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CULTURAL GLOBALIZATION

Introduction. The process of interaction and integration into a single open system of socio-political, economic and cultural ties on the basis of modern computer and telecommunication facilities is known as globalization. It has effects on the environment, culture, political systems, economic development and prosperity and human well-being in all the societies around the world. It is supposed to be one of the most important features of the modern humankind's development. Most studies of globalization tend to focus on changes occurring in the economic and political spheres. **The objective of the paper** is to discuss the issues surrounding culture globalization which so far have received less attention. Partly it is because of cultural issues are more subtle and sensitive, and often more confusing [1].

The cultural component in the context of global change was researched by S. Huntington, A. J. Toynbee, F. Fukuiyah, O. Panarin, G. Diligensky and others. The formation and interaction of civilizations and cultures and their effects were studied by such scholars of the 19th – the first half of the 20th century, such as F. Gizo, O. Spengler, M. Khlebnikov, I. Sorokin, J. Heizings, N. Khamitov, V. Vernadsky.

The main characteristic of cultural globalization is the formation of a new socio-cultural field formed by:

- changes in the world's perception of the consumer of culture,
- formation of new sciences that may change the modern scientific paradigm,
- the increase of social apathy of lots of people because of the stereotypes' rejection and the emerging sense of inferiority [2].

Also, there is a tendency for forming a "global culture", whose main characteristics is openness. But the term "openness" may mean such as pluralism, so as assimilation, or ruining. In today's world, global openness is more assimilative [3].

This forming process is guided by international cultural politics. Its main principle lays in understanding the world culture as the result of the cultural creativity of all people. The culture of every nation is a part of world culture. The other principle is cultural democracy, so it's heritage can be used by each of us.

UNESCO – the United Nations Educational and Cultural Organization – plays a decisive role in the development of contemporary cultural policy [7].

The other important term is "pop culture", mostly associated with negative consequences of global interactions.

Among different effects of globalization on culture, the growth of global "pop culture" tends to get the most attention, and to strike people on a visceral level. There are different complains that this form of globalization is actually "americanization", because the United States is by far the biggest producer of popular culture goods. Pop

culture is manifested around the world through movies, music, television shows, newspapers, satellite broadcasts, fast food and clothing, among other entertainment and consumer goods [8].

Globalization processes have a lot of perks, such as:

- increasing social and territory mobility
- economic stabilization
- strong tourism relations
- financial well-being
- disappearing of social classes
- urbanization
- similar moral standards and views [4: 172].

All of them approximate societies all over the world.

Despite the positive sides, this process causes negative effects. Modern researchers tell about the spirituality crisis, losing life sense and ideals, ruining national identity. In turn, that causes conflicts between western and eastern cultures setting for traditionalist ideas [5: 145]. So, the speeches, resistant to globalization, become a very significant phenomenon. Some scientists insist on the importance of slowing down this process.

Conclusion. If culture is considered to be the lifestyle and the worldview of people, so the culture globalization means changing the identity and understanding themselves in the world, values, myths, hopes and fears. The process has its own perks and cons both for human thinking and human as a personality and cannot be stopped [6:19].

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UKRAINIAN COURSE FOR NATO MEMBERSHIP

Introduction. One of the main priorities of Ukrainian foreign policy today is to deepen cooperation with NATO in order to fulfil the criteria required for membership in this organization. The issue of a possible full membership of Ukraine in NATO is widely discussed. Some experts believe that this prospect is "very vague", but most of them still agree about the urgent need for Ukraine's accession to NATO and consider this opportunity. After achieving NATO membership, Ukraine will receive access to political decisions that do affect a wide range of European processes, and defence within NATO will be much cheaper than our own full defence.

The objective of the paper is to study the existing relations between Ukraine and NATO and outline the prospects of Ukraine's accession to the alliance.

Ukraine started its relations with NATO in 1992 by joining the North Atlantic Cooperation Council (NACC), which was NATO's initiative for all non-NATO European countries and in 1994 Ukraine joined the "Partnership for Peace" [6]. After Ukraine's Orange Revolution, the hopes of the new Ukrainian political leadership to obtain membership in NATO moved closer to reality. On April 20, 2005, NATO Secretary General Jaap De Hoop Scheffer stated in an interview to the Financial Times that "membership standards can be much more easily fulfilled by the V. Yushchenko's government than by the former L. Kuchma's government." [5].