ANALYZING THE PHENOMENON OF GLOBALIZATION WITH A FOCUS ON THE FIELD OF CULTURE AND ECONOMICS, WITH EMPHASIS ON DEVELOPING COUNTRIES

Leila Esmaeili
MA in Educational Administration, Islamic Azad University, Tonekabon, Iran

Hamid Azimi Rad
Master of Civil Structures Islamic Azad University South Tehran, Iran

Ali Reza Samadi
Department of Crop Science and Research Branch, Islamic Azad University, Tehran, Iran

Maryam Asgari
Civil graduate student orientation of Transportation, Islamic Azad University South Tehran, Iran

Abdol Reza Zamani fard
Master of Criminal Law and Criminology, Islamic Azad University, Tehran, Iran

Resumen: La globalización es un término que se ha popularizado desde mediados de la década de 1980, lo que significa el colapso de las fronteras y su globalización transnacional en términos de dimensiones económicas, culturales, políticas y sociales. El proceso es la transformación de las estructuras locales en el mundo. La "globalización" es un fenómeno multidimensional cuyos efectos pueden extenderse a las actividades sociales, económicas, políticas, legales, culturales, militares y tecnológicas, así como a las actividades sociales, como el medio ambiente. Por lo tanto, la globalización se puede examinar desde una variedad de dimensiones. Los estudiosos de la economía han definido la globalización de diferentes maneras, y han examinado todos y cada uno de los puntos de vista particulares. La globalización, sus dimensiones y alcance están tan extendidos que han afectado todos los aspectos de la vida humana, a lo que algunos estudiosos lo han llamado el mayor evento de la historia humana. Como en las últimas décadas, a la luz del desarrollo de la revolución de las comunicaciones electrónicas, el concepto de distancia y espacio ha sido impensable. La globalización ha surgido en su forma actual desde el colapso del comunismo, el sistema bipolar y el final de la Guerra Fría. De hecho, la globalización se refiere a un proceso en el cual el flujo libre de pensamiento, hombre, bienes, servicios y capital en el mundo puede y puede realizarse.

El presente estudio fue para comprender la importancia y los desafíos de la globalización y las amenazas contra la República Islámica de Irán para analizar este fenómeno y Desarrollar y someterse a las demandas del siglo 21, las principales estrategias del país para enfrentar la globalización de la cultura, la sociedad, economía y política se discute. Los resultados muestran que las estrategias para hacer frente a la globalización, se puede decir que la implementación de estrategias y oportunidades que crea Para la protección de la identidad cultural y social parte importante de nuestra identidad es la necesidad de fortalecer y mejorar el nivel cultural, esfuerzos sociales y económicos de Gmarym La protección y preservación de la rica cultura y costumbres de todo el mundo islámico está lista para enfrentar los nuevos enfoques de los intereses de nuestro país.

Palabras clave: globalización globalización global de la cultura, la sociedad y la economía Globalización Desafíos y estrategias.

Abstract: Globalization is a term that has become popular since the mid-1980s, which means the collapse of the borders and its transnational globalization in terms of economic, cultural, political and social dimensions. The process is the transformation of local structures into the world. "Globalization" is a multidimensional phenomenon whose effects can be extended to social, economic, political, legal, cultural, military, and technological activities, as well as social activities, such as the environment. Therefore, globalization can be examined from a variety of dimensions. Economic scholars have defined globalization in different ways, and they have looked at each and every particular point of view. Globalization, its dimensions and scope are so wide-spread that it has affected all aspects of human life, to which some scholars have called it the greatest event of human history. As in the past few decades, in the light of the development of the electronic communications revolution, the concept of distance and space has been unthinkable. Globalization has emerged in its present form since the collapse of communism, the bipolar system, and the end of the Cold War. In fact, globalization refers to a process in which the free flow of thought, man, goods, services, and capital in the world can and can be realized. The present study was to understand the importance and challenges of globalization and the threats against the Islamic Republic of Iran to analyze this phenomenon and Develop and submit to the demands of the 21st century, the country's main strategies in dealing with globalization of culture, society, economy and politics is discussed. The results show that the strategies for dealing with globalization, It can be said that the implementation of strategies and opportunities that it creates For the protection of cultural and social identity important part of our identity is a need to strengthen and enhance the level of cultural, social and economic Gmarym efforts Protecting and preserving the rich culture and customs of the whole Islamic world is ready to face the new approaches to the interests of our country.

Keywords: globalization- global globalization of culture, society and Economics Globalization Challenges and Strategies.

1. INTRODUCTION

1.1 Concepts and Definitions of Globalization

Globalization has emerged in its present form since the collapse of communism, the bipolar system, and the end of the Cold War. In fact, globalization refers to a process in which the free flow of thought, man, goods, services, and capital in the world can and can be realized. The term globalization of the Western countries, especially the United States of America has been proposed And in the semantic sense can be regarded as an expression of the wishes of its leaders. But globalization also can be considered as a phenomenon affecting and affected in a social process, a variety of effects and consequences. The concept of globalization from the mid 1980s onwards was more common. Expand it to a particular concept of sociology at the University of Pittsburgh's most indebted Rvlandrabrtsvn World as a single location at a more abstract level of the international system, governments are actively engaged in the following activities:

Division of power at the international level or at the continental level to establish collective security, value creation and global norms, for example in the field of social and political rights, The use of nuclear power and the principles relating to the use of force, adjusting the distribution of the international classification of countries through the reallocation of economic resources and coordinate the exchanges between countries in the fields of trade, migration, Cultural functions, etc., in which the three major gap in the international system to prevent systematic world are facing: Religious divide, divide legal - diplomatic, industrial divide.

Mac depends on the general concept of globalization such as the: Increase the number of links and interactions with the government (and thus beyond the communities) to spread fuel, the new system will make a world. Globalization refers to the process through which events, decisions and activities in one part of the world can Important implications for individuals and communities in very remote parts of the globe is on. (Vdad.ach Imran, 1370). And Thomas Friedman

believes that the issue of the World "Globalization is not just an economic process and on the other hand also is not a passing wave. But like all previous international system directly or indirectly, domestic politics, foreign economic and shapes almost all countries. "(Thomas Friedman, 1380, p. 15). Another American scholar James Roznov, Neamt about various topics such as globalization and the relationship between states: "The globalization of communication between different levels of integration of economic, political, cultural and ideological re-production planning, cross-border communication industry, expanding investment markets, standards and consumer countries as a result of conflict and struggle of indigenous and immigrant groups covers "

Globalization and its impact on the David Harvey argues that: "Globalization has entered a new stage of compression of time and space, which is confusing and detrimental impact on the process of political, economic, social and cultural life and the balance of class power". But the complexity of globalization albero Martin says: Globalization, but distinct set of complex processes in the areas of politics, economy, culture and thought that everything will change, but emerged from the history. First, this is a process, not a project, the latter being universal. Third, it is huge and covers every aspect of your life "(Said, 1385, p. 80). Globalization is defined as follows:

"The increasing compression of time and space due to the rising world population and relatively more or less conscious of the international community will be merged. In other words, globalization is a process that involves the individual and society in the world encapsulation bonded "(Tamylsvn, 1381, p. 20).

1.2 Strategies for the cultural, economic, social and Iran in the Age of Globalization

Prevention, strengthen the local economy in which the procedures and policies are subject to shrinkage, Because local and highlighting the new norms, beliefs and norms of qualification to prevent and thereby strengthen the normative beliefs as the foundation stone for strengthening the culture of the world. The city's cultural integrity of the collective action is the main factor after taking into account the change in organizational culture in order to prevent people and accelerating the adoption of a positive wave of globalization, it seems necessary to note the following:

- Formation of a committee to identify corporate identity.
- Determine the recognition of indigenous cultures.
- Creation of cultural unity through Gftgy cultures and civilizations.
- Taking advantage of opportunities arising from the development of networks and the media to highlight cultural features, local towns.
- Creation of stable fixed identity of the citizens of the towns historical narrative.

- Emphasis on the extent of reconstruction, reconstruction of historic towns and identity.

2. STRATEGIES FOR SOCIAL SECTOR

With revealing the nature of social conflict perspective for social justice in cities and towns cause a participatory democracy in the cities and among citizens. the importance of the sector, civil society and non-governmental organizations, cities and citizens to participate more fully the use of collective wisdom, also can be said that discussion and analysis of issues and needs in the perspective of citizens, according to the formulation of objectives Social programs in order to respond to their needs is maximized. So what is necessary in the social sector strategies considered are as follows?

- Recognition of the skills, capabilities and strengthen Frasrzmyny Shtrak funds in the interaction.
- Strengthening of social identity and social communication is possible and meaningful lives.
- Supporting local creative urban communities in order to create peace and prosperity.
- Development of new partnerships between governments and private companies in order to strengthen social and national creativity.
- Establish a healthy relationship between national identity and globalization.
- Choose the correct insight about the social problems of the cities.

3. THE ECONOMIC STRATEGIES

Given the importance and urgency of the economic sector and plays a key role in the world, the creation of infrastructure for cities to meet the needs of multinational, and competence as a global city, providing a safe place for investment and economic activity, social and cultural rights on a global scale is essential for the metropolises of the country. because this process leaves a profound influence on the phenomenon of urbanization, The proper context of the cities in order to adapt them to meet the minimum needs of the global economy and creating a competitive environment in the community and improve the competitiveness of cities that the process is crucial, In this regard, a number of important economic policies of the Islamic Republic of Iran, with appropriate reference to the 21st century:

- Capability, marketing, development and production and provide after sales service to the quality standards accepted by the market and the global economy.
- Creating the right environment for economic and consistency between macroeconomic policy and international politics of the country.
- Reduce tariffs and other trade restrictions to facilitate the import and export of goods and boost global trade.

- The wise policy of détente in order to obtain the identity and global identity for cities to invest.
- Encouraging neighbors south of the Persian Gulf and Central Asia to build up a global area of cities.
- Geographic focus on creating world-class financial institutions in metropolitan Tehran.
- Reducing the simple average tariff rate as other neighboring countries.
- The creation of a networked economy which components communicate with each other deeply.
- Create a competitive advantage based on the relative position within the network of cities economy.
- Replace the virtual and electronic banking in the country (virtual money to replace e-commerce).
- The importance of considering the potential economic and cities affected by national and regional circumstances.
- According to some characteristics of a place to connect with other cities in neighboring cities.
- Adopt an understanding of the interrelationships between development policy and the national economy.
- Encourage and guide the development of urban areas along the axis of the inevitable interaction with other major cities.
- Creation of the space division of labor and specialization of settlement centers and institutions active in the urban areas.
- Identify all the factors that led to the city's economy and boost their productivity.
- The digital economy and business travel markets in the world geographical space the space.
- Integration of national economies via international trade and investment.
- Clarify the economic activities of firms and markets.

4. THE STRATEGY OF THE ISLAMIC REPUBLIC IN FIGHT AGAINST THREATS AND THE ADVANTAGE OF THE OPPORTUNITIES OF GLOBALIZATION:

For the protection of cultural identity is actually an essential part of our homeland and identity is important to strengthen and enhance their cultural different levels of Gmarym efforts, Protecting and preserving the customs, and the sum of rich cultural globalization we are ready to face the new approach. What are global culture shapes people pull out every single one of their own culture; bring to the surface in the middle, and end up in a phenomenon known as global culture, its shape. Today, the amount of influence and power Brdygran (as a culture) there must be used wisely and technical means available to them earlier, naturally, a larger share of global culture designed for us in the future, they will. thus, the active role and participation of the poor and strengthen the culture and cultural elements correction and dynamic reproduction of cultural elements and time will cause proportional changes. While taking advantage of the opportunities of globalization and find a place in world culture, we also maintain their culture. and interact with other cultures to flourish and Cultural Impact of birth is required to achieve this status, intellect, wisdom and trying to stay ahead of fast convoy Alsyrthvlat and human civilization. Just and reasonable to use the phenomenon of globalization, we must ponder and enter the world in a positive direction of the noble Islamic values and human propelled, and this is what kind of experience and knowledge with careful planning by local, national and international needs, to In order to create large markets and strengthen national cultures in a culture that has always been an important element of human social life has changed reached (hazegh, nikro, 1390, p. 11). Due to the positive and negative consequences of globalization, which cannot be indifferent to the passage of the active strategies and strategies but to enter the field?

5. THE PROPOSED STRATEGIES:

1. The promotion and strengthening of national, religious, and increased self-confidence in the ability of people to create a resistance against the invading alien culture.
2. The development of self-preservation, skills, and increased skills in youth and youth leaders to increase the diagnostic accuracy.
3. The depth of the Cultural Revolution in local, regional and international level to strengthen the foundations of the domestic and international arenas to strengthen the foundations of the Islamic world and the influence of cultural theory, as well as the idea of a good fit.
4. wise management, artistic and meaningful flow of information and the use of superior technology and new media in the areas of domestic and international arena of ideas, beliefs and culture and the introduction of products and cultural products.
5. The strengthening of institutions and organizations committed to the traditions and culture of Iranian origin and faith for the deepening and development of culture and national and religious values.
6. Promote and increase the capacity of information technology, communications media, particularly affecting cross-border supply of culture, ideas and products.
7. Create the appropriate spaces of coexistence, tolerance of different cultures and ethnic groups in order to create unity and harmony.
8. Strengthening freedom, detailed, relevant and appropriate behavior model with rich Islamic culture in the social, economic and political.
9. Supply and introducing Islamic culture, history and national figures to young generations.
10. Efforts to eliminate poverty reduction and social class intervals.

11. Movement based on justice and the strengthening of justice and justice and rich behavioral model in dealing with clients and equitable distribution of national resources.

12. Strengthening the foundations of the country in order to prevent threats and perceived gaps in the global scene.

13. The planning application for the neutralization of threats, attacks and counter-cultural, disability, cultural globalization as one of the enemy.

14. Great Islamic culture and civilization in the world for global governance model to guide leaders.

15. Strengthening and developing a culture of anticipation and preparation of the internal spaces and environments, regional and global acceptance and readiness to accept and global governance.

16. Planning to take advantage of the opportunities emerging from the issue of globalization.

17. Tylygh and promotion of religious democracy and a model of democracy, scientific ideas and theories of logic and strong global levels.

18. Investment in cultural industries and information technology to the market new messages.

19. Assistance in planning for local, national and international macro level.

6. CONCLUSIONS

According to the above passage, little can be said in conclusion:

- According to the requirements and demands of globalization, political, social, economic and cultural self with, while challenging national and religious concepts and values, through the popularization and promotion of patterns of production, consumption and new life, beliefs and value systems of our society, the most important basis of social consensus and national unity, is targeted. national and religious values, whether religious duty or national mission, strategy requires rational and efficient in dealing with this phenomenon.

- National and religious values of Islamic culture and society, the ability to properly deal with this phenomenon and provide the foundations and structure of globalization is appropriate.

- A deep understanding of the challenges, threats and strategies, economic opportunities, social and cultural globalization and decent master thought necessary first step in dealing with this phenomenon. Fortunately a scattered effort in this area is formed. But that dispersed efforts, interacting with each other in a single thought and behavior turned.

- Globalization, with all the challenges facing our nation's culture and society, it also has created opportunities and capacity, ability to promote and convey the message of Islam's liberation, with all its capabilities in the world provides.

- And, finally, in the face of globalization strategies, as it happened, we can say that the implementation of strategies and opportunities that it creates. for the protection of cultural and social identity important part of our identity is to strengthen and enhance the social and cultural levels Gmarym efforts and protecting and preserving the rich culture and customs of the whole Islamic global is ready to face the new approaches to the interests of our country.

REFERENCES

Castells M (1996), *The Rise of Network Society*, Oxford, UK: Blackwell.

Friedman T and Aegna S. (1380). Debate about globalization, the translator Ali Divandari, jam, No. 295, the twenty-third of April.

Giddens Anthony (1990), *The Consequences of Modernity*, Stanford: Stanford University Press.

Gybrna, (1378). Montserrat, schools nationalism, nationalism and nation - state in the twentieth century - Translations Amir Masoud discretion broadcasting footage of State.

Held David (1995). *Democracy and the Global Order: From the Modern State to Cosmopolitan Governance*", Stanford: Stanford University Press, UK: Cambridge Schien, Edgar (1996). *The missing concept in organization*, Cornell university, p: 229.

Honor, A. (1380). *Check the face of globalization*, Tehran, Institute for Strategic Studies.

John, Tamylsvn, globalization and Traditions M. sentence translation, printing Neil, Tehran, 1381.

Kazemi, Asghar A (1380). Globalization, culture and politics (the critical analysis of theoretical, epistemological), Tehran, Ghomes Publishing.

Nikravan H. (1930). *Globalization and the proposed strategy with emphasis on national and religious values.*

Pieterse, Nederveen J (1993). *Globalization as Hybridization*, International Sociology, vol. 9, 265-291.

Renan, M. (13839. *Without globalization we will never stay in Iran,* Journal of Economics message, No. 14, April.

Rose, A. (1386). *Globalization, culture, identity, spreading straw*, Third Edition, Tehran.

Saidi, R., Kia, AA. (1385). *Globalization and the role of the media in cultural identity*, blessed Publications, Tehran.

S.N (1379). Vedad HTML, Imran, interactive media and communication technologies for the XXI century, translator Ali Asghar Kia, publications of the development of radio, Tehran.

Stiglitz, Joseph, at the New World, M. Karbassian, Fountain Press, 1386.