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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>

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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.