

MULTICULTURAL AND SOCIAL DIALOGUE THROUGH SOCIAL NETWORKING SITES : FACEBOOK AND TWITTER AS TOOLS OF GLOBALIZATION

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SUMMARY

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1. Dialogue in the era of globalization

Over many centuries, human societies across the globe have

established progressively closer contacts. Recently, the pace of global integration has dramatically increased. Unprecedented changes in communications, transportation, and computer technology have given the process new impetus and made the world more interdependent than ever. Money, technology and raw materials move ever more swiftly across national borders. Along with products and finances, ideas and cultures circulate more freely. As a result, laws, economies, and social movements are forming at the international level. Many authors and researchers consider not only the globalization of the economy but also the globalization of politics, of culture and of law. We can explore the various manifestations of interconnectedness in the world, noting how globalization affects real people and places. (Bauman, Z. 1998)

Globalization often appears to be a force of nature, a phenomenon without bounds or alternatives. But peoples' movements have shown that it is neither unalterable nor inevitable. Citizens all over the world—ordinary people from the global North and South—can work together to shape alternate futures, to build a globalization of cooperation, solidarity and respect for our common planetary environment.

There is no question that globalization has been a good thing for many developing countries who now have access to different markets and can export cheap goods. Dialogue between people from different countries and continents has become possible. We can easily meet people from all over the world and communicate with them. (Banathy Bela, H., Jenlink Pat-rick, M. 2004)

There is cultural intermingling and each country is learning more about other cultures. Most people see speedy travel, mass communications and quick dissemination of information through the Internet as benefits of globalization. "Globalization crosses boundaries of government and business, media and social movements, general and academic interest. As a political challenge, it crosses the ideological spectrum and engages social movements and politics at all levels. It involves a paradigm shift from the era of the nation state and international politics to politics of planetary scope." (Pieterse J.N., 2009, p. 7)

2. Intercultural communication via social networking sites

In the 21st century social networks are a tool of globalization. Social networks are very popular. We create accounts and visit our pages at least several times a week. Social networking sites are an opportunity to communicate with family and friends who are away from us, they have become platforms for different types of dialogue. Social networks provide an opportunity to communicate with colleagues at work, relatives and friends who live in different cities and countries, as well as make new acquaintances.

- Social networks can be used as a tool for self-development.
- Along with this, social networks can help during the educational process. With their help, you can exchange lecture notes, assignments for laboratory work and other useful information.
- Social networks are a platform for business dialogue and development. Advertising can be directed to the target audience and people who might be interested in the products or services you provide are aware of your business.

Facebook and Twitter are among the most popular networking sites in the world.

Facebook has an impact on the perception of dialogue in the modern world. Scientists have suggested that the constant updating of personal detailed information, thoughts and feelings between friends from social networks creates a special feeling of unity with them. Perhaps it is social networks that provide satisfaction from a sense of belonging. At the moment, social networks are essentially a huge database with the most diverse information about hundreds of millions of people around the world, which is also well structured.

It is important to understand one thing: on the Internet, as in the real world, people unite in certain social groups (social masks) that do not overlap with each other. Social networking sites such as Facebook and Twitter offer a possibility to discuss different topics and create a virtual platform for dialogue. The main global division occurs on projects within which the target audience is divided into informal interest groups, age groups and other characteristics. Moreover, there can be several social masks: in the daytime, a person needs business communication, evening communication with friends and family, on weekends communication, for example, related to a hobby, etc. Everyone will have a set of masks, however each of them will have its own features that will affect all behavior. That's why modern man is often registered in several social networks, in which he meets different needs and gives different information about himself, and recently many people even have several accounts in each social network to be able to «wear» different social masks.

People actively use the networks to work and every year they make it all more successful. Many people change their work through social networks, companies find employees, some groups of specialists have completely moved their professional activities there. In the near future, we can expect the development of specialized functionality that will create virtual jobs, in particular, this applies to professional networks. Facebook is the most popular social network in the world and the most visited site. Since its inception, it has continued to demonstrate tremendous growth, both of users and profits. The company constantly thinks out and introduces new ideas, conducts active integration with the outside world, creates its own «facebook-Internet». In the next few years, rapid growth will remain unchanged.

Twitter is a pretty young social network, based on microblogging. The idea is quite interesting: the creators took the old ideas of blogging, artificially limited the length of the message and greatly simplified everything that was possible, as a result, in the modern world, when life accelerates with each passing day, and time is short, a new popular social network has appeared.

Nowadays multicultural dialogue became possible through social networking sites such as Facebook and Twitter. Our cultural environment is changing quickly and becoming more and more diversified. Cultural diversity is an essential condition of human society, brought about by cross-border migration, the claim of national and other minorities to a distinct cultural identity, the cultural effects of globalisation, the growing interdependence between all world regions and the advances of information and communication media. More

and more individuals are living in a “multicultural” normality and have to manage their own multiple cultural affiliations. Cultural diversity is also an economic, social and political plus, which needs to be developed and adequately managed. On the other hand, increasing cultural diversity brings about new social and political challenges. (Banathy Bela, H., Jen-link Patrick, M. 2004)

Facebook and Twitter help to fulfill the general objectives of multicultural dialogue:

people can learn to live together peacefully and constructively in a multicultural world and to develop a sense of community and belonging. This type of dialogue can also be a tool for the prevention and resolution of conflicts by enhancing the respect for human rights, democracy and the rule of law. More specifically, in the era of globalization, social networking sites achieve the following goals in the multicultural dialogue (Benet-Martinez, V., Hongry. (eds.) 2014):

- To share visions of the world, to understand and learn from those that do not see the world with the same perspective we do;
- To identify similarities and differences between different cultural traditions and perceptions;
- To achieve a consensus that disputes should not be resolved by violence;
- To help manage cultural diversity in a democratic manner, by making the necessary adjustments to all types of existing social and political arrangements;
- To bridge the division between those who perceive diversity as a threat and those who view it as an enrichment;
- To share best practices particularly in the areas of intercultural dialogue, the democratic management of social diversity and the promotion of social cohesion;
- To develop jointly new projects.

Social networking sites fulfill at least six crucial conditions of multicultural dialogue:

- Equal dignity of all participants;
- Voluntary engagement in dialogue;
- A mindset (on both sides) characterised by openness, curiosity and commitment, and the absence of a desire to “win” the dialogue;
- A readiness to look at both cultural similarities and differences;
- A minimum degree of knowledge about the distinguishing features of one's own and the “other” culture;
- The ability to find a common language for understanding and respecting cultural differences.

Globalization, according to Albrow, “refers to all those processes by which the peoples of the world are incorporated into a single world society, global society” (ALROW M.,1990, p. 9). Nearly all societies in the world and many of the past are multicultural, that is composed of several cultural groups who understand themselves as distinct in certain respects but nevertheless interacting within the society. Multiculturalism consists of the assertion of normative principles that affirm the value of such cultural diversity in terms of equality between groups and the realization of these values in institutions and policies. Social networks can bring many benefits. Internet communication should complement life, and not be the basis of all our activities.

3. Social dialogue on the web

The use of social dialogue is an important component of the modern developed state, as well as an indispensable tool for maintaining good conditions and relations in the labor market. With the social and labor sphere, contradictions often arise, and it is social dialogue that can resolve them. Enterprises, regardless of location and type of activity, should strive to maintain partnerships between employers and employees of the company. In the era of globalization, Facebook and Twitter have become platforms for social dialogue between different groups of people.

The functions of social dialogue regulate the interests of the three social parties, namely: state interests, business interests and the interests of workers directly. These are the basic functions of social dialogue, the fulfillment of which ensures social peace in society.

Social dialogue via social networking sites is:

1. A powerful tool for managing change, company development, and policy-making.
2. It implies the exchange of information between the executive authorities, employers and employees of a particular company.
3. Based on the realization of the fact that the employer and the worker have both mutual interests and conflicting interests. In the world, the development of social dialogue is one of the most important factors for the development of regions and local governments, since successful business relations between the executive branch, employers and workers contribute to the development of the business environment and the infrastructure of the regions.

One can say with certainty that an effective social dialogue provides an incentive for developing policies and seeking compromise solutions that will take into account the working conditions, needs, and priorities of not only employers but also employees. This, in turn, will entail a long-term sustainable result, both for the company and for society as a whole.

What issues are put forward for consideration in the framework of the social dialogue?

- 1) Issues of labor relations and employment - Establishment of an adequate level of labor remuneration, determination of the minimum wage; - Freedom of association;
- 2) Job creation
- 3) Labor market policies - Creation of jobs in medium and small enterprises - employment policy - a policy of continuing education and training «from scratch» - Migration policy.
- 4) Issues of economic policy - the principles of economic growth and macroeconomic policy; - Transformation and structural changes in the economy
- 5) Gender Equality - Elimination of gender inequality in employment
- 6) Working conditions - hygiene and safety of work; - duration of the working day; - work time; - measures that allow workers to combine work responsibilities and family responsibilities; - Holiday to care for the child.
- 7) Social security and social protection - protection of motherhood; - social protection.

All these issues are discussed via social networking sites, all members try to find appropriate solutions to these problems.

The relevance of social dialogue is increasingly recognized as the international community searches for appropriate responses to the challenges of globalization. Social networking sites become platforms for social dialogue where ordinary people can contact political and business leaders, communicate with them and involve them into discussion. (Robertson, R. 1992) With its time honoured tradition and competence in this area, Facebook and Twitter are well placed to play a leading role in fostering the dialogue, partnerships and participatory approaches to decision making. They help by:

- Promoting concerning social dialogue.
- Engaging every member to be active citizen.
- Explaining problems and helping to find solutions.
- Establishing a plan of action to operationalize the concerning social dialogue.
- By organizing meetings in different areas.

Freedom of expression, creativity, the world's knowledge available to everyone – all happening thanks to the internet and social networking sites. The current world is a world of globalization, information and multiculturalism. It involves the freedom, of trade, commerce, activities and speech. Localities being connected with the world by breaking national boundaries; forging of links between one society and another, and between one country and another through international transmission of knowledge, literature, technology, culture and information. The interconnectedness of modern world is established via social networking sites as platforms for communication and exchange. The world's largest social media network, is also one of the biggest platforms for different dialogues in the modern world. Social networking sites control the marketplace of ideas and that's a very powerful thing to control when you're living in the globalized, multicultural world. Hence, a culture of interdependence has been established between nations through social networking sites. They become platforms for a social dialogue, a place to discuss and exchange news, events and ideas.

Facebook and Twitter remain among the most effective social networking sites. They reflect all social changes, give possibility to create and develop civil society. Facebook has the ability to target specific interests, right down to incredibly detailed relevant audiences and localities. It is a content dialogue platform par excellence. Multicultural dialogue via social networking sites in the world is a sort of creation of a new world order with no national boundaries. Culturally, it means exchange of cultural values between societies and between nations and ideologically, it means the spread of liberalism and capitalism. Thus globalization goes hand in hand with localization, regionalization and multiculturalism.

Earlier, political ideologies and relations between nations have determined the fate of people over centuries; with economics being subservient to politics. However, in the new era, it is the economics, employment generation and public welfare that determine the need & strength of relations between nations.

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