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## Globalization as the Universalist Theory and Ambitendency of Its Revelations

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*Russian society reforming must be to a large extent correlated with globalization processes, which determine the leading directions of human life. Though, globalization is one of the forms of attempts to universalize the world society, and it is important to distinguish natural globalization (Internet and so on) and artificial one (enforced) globalization. Though, to our mind, there lies euro-centrism in the basis of globalization, and that is why in order to understand the essence of modern globalization processes one needs to research euro-centrism as the ideological basis of globalization. In the history of western civilization development, the myths, declaring a special position of Europe, are known to be built up already on the educational system level. This widespread modern western society conception considers Europe not as a geographical notion, but as a civilizational one. We can call euro-centrism to be a meta-ideology of the West, because separate confronting ideologies being also developed within its frames (for example, Liberalism and Marxism). It is important, that they proceed from one and the same world picture and one and the same postulates about historical way of the West. To our mind, the euro-centrism becoming and the symptoms of its crisis upon the modern conditions prove that the given process is closely connected to globalization and crucially influences the process of reforming of all the aspects of Russian social life renewal.*

*Keywords: euro-centrism; natural globalization; enforced globalization; meta-ideology; political being and sphere.*

### Point

It is important to estimate adequately the historical way of euro-centrism, in order to understand globalization processes as a natural tendency to integration or to forcible pressure, threatening to lose one's socio-cultural identity. As it is well-known, there was a gradually forming euro-centric point of view in European public opinion already in the colonial epoch. It happened, when dynamic, creative and free

Europe fulfilled a civilizational mission towards stagnant, totalitarian and fanatic East. Such a point of view of the world was not only the result of the situation in XIX century. As a social-political phenomenon of opposing of «right and good» Europe to the rest of the world, euro-centrism has undergone a long evolution of fading and dying under the influence of objective and subjective factors, and that is most vividly revealed in the conditions of globalization.

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