

**PROFILE OF GLOBAL AND THE LOCAL IN CULTURE: THE CASE
OF THE MACEDONIAN SOCIETY**

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Abstract

This paper attempts to explore the relationship between the global and the culture in the Macedonian society. The main purpose of the analysis presented in this paper is to test the adequacy of the relevant theorizations the relationship of the global and the local, especially in terms of the culture, as well as to identify empirically the factors which best explain the relationship of the global and the local in culture in the Macedonian society. The data for this paper comes from a survey of a total of 671, all Macedonian citizens more than 15 years old. The selection of the units of the sample is appropriate to the predetermined quotas. The criterion for establishing the quotas for the selection of the sampling units are as follows: regions, gender and age of the respondents. The research results show that the profile of global and local culture in Macedonian society is built on seventeen factors: (1) " Global synergies of communications and digital technologies in the culture of the Macedonian society Communication", (2) "Polarization and stratification of rich and poor countries economically, politically and culturally", (3) "Big worldwide industrial markets affecting local cultures, identities and lifestyles", (4) "Relatively high presence of the globalization in the economy, the financial operations and politics in the Macedonian society ", (5) "The relatively high presence of globalization in

fashion trends in clothing, and slightly lower in the sphere of education", (6) "Economically, politically and financially leader international organizations and countries in the world, which are imposed as factors in resolving the internal problems in the local socio-cultural context", (7) "The processes of globalization allow glocal identities, which will enable the integration of the global and the local elements of the culture in the Macedonian society", (8) "The situation and the status of the Macedonian language in the conditions of globalization", (9) "The Internet and the English language in the Macedonian culture as signs of the globalization in it", (10) "Cultures in the Macedonian society strive to preserve its distinctiveness", (11) "The media as a factor of the globalization processes in culture in the Macedonian society", (12) "Globalization of the culture in the Macedonian society", (13) "The economic progress of the Macedonian society depends on its openness to the modern world processes, which generally do not pose a threat to the identity", (14) "The Macedonian society, is a society with relatively little impact on the globalization", (15) "The Macedonian language as a cultural identifier of the culture and the identity in the Macedonian society", (16) "Globalization in the Macedonian culture leads to the destruction of the boundaries and divisions among different cultures and provokes their mutual interaction", and (17) "The selection of documentaries, films and series in the Macedonian culture announce the presence of the processes of globalization out of which processes of globalization develop directly. " This relation is observed in the constant interaction of cultures and their elements.

Key words: Globalization, global, local, cultural factors

1. Introduction

Three years ago, on August 5, 2016 a spectacular event happened on the occasion of the opening of the Summer Olympic Games in Rio de Janeiro. It was an event (picture), of the power and burst out of the global humanity on that day. Approximately four billion television viewers from around the world, in addition to those who attended in the huge Maracana stadium, at the same time observed and interpreted the symbols from over two hundred countries that participated in the Parade of Nations. The representatives of the Olympic participating countries, in smaller or larger groups, each behind their flag represented the their society and culture. This event reminds us of the processes which lead to the integration of the world as a whole, but also towards the preservation of the cultural diversity of the contemporary humanity.

Ronald Robertson, the most distinguished representative of the theory of cultural globalization in his book *Globalization* published in 1992, points out that the globalization refers to the compression of the world and the intensification of consciousness of the world as a whole (Robertson, 1992: 8). This consciousness is increasing and the probability of the world to be reproduced as a single, is growing. That consciousness is built on the experience that is the result of the representation of the world as a whole. In that regard, the opinion of Anthony Giddens on the globalization is notable. He believes that the globalization is “the intensification of worldwide social relations which link distant localities in such way that local happenings are shaped by events occurring many miles away and *vice versa*” (Gidens, 1998: 69). This relationship represents one of the topics which are of interest of the sociological science. In this sense, the global and the local can be observed as two sides of the unique process of the globalization. These two sides, the global and the local are two features of the contemporary life which are inseparable. The emergence of the global implies the existence of the local. After all, the true meaning is in the combination of the global and the local, not the local against the global. As Ronald Robertson emphasizes "the global and the local are not mutually exclusive but complementary" (Robertson et al, 1995: 54).

In reference to the idea local in the context of the global, there are two meanings: *global localization* and *local globalization*. Through these two meanings of the idea of the local, we explain the presence and the impact of the globalization. The most sensitive issue related to globalization and its presence in the local communities is the question of the future of the local cultures. Resistance to globalization due to this issue, according to Mario Vargas Llosa, arises from the fear that the disappearance of the national borders and the establishment of market-connected world means a death blow to regional and

national cultures, their traditions, customs, myths and behaviors which make up the cultural identity of the country or the region (Ljosa, 2003: 99).

In our analysis, the term culture is used in the sense of "distinctive way of life of a society" (Williams, 1996: 7), i.e. specific behavioral practices and beliefs according to which a society differs from the others. The research on the relationship of the global and the local in the culture Macedonia is taken as an example and focuses on certain aspects of our culture.

2. Research objectives

The survey focused on the following objectives:

The scientific objective of the research deals with the phenomenon of the globalization, to investigate the relationship of the global and the local, and to identify the signs through which the global is present in the local as well as the factors through which the processes of globalization in the contemporary Macedonian society and culture are explained. In addition, the objective is to explore the views of the Macedonian citizens of the processes of globalization and these views may differ with regards to gender, age, level of education, place of residence (region), employment status and sector of employment.

The methodological objective is the use of a survey questionnaire, and utilization of appropriate statistical techniques for analyzing research data.

Social objective: to develop the individual and the collective awareness of the presence of the globalization in our environment, awareness of the necessity for balance of the global and the local, while at the same time raising awareness about the world as a whole and the local as part of it.

3. Research Methodology

The subject of the research is elaborated on theoretical and empirical level. On the *theoretical level* the subject is researched through the theoretical approaches which refer to the globalization as well as the theoretical approaches on the relationship of the global and the local in the culture. On *empirical level*, the subject is being researched by means of a survey.

3.1 Data sources

The analysis of the global and the local in the culture in the Macedonian society taken as an example is based on several types of data. In the theoretical part of the paper, the available literature is used on the relationship of the global and the local in the culture. The empirical part of the paper refers to primary sources obtained by means of survey. The empirical records were obtained from a sample that belongs to a group of samples chosen by the principle of improbability.

Sample Design:

The sample which is used for data collection by means of a questionnaire belongs to the group of samples selected by the principle of improbability. The main mass is of citizens of the Macedonian society, a unit of the sample is a citizen of the Macedonian society aged 15+. The selection of the units of the sample is appropriate to the predetermined quotas. The criterion for establishing the quotas for the selection of the sampling units are as follows: regions, gender and age of the respondents. 671 citizens who live in the Macedonian society were included in the sample.

3.2. Methods of data processing

The data processing is multi-level with reference to the subject and purpose of the research. Based on the material obtained from the survey questionnaire, on two levels are distinguished. The first level of analysis is descriptive. A level of univariate analysis is used through a proportional representation of the variables. The bivariate analysis intersects the dependent with the independent variables, and through the coefficient of contingency (CC) the intensity of the association between the variables is measured.

The second level is multivariate analysis, utilizing the method of factor analysis by means of this method, the possible factor grouping in clusters is determined and thus the answer to the question concerning the profile of the relationship of the global and the local in the measured society. Through the method of factor analysis is used, through which the features that mark the processes of the globalization in our society and culture are differentiated.

To this end, fifty-five variables obtained by means of the questionnaire were selected as input variables for the factor analysis. The following variables are entered in the model: the age of the respondents; the presence of the globalization in the areas of economy, financial operations, politics, fashion (in terms of following the fashion trends), the clothes (pieces of clothing from the world-famous names), food and beverages, language, engineering, art, media and education. The model also included variables for international organizations (NATO, IMF, WB, WTO), national governments, as well as the United States of America, the European Union, Japan, China, India and Macedonia.

Events which are directly related to the processes of globalization followed, and they refer to the culture. These are: the knowledge and the use of the English language; its international use as a result of the USA economic power and the consequences of its presence in the local communities, the mass media as a means through which we meet with different cultural values and identities, which, along with foreign cable TV - channels incline towards new life choices in the music, film, fashion, art, the use of the Internet, and the selection of documentaries, movies and TV series.

Moreover, the variables which refer to the language through public inscriptions and company logo or slogans were included, for example the public inscriptions and the company logos and slogans written in a foreign language, the problems in reference to the understanding of their meaning, as well as the views on the emergence of this kind of public signs and company logos and slogans.

Then, the variables which refer to the attitudes towards the emergence of the public inscriptions and company logos and slogans written in Macedonian language (or one of the languages used in the local area) followed, as well as the status of the Macedonian language in terms of public inscriptions and company logos and slogans written in a foreign language (it does not refer to the languages used in the local environment), and the views on the official names of the institutions, the public facilities and the streets in the place of residence.

The last group of variables refers to the socioeconomic and the cultural changes caused by the globalization processes. These changes refer to both individual societies and the world as a whole. These variables allude to the increasing of the inequalities among countries, the rich and the powerful nations exploiting the poor and the weak countries. Other variables refer to the environmental care and the quality of the public services. Further variables relate to global poverty, the weakening of the power of nation states and the requirement to respect the universal human rights, underlining the impact of the globalization in general. Other variables refer to the socio-economic changes in the Macedonian society. These are the variables which refer to the views on the economic growth of Macedonia and the view that the intensive presence of the globalization in Macedonia should open new job opportunities.

The final variables refer to the changes due to the processes of the globalization in terms of our society and culture. They are as follows: the globalization is a threat to the traditional cultural values in our society; the globalization allows combining and mixing different cultural elements in our society; the globalization leads to changes in the culture and cultural values of our society, thus globalization replaces the culture in our society with the global culture; the existence of the global and the local culture in our society is important for creating new cultural models; the cultures in our society are reluctant to embrace global cultures and values; the cultures in our society struggle to preserve their cultural values and identity. As a result of the accelerating processes of the globalization, the individuals do not have to build identities which are based on the place they live in, but they can choose many different identities. Once we have chosen input variables, calculation was undertaken to examine the correlation matrix between them. The representation of the correlation matrix was developed to determine the type and strength of the connection of all the variables which, in the approach to the research, are

presented as variables through which the relationship of the global and the local is analyzed. To this end, the values of correlation coefficients (r) are interpreted. The *Factor analysis* singled out 17 factors which have eigenvalues above 1.00 (Table 1) and, whereby, explain the total of 61.273 percent of the total variance of the scores on the scales of the questionnaire about the relationship of the global and the local in the Macedonian society. The data in the table show that the seventeen factors fulfill both criteria: the criterion for the intrinsic value, and the criterion for the percentage of variance.

4. Results

In line with the set objective, the research results shall be presented on a display of the factor analysis. Below, in table 1, the final results of the factor analysis of the 55 variables which reflect the social background of the respondents to the processes of the globalization are presented. The table shows the data of the factor saturation obtained through varimax rotation. The variables which show the highest statistical correlation with the first factor are music (0.746), technology (0.664), media (0.647), art (0.647) and language (0.627). This factor explains 6.3% of the total variance, and indicates the presence of globalization in local context. All components show a positive correlation with the first factor, i.e. they have a high factor saturation with a positive sign. Thus, this factor is called "Global synergies of communications and digital technologies in the culture of the Macedonian society."

The second factor has a high factor saturation with a positive sign of the following variables: globalization allows the rich and powerful countries to exploit the poor and weak states (0.761); the globalization contributes to increasing the inequalities among countries (0.712); the globalization destroys the environment (0.659); the globalization is a threat to traditional cultural values in our society (.597) and globalization encourages world poverty (0.539). This factor explains 5.5% of the total variance. The factor is marked as "Polarization and stratification of rich and poor countries economically, politically and culturally."

The following indicators have factor saturation with a positive sign on the third factor: Japan influences on the processes of globalization (0.777); China influences the processes of globalization (0.726); India influences on the processes of globalization (0.683) and Russia influences the processes of globalization (0.640). This factor explains 4.5% of the total variance. The factor is marked as "Big worldwide industrial markets affecting local cultures, identities and lifestyles."

The fourth factor has high saturation with a positive sign for the percentage presence of the globalization in the economy (0.757); in the sphere of the financial operations (0.756) and in politics (0.556). This factor explains 4.1% of the total variance. The factor is marked as "Relatively high presence of

the globalization in the economy, the financial operations and politics in the Macedonian society."

The fifth factor has high factor saturation with a positive sign of the variables: clothing (0.776) and fashion (0.763) and slightly lower saturation variable in education (0.440). This factor explains 3.9% of the variance. The factor is marked as "The relatively high presence of globalization in fashion trends in clothing, and slightly lower in the sphere of education."

The sixth factor has high saturation with a positive sign of the variables: international organizations (NATO, IMF, WB, WTO) (0.677), the European Union (0.536). This factor explains 3.8% of the total variance. The factor is marked as "Economically, politically and financially leader international organizations and countries in the world, which are imposed as factors in resolving the internal problems in the local socio-cultural context."

The seventh factor has high saturation factor with a positive sign of the variables: globalization is a demand for respect of the universal human rights (0.744); the individuals do not have to build identities which are based on the place they live in, but they can choose a variety of different identities (0.597) and the presence of the global and the local culture in our society is important for creating new cultural models (0.556). This factor explains 3.7% of the total variance. The factor is marked as "The processes of globalization allow plural identities, which will enable the integration of the global and the local elements of the culture in the Macedonian society."

The eighth factor has a high factor saturation with a negative sign towards the emergence of companies and public inscriptions written in foreign language (-0.703) and with positive sign of the variables: the endangered status of the Macedonian language in terms of public inscriptions and companies written in a foreign language (0.684) and public inscriptions and company logos and slogans written in a foreign language create problems in terms of understanding their meaning (0.620). This factor explains 3.6% of the total variance. The factor is marked as "The situation and the status of the Macedonian language in the conditions of globalization."

The ninth factor has a high factor saturation with a positive sign to the knowledge and use of the Internet (0.793) and the knowledge and the use of English language (0.762). This factor explains 3.6% of the total variance. The factor is marked as "The Internet and the English language in the Macedonian culture as signs of the globalization in it."

The tenth factor has a high factor saturation with a positive sign of the variables: the cultures have resistance towards global cultural values (0.798) and the cultures in our society struggle to preserve their cultural values and identity (0.753). This factor explains 3.0% of the total variance. The factor is marked as "Cultures in the Macedonian society strive to preserve its distinctiveness."

The eleventh factor has high factor saturation with a positive sign of the variables: the presence of foreign cable TV channels in everyday life that encourages towards new life choices in music, film, fashion, art (0.729), and the mass media allow familiarization with different cultural values and identities (0.728). This factor explains 3.0% of the total variance. The factor is called: "The media as a factor of the globalization processes in culture in the Macedonian society."

The twelfth factor has a high factor saturation with a positive sign of the variables: the globalization replaces the cultures in our society with the global culture (0.667) and the globalization leads to changes in the culture and the cultural values in our society (.579). This factor explains 3.0% of the total variance. This factor is designated as: "Globalization of the culture in the Macedonian society."

The thirteenth factor has a high factor saturation with a positive sign of the variables: the economic growth in the Macedonian society is conditioned by the globalization (0.657) and the presence of the English language does not jeopardize the identity (0.524). This factor explains 2.9% of the total variance. The factor is marked as "The economic progress of the Macedonian society depends on its openness to the modern world processes, which generally do not pose a threat to the identity."

The fourteenth factor has a high factor saturation with a positive sign of the variables: The Macedonian society as a factor which exercised influence on the globalization (0.686) and English language as an international language which is the result of American power (0.562). This factor explains 2.6% of the total variance. The factor is marked as "The Macedonian society, is a society with relatively little impact on the globalization." The processes of the globalization manifest their power through the English language which imposed itself in the world due to its functionality.

The fifteenth factor has a high factor saturation with a positive sign of the variables, the attitude towards the emergence of public inscriptions and firms' public relations material in the Macedonian language (0.722) and the names of institutions, public facilities and streets in the local environment (0.524). This factor explains 2.6% of the total variance. The factor is referred to as "The Macedonian language as a cultural identifier of the culture and the identity in the Macedonian society."

The sixteenth factor has a high saturation factor with a positive sign to the variable globalization is aimed at increasing the boundaries and divisions among different cultures (0.728). This factor explains 2.5% of the total variance. The factor is referred to as "Globalization in the Macedonian culture leads to the destruction of the boundaries and divisions among different cultures and provokes their mutual interaction."

The seventeenth factor has high saturation with a positive sign for the selection of documentaries, movies and TV series depending on the production according to (0.681). This factor explains 2.2% of the total variance. The factor is referred to as "The selection of documentaries, films and series in the Macedonian culture announce the presence of the processes of globalization out of which processes of globalization develop directly. "

Table 1. Factor saturation matrix after varimax rotation

Input variables	Factors																
	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11	F12	F13	F14	F15	F16	F17
Globalization is present in the music	<u>0,746</u>	8,097 E-02	-1,124 E-02	7,134 E-02	0,160	0,123	-,1697	1,229 E-02	8,369 E-02	0,152	0,115	0,132	1,416 E-02	-6,091 E-02	-2,762 E-02	-9,704 E-02	0,116
Globalization is present in the technology	<u>0,664</u>	9,702 E-02	-9,044 E-02	0,149	4,431 E-02	0,253	5,266 E-02	-2,743 E-02	5,215 E-02	6,963 E-02	4,862 E-02	-8,858 E-02	-5,300 E-02	0,114	-5,316 E-02	3,339 E-02	-4,985 E-02
Globalization is present in the media	<u>0,647</u>	7,490 E-02	2,741 E-02	0,297	0,106	0,167	2,055 E-02	2,033 E-02	-7,618 E-02	-5,624 E-02	0,156	-7,163 E-02	-0,139	1,517 E-02	-6,527 E-02	0,120	5,899 E-02
Globalization is present in the art	<u>0,647</u>	-6,457 E-02	0,113	0,118	0,182	-4,499 E-02	0,169	2,468 E-02	8,489 E-02	-8,491 E-02	7,767 E-02	9,237 E-02	0,156	3,597 E-02	-4,121 E-02	0,122	-0,167
Globalization is present in the language	<u>0,627</u>	-,0176	0,173	7,744 E-02	6,912 E-02	-0,193	3,782 E-02	1,708 E-02	9,247 E-02	-4,631 E-02	2,368 E-02	0,221	0,190	0,144	0,145	-0,133	-9,934 E-02
Globalization enables rich and powerful countries to exploit poor and weak states	-8,324 E-02	<u>0,761</u>	-2,582 E-02	-2,538 E-02	9,466 E-02	9,886 E-02	-6,553 E-02	-1,431	3,014 E-02	8,729 E-02	6,248 E-02	8,833 E-02	-3,728 E-02	3,545 E-02	-1,806	-3,025 E-02	-9,885 E-02
Globalization is affecting increasing inequalities between countries	-9,559 E-02	<u>0,712</u>	-1,628 E-02	1,111 E-02	1,968 E-02	4,158 E-02	6,993 E-02	5,261 E-02	5,644 E-02	-0,114	8,295 E-02	2,444 E-02	0,103	6,533 E-02	0,164	-7,178 E-02	-6,736 E-02
Globalization destroys the environment	0,232	<u>0,659</u>	9,670 E-02	0,101	-0,124	-9,106 E-02	2,309 E-02	0,125	0,152	8,622 E-02	-6,359	-0,109	5,205 E-02	-7,151	-2,666 E-02	0,142	6,673 E-02
Globalization is a threat to traditional cultural values in our society	0,114	<u>0,597</u>	-4,592 E-02	0,123	-7,909 E-02	1,248 E-02	3,488 E-02	-1,115 E-02	-4,507 E-02	7,280 E-02	6,055 E-02	0,355	-3,003 E-02	-0,104	-0,103	-4,257 E-02	5,043 E-02

Globalization is fueling world poverty	5,526 E-02	<u>0,539</u>	9,804 E-02	7,461 E-02	0,123	-0,120	-1,479 E-02	0,174	3,893 E-02	0,157	-9,332 E-02	0,129	-1,856 E-02	6,386 E-02	0,109	0,276	-0,217
Japan is a factor that influences the processes of globalization	9,241 E-02	-1,555 E-02	<u>0,777</u>	5,657 E-02	-2,515 E-02	1,749 E-02	9,380 E-02	-4,477 E-02	1,855 E-02	-6,703 E-02	4,465 E-02	6,092 E-02	0,107	-5,183 E-02	4,556 E-02	-4,289 E-02	-0,141
China is a factor that influences the processes of globalization	-7,459 E-02	-3,749 E-02	<u>0,726</u>	7,483 E-02	0,123	1,84 E-02	8,357 E-02	-3,566 E-02	8,805 E-02	-0,105	5,283 E-02	3,395 E-02	4,910 E-02	4,588 E-02	0,146	-0,175	0,126
India is a factor that influences the processes of globalization	2,644 E-02	1,866 E-02	<u>0,683</u>	4,693 E-02	3,964 E-02	-2,169 E-02	5,669 E-02	-3,420 E-02	-0,103	1,439 E-02	-3,127 E-02	-5,110 E-02	4,910 E-02	4,588 E-02	0,146	-0,175	0,126
Russia is a factor that influences the processes of globalization	0,108	7,495 E-02	<u>0,640</u>	3,579 E-02	-7,426 E-02	0,162	0,106	9,477 E-02	2,559 E-02	0,150	0,106	-4,568 E-02	-4,880 E-02	9,939 E-02	-0,272	6,615 E-02	1,201 E-02
Globalization is present in the sphere of economics	0,159	5,708 E-02	9,977	<u>0,757</u>	0,181	3,910 E-02	5,468 E-02	-2,181 E-02	9,927 E-02	-5,900 E-02	5,160 E-02	2,589 E-02	4,643 E-02	8,708 E-02	3,614 E-02	-2,562 E-02	-6,332 E-02
Globalization is present in the area of financial operations	0,231	9,241 E-02	9,305	<u>0,756</u>	0,129	6,207 E-02	0,113	-8,385 E-02	-1,813 E-02	-7,654 E-02	-2,996 E-02	3,707 E-02	6,772 E-02	3,232 E-02	1,944 E-02	1,059 E-02	-8,021 E-02
Globalization is present in the sphere of politics	0,310	6,327 E-02	3,395 E-02	<u>0,556</u>	7,293 E-02	0,246	-6,425 E-02	0,101	-8,098 E-02	9,972 E-02	1,241 E-02	0,114	0,284	-8,706 E-02	-5,590 E-02	7,195 E-02	0,132
Globalization is present in the field of clothing (pieces of clothing from world famous names)	0,219	-2,464 E-02	4,529 E-02	0,135	<u>0,776</u>	0,125	2,826 E-02	-7,848 E-02	0,156	9,430 E-02	3,159 E-02	-4,616 E-02	9,633 E-02	-6,148 E-02	3,110 E-02	0,195	1,618 E-02

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Globalization is present in the field of fashion (following the fashion trends)	0,239	6,051 E-02	-2,260 E-02	0,185	<u>0,763</u>	4,747 E-02	0,101	-4,461 E-02	5,867 E-02	-3,334 E-02	2,087 E-02	6,124 E-02	4,233 E-02	0,111	-4,596 E-02	-9,575 E-02	5,743 E-02
International institutions (NATO, IMF, WB)	5,280E-02	-2,352 E-02	1,450 E-02	0,244	6,081 E-02	<u>0,677</u>	6,404 E-02	7,091 E-02	0,135	6,429 E-02	8,790 E-02	1,587 E-02	-1,777 E-02	-3,767 E-02	8,517 E-02	0,121	-7,390 E-02
The European Union is a factor that influences the processes of globalization	0,178	-5,226 E-02	0,209	-0,183	0,183	<u>0,536</u>	-4,027 E-02	-2,886 E-02	4,215 E-02	0,130	9,137 E-02	-3,851 E-02	-1,777 E-02	-3,767 E-02	8,517 E-02	-0,121	-7,390 E-02
Globalization is a demand for respect for universal human rights	-6,274 E-02	-6,027 E-02	0,100	-1,160 E-02	7,403 E-02	8,664 E-02	<u>0,744</u>	2,797 E-02	6,302 E-02	5,583 E-02	6,698 E-02	2,665 E-02	-2,656 E-02	-6,871 E-02	6,861 E-02	-0,208	5,798 E-02
The existence of global and local culture in our society is important for creating new cultural models	2,303 E-02	4,786 E-02	0,168	0,171	-7,336 E-02	-0,105	<u>0,556</u>	-4,873 E-02	0,118	0,112	6,330 E-02	2,474 E-02	-6,279 E-02	9,854 E-02	0,288	-5,807 E-02	0,168

The existence of global and local culture in our society is important for creating new cultural models	2,303 E-02	4,786 E-02	0,168	0,171	-7,336 E-02	-0,105	<u>0,556</u>	-4,873 E-02	0,118	0,112	6,330 E-02	2,474 E-02	-6,279 E-02	9,854 E-02	0,288	-5,807 E-02	0,168
Globalization enables the combining and mixing of different cultural elements in our society	0,647	-8,707 E-02	-3,554 E-02	0,259	0,146	8,399 E-02	<u>0,477</u>	-9,493 E-02	-9,256 E-02	-0,105	0,455	0,179	-0,258	9,119 E-02	-1,347 E-02	-2,106 E-02	-3,463 E-02
Globalization ensures the quality of public services	0,273	-0,128	0,174	3,454 E-02	2,709 E-02	0,276	0,431	-2,349 E-02	8,515 E-02	-0,206	-2,579 E-02	0,128	0,278	-2,053 E-02	- 2,6,52 E-02	6,257 E-02	-0,208
Your attitude towards the emergence of public articles and companies in your environment written in a foreign language (does not refer to the Macedonian language or to one of the languages used in the local community)	1,634 E-02	-0,190	0,160	2,042 E-02	8,372 E-02	-4,765 E-02	-9,277 E-02	<u>-0,703</u>	-8,817 E-02	5,044 E-02	0,202	-7,314 E-02	3,740 E-02	1,414 E-02	-3,852 E-02	0,108	0,117
Do you think that the Macedonian language is endangered in your environment with regard to public articles and companies written in foreign language? (does not apply to languages used in the local environment).	6,742 E-02	8,297 E-02	9,814 E-02	2,581 E-02	-7,336 E-02	-0,101	-0,143	<u>0,684</u>	-3,154 E-02	6,532 E-02	7,412 E-02	0,124	-3,413 E-02	4,622 E-02	-0,123	8,945 E-02	0,190
Do public articles and companies written in a foreign language cause problems for you to understand their meaning?	1,114 E-02	-1,901 E-02	-1,452 E-02	-3,906 E-02	7,090 E-02	-4,918 E-02	2,983 E-02	<u>0,620</u>	-0,343	1,294 E-02	-4,898 E-02	-8,393 E-02	- 8,8,79 E-02	-2,971 E-02	-2,373 E-02	0,176	3,810 E-02

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Knowledge and use of the Internet is essential today	4,165 E-02	7,942E-02	6,364 E-02	- 4,428 E-02	0,111	9,172E-02	6,830 E-02	- 9,091 E-02	<u>0,793</u>	2,677 E-02	6,251 E-02	E-02	9,267 E-02	- 3,586 E-02	3,303 E-02	8,580 E-02	7,864 E-02
Knowledge and use of English is essential	7,688 E-02	4,229E-02	- 5,126 E-02	7,187 E-02	6,612E-02	0,120	4,728 E-02	-0,128	<u>0,762</u>	7,378 E-02	3,416 E-02	2,400 E-02	-3,637 E-02	- 2,804 E-02	- 7,081 E-02	- 2,465 E-02	- 8,090 E-02
The cultures in our society are resistant to global cultures and values	7,154 E-02	9,679E-02	7,955 E-02	- 1,273 E-02	2,802E-02	- 6,494E-02	-1,129 E-02	4,726 E-02	1,769 E-02	<u>0,798</u>	-7,331 E-02	0,197	6,586	3,768	3,643	1,333	-8,499
The cultures in our society struggle to preserve their cultural values and identities	7,099 E-02	1,717E-02	- 5,559 E-02	-6,599 E-02	4,236E-02	0,140	7,864 E-02	-3,291 E-02	8,492 E-02	<u>0,753</u>	0,124	-3,948 E-02	-3,818 E-02	-4,987 E-02	-9,788 E-02	0,134	-6,738 E-02
The presence of foreign cable TV channels in everyday life sparks new life choices in music, film, fashion, art	0,101	0,143	5,755 E-02	9,879 E-02	2,989E-02	7,873E-02	8,149 E-02	1,013 E-02	0,174	0,148	<u>0,729</u>	-5,211 E-02	8,638 E-02	9,503 E-02	-3,686 E-02	-0,115	-3,855 E-02
Mass media allows us to get acquainted with different cultural values and identities	0,193	-6,304 E-02	3,985 E-02	- 1,193 E-02	- 1,283E-02	7,697E-02	-1,585 E-02	-9,103 E-02	- 2,660E-02	-5,358 E-02	<u>0,728</u>	4,139 E-02	8,780 E-02	-7,088 E-02	5,379 E-02	0,107	-9,825 E-02
Globalization replaces culture in our society with global culture	0,141	0,216	0,101	0,229	-0,147	3,155E-02	-2,075 E-02	6,503 E-02	4,528 E-02	9,953 E-02	-7,462 E-02	<u>0,667</u>	-3,840 E-02	-1,132 E-02	-4,054	0,174	2,734 E-02
Globalization leads to changes in culture and cultural values in our society	- 2,804 E-02	0,245	-7,373 E-02	-0,107	0,151	5,484E-02	4,534 E-02	0,110	-2,925 E-02	0,106	0,109	<u>0,579</u>	-4,453 E-02	0,158	8,718 E-02	9,611 E-02	0,106

Macedonia's economic growth is conditioned by globalization	0,113	0,232	-9,219 E-02	0,264	-3,915 E-02	-5,521 E-02	-4,124 E-02	-3,825 E-02	-9,672 E-02	7,975 E-02	0,163	-1,391 E-02	0,657	2,623 E-02	-8,188 E-02	-3,235 E-02	-6,561 E-02
The presence of English in your environment does not endanger your identity	-8,573 E-02	-1,350 E-02	0,174	-7,244 E-02	0,107	0,171	8,089 E-02	-0,216	0,181	-7,081 E-02	4,309 E-02	1,898 E-02	0,524	0,151	4,551 E-02	7,893 E-02	5,277 E-02
Macedonia	0,119 E-02	5,070 E-02	-1,713 E-02	0,123	0,113	4,111 E-02	-2,360 E-02	-2,620 E-02	-0,180	3,534 E-02	-1,527 E-02	4,578 E-02	6,803 E-02	0,686	-7,256 E-02	0,107	8,968 E-02
English is an international language that is the result of American economic power	0,121	3,365 E-02	5,846 E-02	-0,108	0,178	0,109	-3,252 E-02	-1,151 E-02	0,309	-6,029 E-02	9,041 E-02	0,290	2,238 E-02	0,562	-0,110	7,949 E-03	-0,137
Your attitude towards the appearance of public articles and companies in your community written in Macedonian (or one of the languages used)	1,337 E-02	2,133 E-02	-3,934 E-02	-5,240 E-02	1,408 E-02	-6,768 E-02	0,174	-0,190	-2,276 E-02	2,837 E-02	-2,226 E-02	1,251 E-02	7,871 E-02	-0,138	0,722	-1,943 E-02	7,508 E-02
Do you agree that the names of institutions, public buildings and streets in your area should be spelled out?	-7,713 E-02	0,148	4,400 E-02	0,112	-2,310 E-02	6,343 E-02	-0,172	0,269	-7,997 E-02	-0,116	8,163 E-02	-2,525 E-02	-0,246	0,114	0,524	4,694 E-02	-8,850 E-02
Globalization is aimed at increasing the boundaries and divisions between different cultures	-2,773 E-02	0,103	-3,787 E-02	-4,256 E-02	9,398 E-02	-7,303 E-02	-7,604 E-02	2,602 E-02	2,483 E-02	0,131	1,155 E-02	0,207	5,317 E-02	0,113	8,379 E-02	0,728	1,397 E-02

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What documentary shows, movies, and series do you want to watch on television, DVD, the Internet, and the like?	-4,699 E-02	-0,121	-2,270 E-02	-7,041 E-02	6,750 E- 02	-8,187 E-02	6,816 E-02	-1,697 E-02	-9,357 E-02	-0,146	-0,139	8,257 E-02	-2,748 E-02	2,023 E-02	-2,489 E-02	2,094 E-02	<u>0,681</u>
Explanatory power of total variance	6,282	5,498	4,546	4,128	3,891	3,884	3,706	3,678	3,566	3,058	3,052	3,010	2,996	2,632	2,602	2,496	2,249
Total (%)	<u>61,273</u>																

5. Discussion

The profile of the global and the local in the culture in Macedonian society, taken as an example, is of significant meaning for today's understanding of the societies in general. In terms of the theoretical articulation of the relationship between the global and the local, globalization appears as leader of the new interactions in global – local axis. Specifically, the relationship of the global and the local, above all, is a result of the processes of the globalization. It is a real relationship which leads to research of the global in different social contexts. The presence of the global processes in the local leads to social changes in the local socio-cultural milieu. They are mainly a consequence of the actions of the global economic and political processes on the global level, which, at an accelerated manner, become part of the local contexts. Such tendencies towards the local, are recognized through the models of the global localization and the local globalization. In them, especially in the first model, the changes in the economy, the forms of capital, the state, the culture, the identity, the language and the media are dominant. In particular, in reference to the relationship of the global and the local in the culture, the contemporary processes have a tendency towards the globalization of the local cultures and values. The globalization of the cultures in the local context is directly affected by the international business culture, the English language, the mass culture, the global consumer culture, the global music, the computerization, the digitization, and the different media cultures. In this sense, the globalization processes through their global signs and messages on the one hand, lead to enrichment of the local cultures, and on the other hand, in the local cultures, the fear and resistance to these processes is growing. This is presented by the data from the survey in terms of the factors which dimension that relationship the most manifested. They point to the conclusion that the awareness of the presence of the globalization in the Macedonian context in the sphere of the culture is basically highly prominent among the respondents. Namely, the existence of a mixture of the global and the local orientations is identified, which open the horizon towards new factors which will configure the profile of the global and the local in the future. In this regard, it is necessary that the Macedonian society prepare itself and include itself in the processes which mark the present. Therefore, adaptation of the local societies and cultures to modern times becomes a necessity.

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