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**GLOBALIZATION VS UNIFICATION IN EDUCATION**

In Middle Ages scientists used to write their papers in Latin, therefore science language was uniform. Nowadays every country teaches in its own language. Could we talk of any unification in education? Sure, we could. Science language is not the only parameter considered in unification. Some significant features of education unification are discussed. The globalization is a buzzword nowadays. Some special documents were approved to provide business and education globalization. Bologna declaration aims to increase mobility of students and staff across the European Higher Education Area [2].

The Bologna Process is the most important and wide ranging reform of higher education in Europe. The ultimate aim of the Process is to establish a European Higher Education Area by 2010 in which staff and students can move with ease and have fair recognition of their qualifications. This overall goal is reflected in the six main goals defined in the Bologna Declaration [1]:

- a system of easily readable and comparable degrees, including the implementation of the Diploma Supplement;
- a system essentially based on two main cycles:
  - . a first cycle relevant to the labour market;
  - . a second cycle requiring the completion of the first cycle;
- a system of accumulation and transfer of credits;
- the mobility of students, teachers, researchers, etc;
- cooperation in quality assurance;
- the European dimension of higher education.

Mobility of graduates around the whole European Higher Education Area is only possible if recognition of degrees earned is ensured. This is supposed to be done through increasing transparency of educational systems and trust among the educational systems that in turn will be based upon quality assurance of programs and institutions.

Most people see changes in trade and economic relations as the main mover of the globalization process.. The becoming worldwide of trade, production and consumption, the worldwide acceptance of market economics and free trade and the sharply increasing freedom of capital movements is caused by political globalization and technological globalization. New technologies and the worldwide introduction of democracy has made economic globalization possible, by providing new means of communication and by opening up countries. As economic globalization progresses, the number of multi-national companies also grows and the number of strategic alliances between companies in different countries increases. This way businesses deal with globalization [3].

The global economy is the world economy. It reflects the total amount of measurable economic activity going on in the world. For the global economy to exist means that a rising share of economic activity in the world is taking place between people who live in different countries. This includes all production, trade, financial flows, investment, technology, education, labour and economic behaviour in nations and between nations.

Transnational corporations that see the world as a single market have facilitated the process. It is important to note that globalisation not only refers to the actual movement of trade but also to the capacity and the potential to move across the borders of nations, investment, technology, finance and labour.

International bodies such as the World Trade Organisation (WTO) and the International Monetary Fund (IMF) have helped free up world trade by reducing trade barriers (such as tariffs and subsidies) and by the deregulation of the world financial markets. Countries that have been able to take advantage of this trade liberalisation are now seeing higher levels of economic growth and reduced poverty.

However some see globalisation in both developing and developed countries as a cause for loss of national identity, increasing environmental problems and the exploitation of labour.

The most obvious "evils" of globalization are structural unemployment, the erosion of organized labor as a political and economic force, social exclusion, and an increase in the gap between rich and poor within nations and, especially, worldwide. Some people associate globalization with an increase in urban insecurity due to growing urban violence; they think that globalisation may pose serious threats to security, peace, stability, and development (such as drug trafficking, mafias, merchants of weapons of mass destruction, or terrorist organizations) [4].

Without high-tech and computer technologies there is no globalization in education. European Universities tend to unify their curriculum and their courses. Using distance learning, you could enter any university and graduate it successfully.

**References:**

1. <http://www.aic.lv/ace/bologna/default.htm#About%20Bologna%20process%20in%20short>
2. <http://www.bologna-bergen2005.no/>
3. <http://globalize.kub.nl/>
4. <http://faculty.ed.uiuc.edu/burbules/papers/global.html>

**Moriis Chuckman**

**MARKETING STRATEGIES AND DEFENSIVE TACTICS IN PROMOTING YOUR INVENTION**

Patents and copyrights protect your ideas as long as you know the advantages, disadvantages, costs, options, and their implications for you. In the absence of these legal measures I can still protect my invention from thieves. I begin with: 1. a discussion of the problem of protecting my invention; 2. defensive tactics protecting my invention; 3. its future applications; 4. my marketing strategy; 5. a description of my invention.

1. **Problem of Protecting Invention** – Cultural context, my clients are Muslims in the US, proprietors of the company “I AM USA Corp.”. The patriarch and chief client representative is my university professor who obtained the government contract to develop my invention. I am in the position of needing to be both respectful of his position above me as a professor yet protect my interests in so far as I am the proprietor of my invention and he is my client. I do not want my professor to steal my invention.

2. **Defensive Tactics** - I hired a subcontractor to make the Front end user Interface that first comes up while I concentrated on the 3D Graphics and mathematical modeling that appear after the Launch button is pressed.
3. **Description of Invention** - As you will see in the multimedia presentation, I have a 5 minute time limit on the computer simulation of my sparkless furnace ignition system. The simulation has a random nag screen that prevents usage at short random time intervals while displaying registration reminders, and also my company name in the title bar prevents credit theft. Since it is not in the final stage I left the name TechTornado.Com unencrypted in the code so I can demonstrate how opening up the program thermosim.exe in Wordpad.  
If you want to launch a command prompt and execute the thermosim program from the console, you may choose these are some of the command line arguments to run the demo of my sparkless furnace ignition system.  
-f filename will allow the program to load other coordinate files besides the default "coords.fsm"  
The rest are well documented:  
-M Num set factor of density's affect on temperature to Num (default 0.23)  
-E Num set factor of velocity's affect on density to Num (default 0.13)  
-F Num set multiplier affecting temperature diffusion to Num (default 0.4)  
-A Num set multiplier affecting density diffusion to Num (default 0.35)  
-L Num set factor of velocity's affect on density to Num (default 0.14)  
-P Num set spread factor of particles' velocities to Num (default 0.39)  
-R Num set friction factor to Num (default 0.09)  
-O Num set initial temperature of incoming gas to Num (default 2456.7)  
-N Num set initial density of incoming gas to Num (default 23.456)  
-Y Num set initial velocity of incoming particles to Num (default 3.0)  
-C Num set monte carlo accuracy level to Num - an integer Max 8 (default 3)  
-G Num set number of steps to pre-run simulation for - an integer (default 5)  
-n Num set size of simulation space to Num - an integer- space can only be cubin with height, length, and width of Num cells  
-s Num set seed of random number generator to Num
4. **Future Applications**- My design and invention of the sparkless furnace ignitor can be modified to simulate other combustion chambers besides the coal furnace power plants. Secondly my design can be applied to a personal model rocket.
5. **Marketing Strategy** - in the absence of a written contract I made this demo that illustrate all of the features without actually being useable or easily modifiable to unlock the useability.

**GERALD M. MUSA**

**A VIEW OF MARSHALL MCLUHAN'S PHILOSOPHY VIS-A-VIS**

**THE RICHES AND RISKS OF THE CELLULAR TELEPHONE AND THE FAMILY**

*"A vital point I must stress again is that societies have always been shaped more by the nature of the media with which men communicate than by the content of the communication."* **McLuhan**

### **INTRODUCTION**

The theme of the message of the 38<sup>th</sup> world communications day sent by Pope John Paul II for this year 2004 is: "The Media and the Family: A Risk and Richness." The opening paragraph of the message reads: "The extraordinary growth of the communication media and their increased availability has brought exceptional opportunities for enriching the lives not only of individuals, but also of families. At the same time, families today face new challenges arising from (these)..."

This essay is not on the Mass Media but it is aimed to examine one of the very vital and powerful medium of communication – the cell phone. I intend to discuss on the impact of this medium on the primary unit of the society- The Family. I intend to talk about this new technology mainly in the light of the philosophy of the Marshall McLuhan.

### **AN OVERVIEW OF MARSHALL MCLUHAN'S PHILOSOPHY**

Marshall McLuhan was influenced by the Catholic Philosopher Pierre Teilhard de Chardin. Chardin believed that electricity is an extension of the central nervous system. Building on the philosophy of Chardin, McLuhan explains technology as an extension of the human body. He gave the examples of the shovels we use for digging hole as an extension of the hands, the microscope or telescope as extensions of the eye, or the automobile as the extension of the feet.

McLuhan argues that technologies are not mere inventions but they are instruments through which people themselves are being re-invented. He summarises the content of his works in the following words: "My work is designed for the pragmatic purpose of trying to understand our technological environment and its psychic and social consequences." In 1962 McLuhan published a book titled: 'The Gutenberg Galaxy' in which he spoke about the great revolutions that have taken place in the world as a result of the invention of the printing press by Johannes Gutenberg. In a different book titled: 'The medium is the message, McLuhan explained profoundly why we must not only study the content of a message but also the impact of the medium through which the message is passed.

Another notable philosopher with a similar idea is Walter J. Ong who was a student of McLuhan. One of "Ong's most contribution was to show how various forms of communication – from storytelling to cyberspace—shape our thoughts, relationships and cultures."<sup>1</sup> The Print technology was really a giant stride in the print technology brought about psychic and social transformation of the society. It is one of the central issues that Ong discussed in his famous book: "Orality and Literacy: The Technologising of the Word." McLuhan had described every technology as a "revolutionising agent." As an extension of the philosophy of McLuhan, I want to look at the revolutionising effects of the cell phone as I focus on its riches and risks in the life of the family.

### **THE HISTORY OF THE CELL TELEPHONE**

At the University of Copenhagen, in 1820 Danish physicist Christian Oersted discovered electromagnetism. This discovery of

<sup>1</sup> <http://www.sl.u.edu/readstory/newslink/2974>