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**Title of Session:** Globalization

**Name of Session Convener(s):** Ufer, Ulrich

**University/Organization incl. City:** Zeppelin University

**Chair:** Ulrich Ufer

**University/Organization incl. City:** Zeppelin University

**I) Title of Selected Paper:** The Hybridation of Cultures:the Problem of Metissage between Localism and Globalization. The metissage is one of the outlet of the cultural pluralism and of the mixing of populations and cultures of our time.

**Name/s of Author/s:** D'Agostino, Federico

**University/Organization incl. City:** University of Rome

**Abstract:** The metissage is one of the outlet of the cultural pluralism and of the mixing of populations and cultures of our time. The mixing happened in a situation of asymmetry and asynchrony given by different weight and timing of the encounter between cultures so that we can talk about hybridation of culture in many phenomena not only related to the process of migration but to the acceleration of social transformations in the areas of religion, family, cultural patterns, mental frames, cultural and social development so that we can analyze the differentiation process in terms of continuity and ruptures and in terms of asynchrony among the different spheres of social reality. The phenomenon of hybridation will be analyzed through a recent research done on the young people in Napoli where the hybridation process is framed within the dynamics of tradition, modernity and postmodernity, between localism and globalization. ;the result of this dynamics is the juxtaposition of contrasting positions. worldviews, attitudes, habits which do not reach a synthesis but a form of metissage and syncretism In this perspective the problem of identity emerges as the crucial point creating forms of ambivalence and ambiguity which can lead to forms of denied identity In this moment of social depression it is hard to see the exit out of this ambivalence but at the same time the "ground bass" of popular culture which is fused with a philosophy of life, irony, theatrical representation, and creativity allows for looking at the future with a feeling of deep trust toward new perspectives...

**II) Title of Selected Paper:** A New Understanding of the Technological Progress in the Global Society

**Name/s of Author/s:** Gorokhov, Vitaly

**University/Organization incl. City:** Forschungszentrum Karlsruhe / Moscow State University

**Abstract:** The orientation towards a boundless positive scientific and technological progress got a new lease of life in the 1970s when science was looked up at as a direct productive force. High hopes were pinned on space and nuclear power research and development. Scientific and technological policy obtained some special institutions within the framework of various social and economic systems, which also showed that science and technology were getting more and more important to strengthen any country's defence potential. At the same time both traditional engineering and scientific education were, and still are oriented to a significant degree towards technocratic objectives relating to people and environment. But we live in a new situation in this time. The rates of scientific and technological progress are so accelerated that environment fails to cushion man's impact on itself and «digest» man's industrial and domestic waste without the help from outside. The main contradiction of modern technological civilisation is that modern technology, on the one hand, opens some unprecedented opportunities for the humanity to satisfy and even make up their own requirements, and, on the other hand, makes it possible to destruct the very basis of human existence. To change this state of things we should totally re-orient not only the technological thinking but also conscience of society and every individual towards a new understanding of scientific and technological progress.

**III) Title of Selected Paper:** Institutionalizing globalization in transnational organizations - the 'global citizen' of higher education.

**Name/s of Author/s:** Hausstein, Alexandra

**University/Organization incl. City:** University of Toronto

**Abstract:** The European Union provides an interesting example for institutionalizing „conceptual metaphors“, such as 'culture' and 'identity'. In particular, European cultural action programs as well as higher education mobility programs integrate those concepts into their political agenda with the aim to increase awareness of European citizenship. European identity formation aims at the development of cultural human capital, the stock of skills, knowledge and competences in the area of culture and education. Within European and international discourses of higher education the 'global citizen' is a prevalent concept, that builds on concepts such as "European Identity". It refers to certain attributes of global experience and knowledge and competences in a globalizing world that provide the background and justification for political actions and institutional programs. An analysis of the use of the concepts 'culture' and 'globalization' and its discursive functions in transnational organizations can show the degree to which globalization has been realized through institutionalizing discourses.

**IV) Title of Selected Paper:** Globalization - its past, present and future

**Name/s of Author/s:** Ufer, Ulrich

**University/Organization incl. City:** Zeppelin University, Friedrichshafen

**Abstract:** Globalization has been one of the dominating topics in the social sciences and humanities over the past fifteen or twenty years. Considering the average durability of academic research trends, we seem to be approaching the time to take account of the achievements of research into globalization and to ask: Will globalization as a multifaceted concept continue to

play a major role as an analytical tool for assessment of present and past social, cultural and political phenomena? How does globalization relate to new thematic fields that rise on the academic agenda?