



Review article

Globalization and Its Influence on the Economy and Other Systems of the Public Relations¹

Zaure Ayupova ^{a,*}, Daurenbek Kussainov ^b, Zhanyl Madalieva ^b, Gulnar Rakhimova ^b & Bakytzhan Saparov ^c

^a Kazakh National Agrarian University, Kazakhstan

^b Kazakh National Pedagogical University Named after Abai, Kazakhstan

^c Kazakh National University Named after Al-Farabi, Kazakhstan

Abstract

The purpose of this article is to make the research of globalization and its influence on the economy and other systems of the public relations. Analysis of the problems of the globalization and its peculiarities was investigated by various scientists, representing the most different areas of scientific knowledge. In most cases, globalization is associated with participation and inclusion of the majority of the states and societies in the mutual relations that causes complication of the public relations in financial and economic, political, social and legal aspects that is also closely connected with expansion of information space and development of modern technologies. The term "globalization" is the main term used for designation of the specified processes though in the doctrine exist also other concepts, such as "internationalization", "universalization" and many others. The driving force of self-control of system of the public relations causes development of the society in the course of globalization directed on preservation and a survival of society through formation of global society with a global law and order on the basis of justice (orderliness, efficiency and a compromise of interests). The global law and order is the social form and manifestation of self-control of the public relations which is expressed in a certain system of regulation and management of the public relations for ensuring qualities of orderliness, efficiency and a compromise of interests in society. These provisions are the main conclusions of this part of research, and are made on the basis of the analysis of applicable scientific-theoretical provisions and necessary information.

Keywords: Globalization, Self-control of system, Public relations, Global society, Global law, Global order, Efficiency, Compromise of interests, Designation.

Received: 08 September 2018 * **Accepted:** 11 November 2018 * **DOI:** <https://doi.org/10.29329/ijjaar.2018.174.5>

* Corresponding author:

Zaure Ayupova, Kazakh National Agrarian University, Kazakhstan.
Email: zaure567@yandex.kz

¹ A part of this study was presented at the International Agricultural, Biological and Life Science Conference, Edirne, Turkey, September 2-5, 2018.

INTRODUCTION

Within this research, the term “globalization” is used. This term appeared last century and in modern value for designation of events of global character in the XX century was for the first time used to year in 1960 (Shakhrai S.M., 2004). Can seem that we will apply the term “globalization” and it is exclusive by XX and XXI centuries as during this period of history the mankind met really global questions and problems: world wars, environmental problems, problems of exhaustion of natural resources, terrorism, development of the nuclear weapon, etc. This provision on prompt development of globalization in XX and XXI centuries is noted by many scientists. However, and before around the world and in all societies there were certain processes which conducted mankind to these events. In the present period of history rates and development of globalization are really visible in more expressed look, but it only one of the periods of developments/stages of globalization which was preceded and which other stages of development of humanity in the course of globalization on the way of creation of “global society” will follow.

The following expression is indicative: “We endure consciousness of global society of such and such scale which wasn't necessary to witness to mankind yet. We really observe emergence of mankind as collective operating. ... “Globalization” is all those processes thanks to which people of the world are incorporated in uniform world society, “global society” (Filipov, 2001).

Thus, in this work globalization is considered as historical process of integration which began with the moment of formation of the first public relations. The essence of the integration relations is expressed in integration and consolidation of the public relations through certain objects of integration and gradual incorporation of all mankind in uniform community.

As the famous scientific globalist Pantin notes: “the global history is a manifestation of coherence, interference, synchronization and coherence of processes and events in the most different points of the world (at all their divergence and an inclusiveness in various historical, sociocultural context)” (Pantin, 2003).

The question of evolutionary development of the right is inseparably linked with the general process of globalization, namely with process of globalization of the public relations. As it is already noted, this process of the general globalization began with the moment of formation of the first public relations, and many scientists determine this moment by the beginning of origin of mankind that in their opinion occurred more than 10-12 million years ago.

It is necessary to take up a question of globalization history. E.A. Azroyants believes that “the history of the global relations” began with interaction of the neighbors (childbirth, tribes, ethnos) proceeding in various forms of war and peace, an exchange and resettlement of the people (Azroyants, 2002). Some foreign authors also note that globalization processes as social and economic phenomenon,

began in far times when all mankind was still nomadic and c.12 led a generalized life that is even before agriculture emergence (Verlag Dr. Muller, 2009). For example, L. Bouell (Bouelle, 2009) doesn't consider globalization as a phenomenon of the present and notes that “the aspiration to more close social, economic and political relations between individuals, groups and the countries is same old, as well as modern” (“The striving for closer social, economic and political relations among individuals, groups and countries is as ancient as it is modern”). Some other authors are support the same position (Allott, 2002). There are opinions that globalization as process, and it was connected with rise of international trade unprecedented at that time and a stream of investments. Others connect the beginning of globalization with this period as during this period there were considerable events of global character: systems of division of the world into time zones and estimates of dates were put into operation, the Gregorian calendar was accepted, the international system of cable communication, etc. is created.

Today, really, not to find a consensus in this question (globalization stories) - different scientists treat it differently. Nevertheless, as S.S. Chistyakova notes (Chistyakova, 2008), all points of view can be reduced to three basic provisions:

- Globalization began at “a history dawn”;
- Globalization arose along with origin of the capitalist relations (the beginning of the XVI century) or from the moment of expansion capitalist the world system (the XVIII century);
- And globalization is the unique phenomenon of the contemporary history connected with formation of information society.

It is already noted that in this work process of globalization is considered as begun at “a history dawn”. It is possible to rank M.N. Rutkevich (Rutkevich, 2004) who extending concept of globalization to all historical process of internationalization of life of people as authors who see the process accompanying all history of a human civilization in globalization, allocates three stages of globalization (the first stage - from integration processes of the Ancient world to Great geographical discoveries of the XV-XIV centuries, the second stage - from formation of the capitalist relations to the actual section of the world between the imperialistic powers of Europe in the beginning of XX centuries, the third period from the middle of the XX century when there was a new geopolitical world map).

It is also necessary to designate also the fact of absence of uniform understanding of an essence and essence of globalization in the scientific doctrine that is the approach used within this work (globalization as process of creation of global society) doesn't enjoy absolute support of the doctrine and scientists. Positions of scientists in relation to an essence and essence of globalization (according to and in relation to its results) significantly differ. It is necessary to generalize opinions and approaches, and to allocate the main groups.

Economic relations as globalization engine are the most widespread and many scientists consider economic relations (economic interdependence) the engine and the basis of globalization. For example, T. Friedman defines sense of globalization through an objective factor which caused process of globalization, namely the economic relations: "... the unrestrained integration of the markets of the nation's states and technologies allowing... to reach any point of the world quicker, further, c.11 is deeper and cheaper" (Thomas L.Friedman, 2007). In this approach globalization is often considered and as a social and economic phenomenon which is inseparably linked with a question of formation of a control system of the public relations at the supranational level ("supra-national level of governance") (Verlag Dr. Muller, 2009).

Many foreign and domestic researchers to some extent associated with the development of the globalization of information and communications technologies (Verlag Dr. Muller, 2009). For example, K. Zhoynier (Joyner, 1992) writes that "mobile phones, computers, and the Internet express/reflect the main symbols of globalization" ("Cellular phones, computers, and the Internet reflect salient symbols of globalization"). A.V. Seidov in this thesis, "The impact of globalization on the concept of state sovereignty in international law" and says that the concept of globalization can combine all taking place at the moment of the computerization process and the development of telecommunication network, which cause the information revolution, and that leads to the interdependence of participants in international relations (Seidov, 2005).

A common approach is to understand the essence of globalization, in close connection with the current global challenges to the world community. In this approach, are global issues affecting the interests of a number of states, which, however, may be the objective consequences of the development of society and therefore the process of solving these problems requires the cooperation of states and societies through globalization. These global problems at the moment of history as objective characteristics of the development of society and examines contemporary globalization processes as an attempt to stabilize the world and deal with these general and global issues.

Globalization is necessary processes in which nation-states and their sovereignty are intertwined in a web of transnational authors and subject to their power capabilities, their orientation and identity. Examples of other positions that see globalization as a process initiated by the objective (external) factors and reasons, and who see the essence of globalization through the prism of certain objective catalysts of globalization. Also of note is the fact that the doctrine found a variety of views that are considering the process of globalization and on the other sides, that is, not only as a process that leads to the creation of a global society. For example, as noted S.M. Shakhrai (Shakhrai, 2004), globalization is often treated as a "multi-stakeholder process be interlinked structures on a global scale" (Margaret Etcher), as "the process eroding the geographical boundaries of socio-cultural norms" (Malcolm Waters) as "the process of intensification of social relations on a global scale" (Anthony Gidens) as "the process

of contraction of the world into one with a simultaneous awareness of the whole local parts” (Roland Robertson).

For the purposes of this study are used and researched positions lead to a broader approach to the definition of the essence of globalization. In this case, the question of determining the causes of falls, catalysts, and short-term goals of globalization, as it is more important to understand the overall direction, the form and content of globalization, but the reasons have caused them (as noted, the determination of this issue was the subject of hundreds of serious research, but and resulted in a single consistent version and position). In this regard, for the purposes of the present study is the use of a valuable broad approach to the understanding of globalization. Such an approach, for example, is expressed by V.I. Pantin, that considers globalization as a multifaceted phenomenon, and should be considered as 1) constantly going historical process, 2) homogenization and universalization of the world, 3) the destruction of national boundaries (Pantin, 2003).

In this paper, globalization is understood as a historical process of integration, which began with the founding of the first public relations. Under this approach, various scholars give different definitions of globalization. For the purposes of the study as a starting can be used definition proposed A. Filipov: “Globalization - all those processes by which the peoples of the world are incorporated into a single world society, global society” (3, P.284).

Thus, the essence of integration relations expressed in the enlargement and consolidation of social relations through specific objects and the gradual integration of the incorporation of the whole of humanity into a single community or a global society. The doctrine can meet different names used to refer to a society of the future, which should emerge in the process of globalization of development: a global society, global community, global society, integral society, mixed society, super civilization, holistic civilization (or unified civilization), a world state (or world government), etc. In this study, does not plan to analyze the content of these signs, and as a general definition of the notion of “global society”.

So, it is possible to state the position that globalization - the process of progress and evolution of humanity towards a global society. This position has not been the subject of serious and multilateral research, but on the whole doctrine, many opinions dealing with similar, or at least does not contradict this position. In this case, what is the driving force behind the “irreversible and objective” process of globalization towards the creation of a global society? Do I need to consider this process as progress and evolution, or, on the contrary, it carries negative consequences? This driving force of globalization is inside the system, society and social relations on a global scale. This is reflected in the fact that public relations are a self-regulating system, that means, all the groups, communities and peoples of all countries in the world and all social relations in the world are part of a single system, wide enough, but still a single system, which has the appropriate functions of self-regulation.

Improving the effectiveness and efficiency of the coexistence of the different units of the system (society) - it's the conditions for survival and preservation of the entire system in principle. Such a way we can speak of self-regulation of society as a process of self-preservation through the construction of a global society that operates on certain principles and guidelines. The doctrine can be found certain provisions that say about the process and function of self-preservation and societies.

Thus, the process of self-regulation of society began with the appearance of humanity even in primitive society, and this process has always been the aim of self-preservation system (society) and its survival. Creation and the occurrence of any form of expression is a manifestation of social regulators of self-regulation and self-organization forces of society as a system aimed at the preservation of society and its survival. This was expressed in the fact that primitive society, as well as any historical phenomenon was not static, and goes through various stages of development. Its general historical, archaeological and anthropological stages. He also notes that the self-organization as a whole is characterized by the interaction of man and nature in assigning the economy for thousands of years and even later “in societies emerge and become widespread regulatory beginning which shaped in the course of this self-organization of mankind. This regulation ensures the existence and reproduction of specific communities, clans, groups”. So we are talking about the creation of a global society with a certain rule of law not only as to the purpose and result of globalization and self-regulation, as well as an objective need for self-preservation and the development of society as a whole system.

In this regard, it is necessary to consider certain matters which relating to the process of globalization in the creation of a global society, namely the following: whether the global society more advanced form of the relationship between the parts of the system? On what basis and principles should be building a new system of relations between the constituent units of the society? What is the role of law in regulation of social relations in a global society? These and other issues require attention and study.

Evolutionary development of the law is the most important and leading the process of globalization that have been the driving force of self-regulation system of social relations, manifests itself more often it is in corresponding changes in the legal life of the community. Evolutionary development of the law - the development of a mechanism of self-regulation of society, passing through certain legal processes and for improving the effectiveness, consistency and compromise of interests in public relations. These provisions are the main conclusions of this part of the study, and are made on the basis of the analysis of all relevant scientific and theoretical positions and the necessary information.

As it was already noted, it is possible to consider history of the public relations as the process directed on self-preservation that is the supreme value of any organism and system, and in our case as this organism and system all mankind acts (as society). Within this approach the history of mankind and globalization in general act as creation process of “global society” on the basis of efficiency for fair and

reasonable coexistence. These two approaches don't contradict each other as creation of a fair order is pledge of self-preservation of Megasociety or "global society". An important role in this process is played by the right and its development. This question of the importance of the right for society should be considered in more detail.

In scientific literature different opinions concerning essence and an orientation of development of the right and the state meet, but doesn't cause disagreements the provision on the fact of evolution and development of these categories. Scientists agree in opinion, as the right, and the state are in process of continuous development, change and evolution.

It is necessary to designate accurately the fact of that the speech, at all, doesn't go about self-control of the right as that. The right isn't self-sufficient system which can possess opportunities of self-control and self-development. Evolutionary development of the right is considered as part of the general globalization which is called by processes of self-control of society. Thus, society acts as the reason and force of development of the right, but force which isn't self-regulating is right. The right is possible and it is necessary to consider only in a close sheaf with society, as expression of will of society which changes the right in the course of globalization to react to the arising calls of life and requirement of public practice.

Such delusion takes place to be in some works, but in most cases is categorically denied by the doctrine. All legal, legal phenomena can be realized as manifestation of social need and social regularity, all legal phenomena have no and can't have own history and the more so aren't a certain self-sufficient and spontaneous substance or idea.

The essence is right in serving people. It is expressed that "the legal matter spontaneously, owing to the most legal logic "conducts" to the major humanitarian values..., in it the mood on civilization ideals and values of the highest order is as if initially put".

The orientation and semantic loading of the right existed always, beginning from origin of civilizations and mankind though took sometimes the most various forms. Nevertheless, in the long term, that is in development of society this social and positive essence of the right is shown everything more clearly.

For example, it is noted that I. Kant estimated the right as the purpose of society, the main criterion of social development, and also that F. Hayek spoke about an essence of society of the present era in achievement of right legality (Hayek, 1990). Such provision on essence of the purpose and orientation of the right for interests of people and society is supported, to some extent, by many researchers.

It is necessary to tell about a basis of a position of the specified scientists. This approach (synergetic) presents the following in a generalized view- this nonlinear thinking and probabilistic (stochastic, nondeterministic) the world picture including instability and irreversibility of difficult

objects and processes as highlights. In that case, the right is described as dissipative non-equilibrium system and it is in continuous formation and evolution according to nonlinear laws, thanks to mechanisms of selection, reproduction and self-preservation. Precepts of law in system of social norms play a role of the main regulator as social norms of unlawful character (but moral, religious, etc.) aren't able to provide reproduction and self-preservation of society on a long period. Any social norm (even which is positioned as religious, but objectively is constitutive for society), inevitably turns in legal (irrespective of, where and as it is formulated).

On the basis of the analysis of all scientific and doctrinal opinions and necessary information it is possible to remove the following definition: evolutionary development of the right is the development of the mechanism of self-control of society passing through certain legal processes and directed on increase of efficiency, orderliness and a compromise of interests in the public relations.

In the doctrine the question of development of the right isn't studied adequately and therefore there is no opportunity to use any settled definition of this process in that understanding as it is understood in this work. For example, L. Bouell (Bouelle, 2009), considering globalization as a legal phenomenon, declares the following: "legal globalization is shown in harmonization of national legislations, unification of legal processes, interrelations between national laws and dispute settlement systems and internationalizations of legislative, law-enforcement and law-enforcement practice". It is necessary to take into account that this definition is a little truncated, especially in historical understanding of globalization of the right - it is obvious that L. Bouell proceeds from consideration of the present stage of globalization of the right which is only one of stages of evolutionary development of the right and is designated in this work as "legal integration".

Besides, it should be noted also that in the doctrine the concept with which it would be possible to designate the right of future global society didn't settle. In foreign and domestic science it is possible to meet expressions "the uniform right" ("uniform law") (Bouelle, 2009), "the international legal rules" "international legal rules", "the global right" or "the world right". In this article, for designation of result of globalization of the right, the concept "global law and order" (a law and order of global society) is used.

Processes of globalization happened and happen throughout development of humanity, and sense, an essence and the purpose of globalization is education uniform "global society" on the basis of "justice". Process on achievement of this purpose proceeds in different (but closely interconnected) spheres of the public relations through the international mutually integration, first of all, through the legal.

Some scientists consider the present stage of globalization as the most important turning point of transition from traditional civilizations to liberal civilizations and note that it is impossible without the

right. In this context the liberal civilization is considered as system where system of coordinates is values in the form of freedom of people and possibility of optimum realization of identity of the person. It is noted that “except the right, there is no other social form which would provide existence and optimum performance of society, its economic, social and political systems in the conditions of the realized liberal values and ideals”.

Thus, the right is considered as the most important tool of the effective regulator in society without which existence and functioning of society are impossible. Process of evolutionary development of the right takes an essential place in the course of the general globalization and affects all legal systems of the world, and also development of international law in general. Today, vast majority of scientists, both in the sphere of global studies, and in the sphere of the right, note high intensity of mutually integration (internationalization, convergence, reception, accumulation) between legal systems of the world. Strengthening of integration processes demands new answers to questions of the present and future, and in particular concerning dynamics of formation of the global right. However, it should be noted also that some scientists, agreeing with existence of process of globalization of the right, consider possibility of formation of “the world right” or the international legal system in the future very and even “as the extremely disputable”.

Thus, change of the maintenance of the public relations at the global level has direct impact on change of the maintenance of all legal systems as communication of the right and a condition of the public relations is obvious and indisputable that is reflected and in practice, and in the doctrine. For example, today it is possible to see that in the world there is a total harmonization of legal systems that is connected with the general direction of development of all legal systems. Many scientists are considered that processes of transformation, reforming and improvement of legal system have to correspond to the regularities operating not only in the legal sphere, but also to reflect the real properties and communications existing in society and the state in general.

In what these specific properties and communications of the public relations which demand own regulation through change of the right are shown today? The different understanding of essence of globalization differently defines these calls of the present from scientists, but all of them are uniform in understanding high and even the leading role of the right in response to these calls and requirements. As an example it is possible to consider understanding of globalization (and calls of a modern situation) as about existence of many global problems which raise a question of the existence of mankind in general. These are global problems and there are calls costing before modern (a little separate) society of the world, but it as well calls which face and future global society.

What role is right in overcoming of such calls? Applicable to these questions (which are considered as a simple example), we would like to note, that globalization of problems (as a consequence of complication of the public relations) demands strengthening of a role of the right and its regulatory

tools and therefore the main direction of evolution of the right and the state in rapprochement of national systems in force... need of the common decisions.

Thus, in the light of the above, situation that the most important component of this process of formation of uniform society with the uniform principles of coexistence is the integration of units (making this society) through the right (as the social regulator) is reasonable. Development of humanity is inseparably linked with development of a control system and regulation of the public relations. And process of globalization of the right began also with the moment of formation of the public relations and establishment of a control system and regulation in the first societies and the states. The right (as “blood” of a control system and regulation in general) is a major instrument of self-control of society as systems.

Famous scientists just also write about need of that legal systems of various countries were capable to interact for further successful development and the solution of global problems. They also write that the modern world seeks for own stabilization and achievement of a common goal through the solution of these common problems through joint efforts. This development of the world (globalization), some scientists also tie to increase of a role of international law, the international organizations and other factors which cause a tendency of formation of the world right, and in some prospect, in their opinion, and the effective world government.

Thus, the common goal and interest of the world community on creation of global society are inconceivable without involvement of the mechanism of regulation of the public relations that, in turn, it is impossible without involvement of the right and the corresponding legal tools. Concerning this situation it is possible to add that the concepts “interest” and “common goal” are applicable not only in relation to legal system (states), but also in relation to societies and certain individuals. The understanding of the right as expressions of common interests in society or forms of protection of society against a situation of the competing interests, takes place to be in the scientific doctrine. This approach also speaks well for the declared situation that society evolutionarily moves to creation of a new form of more fair coexistence that is also interest of each person, society and all together. Such purpose of society is realized not simply in globalization, namely in creation of a control system of the relations which will satisfy to ideas of justice that is the cornerstone of interest of society and will protect society from the shocks caused by a situation of the competing interests. Thus, the success and positive result of globalization are impossible without due development of the right.

Evolutionary development of the right precedes and is ahead of a little general globalization, creating prerequisites and conditions for it, though is a component of the general globalization. In this regard only legal balance can be a basis without which also globalization and as the end result “global society” is inconceivable. Globalization creates the unified norms, standards and procedures for ensuring the efficiency. Especially it is important concerning topical issues of the international and national value which constantly arise in development and which are “actual” within a concrete historical

situation. Increase in the qualitative and quantitative relation of mutually integration processes within economic, information and other relations, modern “universal” problems in the sphere of ecology, terrorism and international crime, high migratory activity of the population and other factors create prerequisites and objective need “associations of efforts and formation of mechanisms of development of agreed decisions on the specified and other problems”. So, many scientists note that already today the phenomenon of the right is considered not with the national of positions and as universal value, an embodiment of ideas of justice. Therefore it is necessary to say, in the analysis of degree of integration of legal systems, rather about basic similarity, than about distinction of their right systems.

The concept of development of a legal matter (evolutionary development and the right) of the legal doctrine (especially in legal philosophy) often is associated with development of legal system and therefore, in this case, the provisions concerning development of legal systems can be used for disclosure of the content of process of globalization the rights.

Evolution of legal system as about the natural-historical, natural, continuously lasting high-quality and quantitative change of legal means at which there is “expansion”, change of all legal system from the lowest to the highest, from simple to difficult, to more advanced and perfect state promoting more effective regulation of the public relations.

Therefore, is absolutely proved to declare situation that evolutionary development of the right is the most important and leading part of process of the general globalization as the driving force of self-control of system of the public relations, proves most of all in corresponding changes in legal life of society.

As it was already noted, the processes of the general globalization and development of the right it is close and are inseparably linked among them, and are parts of uniform process, have coinciding priorities in development. If the general globalization, figuratively speaking conducts to a world effective order, evolutionary development of the right, respectively, to a world effective law and order.

Really, all processes of legal integration are anyway connected with processes of the general globalization, in particular with the processes connected with economic interaction, a cultural exchange, global problems of mankind, etc. These processes of the general globalization cause the corresponding forms and tendencies of development of the right (a legislation universalization, harmonization of legal means, increase in influence of international law, establishment of standards, etc.). Thus, speaking about providing a world law and order as about one of key problems of evolutionary development of the right and mutually integration of all legal systems, we mean and the existing communication with the general globalization and the world order which is system of higher order and bigger complexity.

This communication and ratio of development of the right and the general globalization it is also applicable and to the provision on spasmodic (wavy) development of process of globalization.

Development of a legal matter also takes place evolutionarily, in the wavy movement where the periods of integration can be replaced by the periods of the return integration. The doctrine notes this feature of development of the right and legal systems.

The development of legal system can be, both positive (legal progress), and negative (regress of legal system) discrepancy. Processes of the return integration in development of the right also have to be considered as necessary parts of the uniform process increasing the general quality of development.

If to consider this question in relation to a specific practical and applied problem, it is possible to consider spasmodic development of modern legal integration, for example in the sphere of customs regulation. It seems that it's quite important to consider the scheme of development of organizational and legal forms in legal integration in the sphere of customs affairs as "linear" that assumes progress from the lowest forms to the highest. Such approach is deprived of flexibility and notes the fact of that integration is subject to influence of a foreign policy environment and thereof unifying tendencies often alternate with the separatist.

In favor of such understanding of communication between the general globalization and development of the right, it is possible to give definition of a world order. The world order is the ordered system of the relations, which is based on use of the principles and norms of communication in the world (the right, morals, customs, culture, traditions, etc.). It is an order of relationship not only in the state and legal sphere, but also in the field of policy, ideology, religion, economic activity, the relations between public organizations, and also individuals. And, though the author considers this definition not concerning "global society", in that value as it is understood in our research, nevertheless, the specified characteristics are important in the light of consideration of a question of a ratio of substantial characteristics of globalization of the right and the general globalization.

Ratio of processes of historical development (in time) the general globalization and evolutionary development of the right. It was already noted that development of the right precedes and is ahead of a little general globalization, creating prerequisites and conditions for it and that only legal balance is that basis without which also globalization is inconceivable and as the end result, "global society". The reason of a certain temporary/historical unevenness in processes of the general globalization and globalization of the right consists in unevenness of development of various spheres of public life.

The doctrine differently belongs to this situation, agreeing with it or denying it. So for example, N. Nenovsky wrote that the state and the right developed in the main lines at the same time (Nenovskiy, 1982). Completeness of new legal system chronologically doesn't correspond to stability of government-power system, stability in the office of the public power comes before stability of the right, and chronological borders of transitional legal system are more long, than at the transitional state. The development of the legal sphere always lags behind development of the state and the political sphere in

general; the legal system prepares large economic and political transformations.

Within this research, the specified position seems to be unjustified and not corresponding to real practice as even today we see often a picture when the right (as standard system) can advance and be ahead of the level of political development of society. It often is an example of active legal integration in the state, active reforming of legal system, influence of international law. Nevertheless, it is necessary to remember that this approach is used not for the analysis of the general evolution of rights, and in relation to its evolution in "transition period". This approach is interesting and even is somewhat reasonable if to approach not only from the point of view of law-making (that is considerations of the right as standard system), but also from the point of view of right application which de facto corresponds to provisions of the right. The sequence of transformations of different spheres of public life passes in the evolution the following order: transformations in the political sphere; transformation of legal means of reforming of society; socially oriented economic reorganization of a political system and other necessary social changes.

As synthesis of position of some scholars can be allocated the following scheme: political life changes the right which changes economy and other spheres (the political relations develop quicker economic, demanding the corresponding legal dynamics). The lack of this approach consists in a cultural development exception in the course of evolution of cases in point though the question of culture (sense of justice) is very important for real change of the right and practice (law-makings and right applications). It means that globalization of the right directly depends and even is caused by processes of the general globalization (for example, in the sphere of development of legal culture), but also can direct the general changes in system of the public relations. Transformation of culture of society demands much more long time.

Thus, different rate of transformations in various spheres represents one of essential contradictions of transitional legal system that involves also circumstance when rates of legal changes in various components of legal system also don't coincide.

As it is already noted, for research of essence of process of evolutionary development of the right it is necessary to consider a question of character of global society, as result of the general globalization. For this purpose consideration of the following questions is represented important:

- Whether is global society more developed form of relationship between parts of system (the public relations at the global level)?
- On what beginnings and the principles has to the new system of relationship between components of system is under construction (the public relations at the global level)?
- What role is right in regulation of the public relations in global society?

Within work the concept “justice” is considered as the uniting concept for qualities for which finding society as system - orderliness seeks, efficiency and a compromise of interests (in the public relations). In such context, orderliness and efficiency act as expression of an external form of the principle of “justice”, and a compromise of interests as expression of its internal contents. Further justification of this provision on what the fair law and order will be the major basis and a backbone element of global society will be presented.

The provision on “global society” as about the end result of globalization in a broad sense is based on definition of that self-control of system of the public relations has to lead to creation of optimum system of mutually integration of communities and groups, as will be implemented within “global society”. Creation of such society also is sense of globalization. In the modern doctrine it is possible to meet this approach in slightly other interpretations. For example, in scientific literature opinions that this idea of “integrity of the modern world” is the main tendency of development of world politics meet. It is noted that globalizations are the cornerstone of idea of unity of all mankind, the concept of the right of society for development and the concept of “the general heritage of mankind”. Also it is declared that this idea of unity got into all public relations and affected all branches of international law that, in of course account, was a powerful incitement to integration of the world.

The question of what has to be global society as result of self-control of society on the way to self-preservation needs to be considered from a position of what qualities it has to possess. As it was already noted, self-control of system conducts to improvement of system of interrelations between structural parts of system. Self-control of system of the public relations conducts to increase of efficiency and rationality in coexistence of various units making society in a broad sense.

For example, M. Senson (Sanson, 2008) notes that whatever was future control system of the global world, it has to be aimed at providing and achievement of justice, safety, respect of a choice and autonomy, tolerance and progress. And though this author makes very indistinct and short explanations to the specified situation, is important the indication of that the doctrine (in the person of the specified example and many other authors) agrees with “orientation” of development of society and a control system.

What quality is important for our understanding of globalization of the right? In the matter within the real research by the most important principle and the beginning in the public relations to see concept and quality of “justice”.

Concept of the space right or Meta is right. Before describing why and in what measure “justice” is the defining concept of the question “orientations” of legal integration (and evolutionary development of the right), it is necessary to take up a question about so-called “meta - the right” which concept is also engaged in definition of in what direction and for what reasons the right in the development aspires.

The concept “the meta-the right” was entered in 1956 by the jurist (the practicing lawyer) A.G. Haley in his work “The space right and Meta - the right - a survey assessment” (Haley, 1956). The term “the meta-the right” was used by the author for designation of perhaps existing fundamental legal truth which are universal and applicable to all civilizations (both terrestrial, and all perhaps existing extraterrestrial). The author introduced so-called also for the first time. “An interstellar golden rule” (“Interstellar Golden Rule”) which was used and developed by many other authors, first of all, such as R. Freytas, K. Stone and C. Sagan (Sagan, 1973). The concept Meta - the rights was also essential is developed by other expert E. Fasan in work “The relations with alien reason: scientific bases Meta - the rights” (Fasan, 1970). These two authors designate founders of the modern concept Meta - the right and its basic provisions.

Studying of the concept of Haley A. and his followers allows to see obvious parallels with other scientific concepts / approaches, and in, the first stage, with known position of Kant I. about “a categorical imperative” and also with some provisions of “the natural right” which were a little changed or added in connection with consideration of these questions in the light of “the space right” and initial idea of existence of extraterrestrial civilizations (connected, according to the concept meta - the rights power and information communications).

Modern sciences are also investigated by a question Meta - the rights as parts of the space right. The phenomenon having human and post-human level on the sense, the nature, volume of the adjustable phenomena and about the meta right as about the natural and finishing phase of the evolution of the right opening at the planetary and space levels the deep nature and scales of the right. It allocates such aspects meta - the rights as (1) genetic (meta-social), (2) ecological, (3) planetary, (4) inter-civilization, (5) anthropoid space, (6) subjective and (7) informative.

Interesting the following provisions of the considered author which will be presented in the literal form are represented:

- political and legal forms of public life pass some levels together with the general social organization of mankind, its power and related technical and information equipment.... the consciousness and culture is transformed, naturally grow ripe and is accelerated new generations of systems of precepts of law are created;
- a stage of evolution of mankind is formation of uniform planetary system of rationing, correlation, scaling, harmonization of interests, will, behavior models of individuals, small and big social groups;
- we are present, probably, somewhere on average (or on a little higher) stages of achievement of a planetary step of evolution of the formed space civilization with its corresponding political and legal infrastructure;

- the unity of planetary system will significantly increase, the system obligatory for all will develop and will gain development.... the right focusing ideas of justice.

It is also necessary to note that the term “the meta-the right” is used by some authors and out of the traditional space concept of the right. For example, under the meta-right can consider “the true right”, friendly to the Live Future, which represents “set of the axioms which are directly following from valuable orientation of this culture, and generating the right in usual sense of this word”. The Meta - the law as fundamental fundamentals of law and a problem of a ratio “formal legal laws and laws moral”. Others consider the meta law as special branch of the right of applied character (in the sphere of economy and the right) which will combine legal and technical aspects.

It is well known that the right lubricant is used in the normal functioning of society. A society without law ... unthinkable. It is common knowledge that law serves as a lubricant ensuring the smooth functioning of society. A lawless society is inconceivable.

As already noted, it is possible to consider the history of public relations as a process of self-preservation, which is the highest value of any organism and systems, and in our case this organism and the system performs all of humanity (as a society). Under this approach, the history of mankind and globalization in general act as the process of building a “global society” on the basis of efficiency for a fair and reasonable coexistence. These two approaches are not contradictory, because it is a just order is the key to survival Mega socio or “global society”. A crucial role in this process is right and its development. This question of the importance of the right of society to be considered in more detail.

In the scientific literature there are different opinions about the nature and direction of development of the law and the state, but does not cause controversy position about the fact of evolution and development of these categories. Scientists agree that the law and the state are in the process of constant development, change and evolution.

It is necessary to clearly identify the fact that it is in no way, not a matter of self-regulation in the law itself. The right not to have a self-contained system that can have the capacity of self-regulation and self-development. Evolutionary development of the law is seen as part of the overall globalization, which is caused by the processes of self-regulation of society. Thus, society is the cause and the strength of the right, but not the self-regulating power of law. Right can and should be considered only in close conjunction with the community, as an expression of the will of the society, which changes the law in the process of globalization, in order to respond to the emerging challenges of life and the needs of social practice.

This misconception is the place to be in some studies, but in most cases it is categorically denied the doctrine. All legal, legal phenomena can be understood as a manifestation of social need and social

laws all legal phenomena do not have and cannot have their own history and thus are no longer self-sufficient and self-developing some kind of substance or idea.

This is reflected in the fact that “legal matter spontaneously, by the very logic of the law” is “the most important human values ... as if it was originally laid mood (“tasks”) on civilizational ideals and values of the highest order”.

Orientation and semantic load rights have always existed, from the birth of civilization and humanity, though sometimes take a variety of forms. Nevertheless, in the long term that is in the development of society the social and the positive essence of the right is manifested ever more clearly.

For example, it is noted that Kant is priced right as the goal of society, the main criterion of social development, as well as what F. Hayek spoke about the essence of the society of the present age in achieving the rule of law (Hayek, 1990). This situation of the essence of purpose and direction of the right to the interests of individuals and society supported in one way or another, by many researchers.

The abstraction transcendental principle in law, as a destination right in the historical and socio-cultural contexts of society, and notes that this question is closely related to ensuring the reproduction of society (society).

It should be said about the basis of the position of these scholars. In summary, this approach (synergy) is the following - a non-linear thinking and probabilistic (stochastic, non-deterministic) picture of the world, including as the highlights of disequilibrium, instability, and irreversibility of complex objects and processes. In such a case, the law has been described as a dissipative non-equilibrium system and it is in constant evolution and in accordance with the laws of non-linear, through the mechanisms of selection, reproduction and survival.

This role is that of survival, self-preservation, reproduction of Society (Mega sotsio, global society, integral society, etc.) is provided only with the regulatory community relations. It is the rule of law in the system of social norms play a role of the main controller, as social norms non-legal (but moral, religious, etc.) are not able to ensure the reproduction and survival of the society for long periods of time. Any social norm (even that is positioned as a religious, but objectively it is constitutive of society), inevitably turns into a legal (no matter where and how it is formulated).

In this respect also interested to stress the constitutive nature of the law and its regulations. In particular, he claims that the universal validity of (constitutive) the rule of law is that it provides the background of the behavior of citizens, which helps preserve the integrity of the public, and sought to exclude such acts, which are for her danger thus directly affects the self-preservation the entire system (society).

Based on an analysis of all scientific and doctrinal views and relevant information can be derived the following definition: the evolutionary development of the law - the development of a mechanism of self-regulation of society, passing through certain legal processes and for improving the effectiveness, consistency and compromise of interests in public relations.

The doctrine of the rights issue has not been studied sufficiently and therefore cannot use any well-established definition of this process is in the understanding, as it is understood in this paper.

For example, L. Bouelle (Bouelle, 2009), considering globalization as a legal phenomenon, said: “The legal globalization is manifested in the harmonization of national legislation, harmonization of legal processes, the relationship between national laws and dispute settlement system and the internationalization of the legislative, law enforcement and legal practice” (“Legal globalization is manifested in the harmonization of national laws, the standardization of legal processes, the interconnections among national laws and disputer solution systems, and the internationalization of law-making, law enforcement and legal practice“). It is necessary to take into account the fact that this definition is somewhat truncated, especially in the historical understanding of the globalization of law - it is obvious that L. Bouelle comes from a consideration of the current stage of globalization of law, which is only one of the stages of evolutionary development of the law and is denoted in this paper as “legal integration”.

In addition, it should be noted, however, that the doctrine is not an established concept, which could be defined by the right of a future global society. In foreign and domestic science can find the expression “uniform rules” (“uniform law”), “international legal rules” (“international legal rules”), “global right” or “world law”.

Compromise of interests as basis of system (the public relations) and as criterion of justice in global society. Hegel, speaking about the right, declares that “the soil of the right is in general spiritual, both its next place and a starting point - will...” (Hegel, 1990, p.67). He also notes that process of construction of will in the law passes through registration of will by legislature in a look externally - obligatory standard instructions, which are the right “receives the state lighting». Thus, in his opinion, illusion is created that the right proceeds from the state though actually the states fixes in a type of the standard instruction objective “the ideas of justice and freedom existing regardless of the state”.

We come to a conclusion that will of the person and will of society - here sources of such objective value as justice which is expressed in standard and legal instructions of the fair (legitimate) state. If the right is expression of will which respectively is a basis and the primary source of the right, in what essence of will?

Scholars, lawyers and philosophers defined essence and the content of will of the person as interest expression for a long time that is the content of will is interest. Thus, it is that interest is

expressed in will which is objectively connected with idea of justice. In this regard justice is expressed in the accounting of all interests and achievement of a compromise of interests for general welfare. It is criterion of the internal content of the concept “justice”, that is the compromise of interests is a value for society and the relations as the accounting of opinions for general welfare and, therefore, for increase of efficiency and an order in system in general is provided to these.

In confirmation of validity and importance of provision on “a compromise of interests” in the context of the concept “justice” it is worth remembering Hegel and Nietzsche's opinions once again. In Hegel's definition “justice concerns respect me the rights of other people...” (Hegel, 1990), and in F. Nietzsche's definition “justice is, therefore, requital and an exchange on condition of approximate equality of forces” (Nietzsche, 1972). This approach just allows speaking about a compromise of interests in the context of the concept “justice”.

Thus, it is possible to declare reasonably that the system of the relations in the course of self-control of society is directed on continuous increase of the efficiency where the accounting of interests of all parties and even connection of interests and requirements in a whole on bases of justice and a rationality is important. As an example, it is possible to consider modern system of the international integration processes and the change of the world right and a law and order connected with it and, even, systems of the international relations in general (Aman Alfred, 2004).

In the conclusion we would like to make an accent, that the provision on justice of a law and order as bases of regulation of the relations of global society that is expressed in the concepts “orderliness”, “efficiency” and “compromise of interests”, leads logically to a question of a role and a place of the right in construction and functioning of global society.

REFERENCES

- Allott, Ph. (2002). *The Health of Nations - Society and Law Beyond the State*, 2002.
- Aman, A. C. (2004). *The Democracy Deficit. Taming Globalization through Legal reform*. Kentucky: Lexington.
- Azroyants, E.A. (2002). *Breaths and exhalations of the history*. Moscow: Nauka.
- Boulle, L. (2009). *The Law of Globalization. An introduction*. New York, NY: MacMillan.
- Chistyakova, S.S. (2008). *Cultural and historical types of the globalization*
<http://anaculturolog.ru/index.php?module=subjects&func=viewpage&pageid=333>.
- Fasan, E. (1970). *Relations with Alien Intelligences: The Scientific Basis of Metalaw*. London: Compiled and edited by W.E. Butler.
- Filipov, A. (2001). *Sad globalization: local without the borders, global without the place*. Moscow: Progress-Tradition.

- Friedman, T.L. (2007). *The world is flat. A brief history of the XXI century.* New York, NY: MacMillan.
- Haley, A.G. (1956). *Space Law and Metalaw – A Synoptic View.* London: Kluwer.
- Hayek, F. (1990). *Way to the slavery.* *Questions of philosophy*, 11, 128-135.
- Hegel, G. (1990). *Philosophy of law.* Moscow: Norma.
- Joyner, K. (1992). *International law in the 21st Century. Rules for Global Governance.* New York, NY: Greenwood.
- Nenovskiy, N. (1982). *Unity and cooperation of the state and law.* Moscow: Progress.
- Nietzsche, F. (1972). *Positive of Christian religion.* Moscow: Norma.
- Pantin, V.I. (2003). *Cycles and waves of the global history. Globalization in the historical measurement.* Moscow: Gardarika.
- Rutkevich, M.N. (2004). *Impact of the globalization on the concept of state sovereignty in the international law.* Moscow: Zertalo-Teis.
- Sagan, C. (1973). *The Cosmic Connection.*
- Sanson, M. (2008). *International law and global governance.* London: Compiled and edited by W.E. Butler.
- Seidov, A.V. (2005). *Impact of the globalization on the concept of state sovereignty in the international law.* Moscow: MZ Press.
- Shakhrai, S.M. (2004). *Globalization in the modern world: political and legal aspects.* S.-Petersburg: Fund of the support of the science and education in the field of law-defense activity “University”.
- Verlag Dr. Muller (2009). *Law & Globalization. Making sense of a connected world.* New York, NY: Greenwood.