The rapid development of information technologies has further accelerated the process of international integration, leading to its global significance. The genesis of the globalization process encompasses various periods. Sources indicate that the concept was initially applied in the field of education during the 1930s and was used to mean “developing and generalizing ideas”. By the mid-century, British scholar Arnold Joseph Toynbee employed it in the sense of “global awareness” or “global challenges”. In the 1980s, the term was interpreted in the field of economics as “the globalization of markets” and within a decade, it extended to encompass all fields. This article highlights the etymology, genesis, and theoretical description of the globalization process.

**Keywords:** Process, globalization, globalization process, etymology of the concept of “globalization”, genesis of the concept of “globalization”, theoretical description of the concept of “globalization”.

**Introduction:** Before discussing education of global significance and its distinctive features, it is necessary to become familiar with the genesis and etymology of the terms “globalization” and “global education.”

There are various perspectives regarding the genesis of the concept of “globalization.” Two of the most important viewpoints are presented here.

According to one electronic source, the term “globalization” was first used in May 1983 by Theodore Levitt (1925–2006) in his article “The Globalization of Markets,” published in the Harvard Business Review. The author defined the concept as “a phenomenon (a rare occurrence) that expresses the merging of markets for certain products produced by leading corporations.” Until 1987, there was no literature using the term “globalization” in libraries of various countries, including the Library of Congress in Washington, D.C. However, in the early 1990s, the number of publications using this term increased sharply. From that point onward, the term began to be recognized as one of the most frequently used concepts on a global scale. Despite its widespread use

across different languages, there is still no universally agreed-upon definition of the term [4].

In 2006, an article published in The New York Times highlighted that the person who introduced the term “globalization” into linguistic usage was Harvard Business School professor Theodore Levitt. However, a few days later, the newspaper issued a correction, stating that there had been an error in the information presented. Although Theodore Levitt conducted a number of studies on the issues of globalization, attention has been drawn to the fact that the concept had already appeared in sources dating back to the 1930s and 1940s. According to researchers, the term “globalization” was first used in the 1930s in the field of education, where it was employed with the meaning “the development and generalization of ideas” [5].

In our opinion, the stance of the reputable journal is connected with the usage of the term “global challenge” (also referred to as “global alert” or “global challenges”) in one of the volumes of the 12-part series A Study of History by British scholar Arnold Joseph Toynbee, who examined the development of human

civilization in the mid-20th century.

In the author's work "Challenges and Response: How Civilizations Die", various threats that doom human civilization to extinction are discussed. These include: Natural disasters: earthquakes, floods, droughts, and drinking water shortages; Socio-political threats: the aggression of one state against another or multiple states, prolonged wars, the expansionist policies of economically powerful countries, militarism (arms race), oppression and violence, nationalism, social inequality, political instability, lawlessness, and corruption; Environmental and economic threats: climate change, depletion of natural resources—especially food shortages, famine, and poverty.

Arnold Joseph Toynbee firmly believed that if these threats were not addressed, they would inevitably lead to the collapse of national cultures and universal human civilization, which had developed over thousands of years. Unlike the German philosopher Oswald Spengler, author of "The Decline of the West" (German: "Der Untergang des Abendlandes", 1918), Toynbee did not believe that human civilization possesses the capacity to withstand new threats.

According to Toynbee, the greatest danger lies in threats to national development. At the core of this danger are not economic, but rather moral and ethical challenges—especially ideologies that oppose spiritual and moral values. Any great civilization or advanced state that fails to recognize its national identity or is stripped of its national values is inevitably doomed to decline [10, p. 231].

Indeed, starting from the 1980s, national societies have become increasingly integrated with others across nearly all spheres—economy, particularly manufacturing and service sectors, social development, culture, education, and technology. This integration process has rapidly intensified and deepened.

The acceleration and deepening of this process are linked to the exchange of technologies, capital, labor, goods, services, and information, as well as misuse of natural resources, their improper allocation, and the failure to replenish what has been extracted. As a result, global ecological risks, drastic climate changes, shortages of resources—especially fuel—growing demand for new resources, infectious diseases, inequality among nations, social stratification, and the increasing impoverishment of certain groups have become transboundary issues (spanning across national and geographic borders). These problems have thus transformed into universal challenges, affecting all people regardless of race, nationality, social status, or occupation.

In the 1990s, Dani Rodrik, in his work "Has Globalization Gone Too Far?", introduced the concept of "hyper-globalization" [13; 12, – pp. 81–94]. What does the term "globalization," which reflects the essence of global integration, actually mean? Although scholars have expressed different viewpoints, there is a common meaning embedded in their ideas.

Globalization refers to: The intensification of integration among economies and societies worldwide; The growing interdependence of goods, products, information, knowledge, and cultural values exchanged globally [6]; A process in which independent countries experience strong influence from international factors in all spheres of social life [8]; A phenomenon reflecting global-scale integration among different countries in areas such as economy, politics, administrative governance, culture, and more [11]; A global (internationally significant) process that leads to integration in all fields—economy, politics, culture, and religious beliefs—among world countries, often resulting in homogenization, i.e., striving to establish a unified cultural identity by eroding the unique cultural expressions and values of various nations and peoples [3].

From the above definitions, it can be understood that the process of globalization reveals both advantages and negative consequences simultaneously.

1. Advantages of the globalization process: Opportunities for economic growth and development in every country: The expansion of types of production goods, products, and services, and the enlargement of markets for their distribution contribute to the development of industry and agriculture, increase currency income, and thereby raise the standard of cultural life for the population.

Technological advancement: Innovative technologies (such as nanotechnology, advanced models, and modern equipment) are applied in both national production and non-production sectors; new types of these technologies are developed and supported by new ideas.

Global access to information: Through information technologies like the Internet and mobile devices, it becomes possible to access, process, use, disseminate, and evaluate information from anywhere in the world.

Strengthening of cultural relations: Collaboration increases across various forms of national cultures, including cinema, theater, music, circus, folklore, dance, painting, traditional crafts, architecture, computer graphics, and others. Broad opportunities are created for mutual understanding and cooperation among representatives of diverse cultures.

Formation of a competitive environment in different areas of society, especially in production and services: Countries strive to join the World Trade Organization, and due to the obligation to meet international standards, the quality of goods and services improves. Prices tend to stabilize or even decrease in accordance with global market demand and supply regulations.

Global and international importance of preventing ecological threats: Regardless of where the issue arises on Earth, ecological problems transcend national borders and become globally relevant. It is recognized internationally that the efforts and capabilities of individual nations must be unified to eliminate existing environmental threats.

#### **Negative Consequences of the Globalization Process:**

Increased risk of loss of national culture and values: In the process of globalization, various cultures tend to marginalize (blend into one another), leading to the gradual forgetting of centuries-old national values. The ethnic and mental characteristics of ethnic groups, nations, and peoples are negatively affected. Ancient customs, rituals, and traditions are replaced by marginality and the ideas of cosmopolitanism (from the Greek “kosmopolites” – cosmopolitan, citizen of the world; the view that the entire world is one’s homeland, rejecting the ideas of protecting one’s own country and national independence) [7];

Aggravation of specific problems in national territories: Due to the irrational use of natural resources and improper distribution of labor, as well as the lack of professional competence in creating, controlling, and managing economic infrastructure, socio-economic problems become more acute;

Reduction in employment opportunities: The implementation of high technologies, modern machinery, and innovative projects into practice reduces jobs related to human labor; the number of unemployed individuals increases, leading to a rise in activities aimed at committing violations of the law;

Intensification of economic inequality: The domination of markets for production and goods by powerful and influential corporations leads to deeper inequality between economically strong and weakly developed countries. National states become increasingly dependent on monopolistic countries;

Collapse of national production: The emergence of transnational companies makes it difficult for national producers to withstand strong competition; they either become part of large corporations or shut down entirely, which in turn exacerbates unemployment.

Today, and in the future, it is impossible to completely block the process of globalization. However, against the

backdrop of globalization, allowing the loss of national culture, values, and consequently the identity of the nation itself is unacceptable. Therefore, within every national society, special attention must be given to the systematic and consistent implementation of social projects and research aimed at preserving the nation’s gene pool within the trajectory of globalization.

#### **CONCLUSION**

In conclusion, globalization is one of the most defining characteristics of the 21st century. At its core lies the international integration of the social, economic, and cultural activities of national state structures.

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