

POSITIONING IN THE LOGIC OF THE WORLD SYSTEM AND THE CONSTRUCTION OF SOCIAL REALITY

RADU BALTASIU

Faculty of Sociology and Social Work, University of Bucharest

This paper intends to bring together the economics and the sociology (anthropology) of modern development – as a component of globalization. Globalization has a different impact on the West – considered to be the source of civilization in the East as well – the space in which this civilization is integrated. Each area has a particular sociology, anthropology and its own economics attached to it. The economics of globalization is shaped by the rationality of the dominant actors of the societies, i.e. by a specific anthropology – called “regional anthropology”. The phenomenon of globalization is reviewed mainly from the perspective of two forces that operate differently at the level of the world system: in the West, one of the vectors of globalization is hyperrationalization - the centering of organizations and the actions of individuals on efficiency and calculation at a level unmatched in the modern era. Hyperrationalization is an impersonal force, situated rather above the control of individual will, being considered a system driving force. In the East, the dominant vector of globalization is a social category with a marked ideological load: intelligentsia. Dissatisfied, and even annoyed by their societies lagging behind, the intelligentsia is often a development factor by synchronizing/imitating, sometimes with most curious effects on the historical path of those societies.

The issue is not new. The contribution that this article could make is that of bringing together analyses by George Ritzer, Immanuel Wallerstein, Arnold Toynbee, Anthony Smith, etc., alongside older or newer Romanian theories (from Madgearu to Zamfir and Badescu) in order to illuminate, by comparison and from another perspective, the issue of globalization in the East, especially Romania. The approach is not all-encompassing, and is not meant to be. We only concentrated on reviewing some of the effects of the two vectors of globalization.

