



FACTORS OF GLOBALIZATION, DEGLOBALIZATION, AND REGLOBALIZATION AT THE PRESENT STAGE

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Abstract:

As John Lennon once said, "Imagine all the people sharing all the world" Some contemporaries considered the words of the classic a utopia, while others saw them as a reflection of the real process of globalization, that is, the consolidation of separate communities into a single whole. Over the past decades, the scientific community's view on globalization has changed repeatedly: sometimes the concept lost popularity (de-globalization), and sometimes it spread its wings again (re-globalization).

Keywords:

As John Lennon once said, "Imagine all the people sharing all the world" Some contemporaries considered the words of the classic a utopia, while others saw them as a reflection of the real process of globalization, that is, the consolidation of separate communities into a single whole. Over the past decades, the scientific community's view on globalization has changed repeatedly: sometimes the concept lost popularity (de-globalization), and sometimes it spread its wings again (re-globalization).

This research touches on the issue of the triplicity of integration phenomena within the framework of the "globalization/de-globalization/re-globalization" line. The relevance of the research directly stems from the ongoing debate about the current state of the planet in the socio-political and economic spheres: some argue for the increasing influence of globalization on the lives of developed and developing humanity; others bury globalization and highlight a number of opposing trends; meanwhile, experts give both positions the right to exist and perceive globalism as a sine wave: after globalization and de-globalization, re-globalization should follow—it is possible that some of its elements are already happening in 2024.

The most important prerequisite for the acceleration of globalization in the 20th and 21st centuries has been unprecedented scientific and technological progress. The most radical changes have affected means of communication and forecasting. The integration of human communities is unimaginable

without engines (in airplanes/ships/cars), the telegraph, telephone, fax, and the internet. The journey from Morocco to Kenya took the merchant Ibn Battuta 7 years (1325-1332); the merchant Afanasy Nikitin traveled from Tver to India in 6 years (1468-1474); the greatest record belongs to the adventurer Marco Polo—the route from Venice to China lasted 24 years (1271-1295). When Christopher Columbus arrived in the New World, the Native Americans considered him a god—their ancestors had never seen a person of European appearance before. Over time, the situation changed fundamentally: by the end of the 19th century, Jules Verne wrote that it was quite possible to travel around the world in 80 days. Engineers of the 1910s already perceived a week-long crossing of the Atlantic as something ordinary. Television and radio broadcasting led to the fact that residents of Tokyo and New York could communicate in real-time. Finally, the World Wide Web completely destroyed the last barriers in the field of production, storage, and delivery of information. A joint press conference of politicians/scientists/entrepreneurs from Russia, Egypt, Iceland, Argentina, and Korea would surprise no one. Digital space is a satellite of globalization (in 2024, 5.3 billion people or 66% of the population have access to the internet¹); in 1990, internet speed was 10 KB per second, and in 2020—100 MB per second². Numerous airports, roads, and railway lines play no less a role: it takes 2 hours to get from the USA to Canada, 6 hours to Brazil, 8 hours to Germany, 12 hours to Japan, 16 hours to South

¹ Shewale R. How Many Use the Internet in 2024 (Global Data) // Demand Sage. 2024 (4). [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://www.demandsage.com/internet-user-statistics/>

² Future Time. Global average Internet speed, 1990-2050. 2024. [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://futuretimeline.net/data-trends/2050-future-internet-speed-predictions.htm>



Africa, and 20 hours to Australia³. It is now possible to fly around the entire planet in just under a day. Globalization without technology would be impossible.

International trade is another noteworthy factor of globalization, inevitably shaping the face of the planet over the past several millennia. In search of the most efficient and profitable routes for selling/purchasing valuable products, human communities have always left their native settlements and entered into contact with foreigners. It was trade that forced the Phoenicians to explore the entire Mediterranean, and the Greeks to cover its shores with colonies. Building relationships with the inhabitants of modern Sudan, the Egyptians received spices and ivory in return. The Romans tried to integrate Germanic tribes into their culture and at the same time massively purchased furs from them. At the same time (for example, in the 13th-15th centuries), international trade was the main link both in the West (Hanseatic League) and in the East (the Silk Road). The search for markets sent the Chinese official Zheng He deep into the scorching shores of Africa, Vasco da Gama to India from Portugal, and John Cabot to Canada from England. Hoping to buy some cloves from overseas natives, Ferdinand Magellan made the first circumnavigation of the world; Francis Drake repeated the feat half a century later to rob trade caravans before his colleagues. By the turn of the 19th-20th centuries, the precursor to the phenomenon of globalization was considered by scientists and diplomats primarily through the prism of economic relations, that is, the exchange of economic goods (Norman Angell); from the second half of the 20th century, the idea of trade not only between states but also between transnational corporations—cogs in the mechanism of integrating communities from different parts of the globe (Robert Keohane and Joseph Nye)—prevailed.

For centuries, the phenomenon of migration was considered not as an encouragement but as a punishment. Not imagining life outside their community, people rarely ventured even beyond their own village. The country was changed in exceptional cases—most often it was a one-way ticket (usually as a result of persecution, pogroms, or enslavement). In the 20th and especially the

21st century, the view on the very essence of migration has undergone radical changes. In the modern understanding, moving from Laos to Japan, from Mozambique to the UAE, from Kyrgyzstan to Russia, from India to Britain, or from Bolivia to Canada is synonymous not with the loss of roots with the native state but with the acquisition of previously inaccessible prospects in the conditions of a new country. The most successful modern states largely exist due to a consistently high influx of hands and minds, based on migration from point A to point B. A truly global world is impossible without the free movement of specialists and the ideas in their heads. Steve Jobs (founder of Apple) is a descendant of immigrants from Syria and Ireland; Sergey Brin (co-founder of Google) was born in Moscow but moved to California; Elon Musk (CEO of Tesla & SpaceX) is a native of South Africa. Similar big names are found in any field: Kylian Mbappé (Cameroon) and Zinedine Zidane (Algeria) in French football or Fabiano Caruana (Italy), Levon Aronian (Armenia), Wesley So (Philippines), and Hikaru Nakamura (Japan) in the US chess team. As of 2020, there were about 281 million migrants in the world (3.6% of the population)⁴. Notably, their number is increasing: 1990—153 million people, 1995—161 million people, 2000—174 million people, 2005—192 million people, 2010—221 million people, 2015—249 million people. The movement of capital is also a pillar of the global world. As of 2022, following people, up to 1.3 trillion dollars of foreign direct investment (about 2% of global GDP) moved around the planet⁵.

A significant factor of globalization at the present stage can be considered not so much specific actions as abstract ideals. Without a doubt, the unification of political or economic communities is largely a matter of values. Fundamental rights (the right to life, the right to movement, freedom of speech, freedom of enterprise, the ability to vote, the ability to travel)—all this has influenced the formation of the global order that exists today at least since the mid-20th century. It is interesting to note that

³ Empty Pipes. Approximate Flight Time Map. 2024. [электронный ресурс] (дата обращения: 23.05.2024) // URL: <http://emptypipes.org/2015/07/13/flight-times-map/>

⁴ International Organization for Migration (IOM). World Migration Report. 2022. [электронный ресурс] (дата обращения: 23.05.2024) // URL: [https://worldmigrationreport.iom.int/wmr-2022-](https://worldmigrationreport.iom.int/wmr-2022-interactive/#:~:text=The%20current%20global%20estimate%20is,cent%20of%20the%20global%20population)

[interactive/#:~:text=The%20current%20global%20estimate%20is,cent%20of%20the%20global%20population](https://worldmigrationreport.iom.int/wmr-2022-interactive/#:~:text=The%20current%20global%20estimate%20is,cent%20of%20the%20global%20population)

⁵ United Nations Conference on Trade and Development (UNCTAD). World Investment Report. 2023. 231 p. [электронный ресурс] (дата обращения: 23.05.2024) // URL: https://unctad.org/system/files/official-document/wir2023_en.pdf



the globalization index⁶ is directly proportional to the index of the prevalence of liberal-democratic regimes⁷, built on the spiritual heritage of the Enlightenment and humanists. An extremely important tool for attracting capital and specialists is considered to be the cultural climate of host countries (the so-called "soft power" that Joseph Nye wrote about in the 1990s). The competitive struggle for attention and investment leads to the fact that players on the world stage, willingly or unwillingly, create the most comfortable conditions for those who are to develop their economies.

When discussing the factors of globalization, the contribution of international organizations and specialized institutions should be particularly noted. The first semblances of such projects appeared immediately after the end of the First World War (for example, the League of Nations actively advocated for free trade and open markets—this allowed Britain, France, and a number of other colonial powers to freely sell their goods in the world periphery). Shortly before the end of the Second World War, the United Nations emerged—the main forge of the new world, supposedly built on sovereign equality and mutually beneficial cooperation. At the initiative of the UN, in the following decades, the states of the planet intensively participated in joint conferences, carried out cultural exchanges, overcame ideological or religious differences, and, as far as possible, liberalized their national economies. The greatest successes in the field of globalism were achieved by platforms such as the World Bank and the International Monetary Fund (essentially built on the basis of the GATT—General Agreement on Tariffs and Trade). The strengthening of production chains in the context of the global division of labor has led to the fact that in the 21st century, almost no state is able to act alone. Any operation/procedure, whether it is the construction of a container ship or the opening of a sports festival, is now the result of collective labor—creative, physical, logistical, and so on. The listed activities can

hardly function without institutional links—IOC, UNESCO, and so on.

FACTORS OF DEGLOBALIZATION

1. Protectionism

Deglobalization is not a linear but a wave-like process⁸. As a rule, each new surge of this phenomenon is accompanied by a decline in international trade. Some of the most obvious opponents of globalization are representatives of small businesses, especially vulnerable compared to medium and large counterparts. Not having enough material or human resources, random shopkeepers/artisans are inherently in a less advantageous position—they lag behind in coverage and are unable to attract the average consumer with lower prices (as large TNCs do, covering costs through economies of scale). A lone tailor from Italy will never be able to compete on equal terms with Nike or Adidas; a tiny family printing house from Japan cannot overcome Reader's Digest. Sensing an impending threat, entrepreneurs unite and then lobby for favorable tariff restrictions on foreign products; many statesmen, in a fit of concern for domestic producers, deliberately close their market—otherwise, local startups are doomed to bankruptcy. According to G20 data, in 2009 only 20% of exports were subject to trade restrictions, while in 2017 this figure sharply rose to 50%⁹. During the specified period, countries introduced about 11-12 thousand different measures aimed at cutting off foreign products from their domestic markets¹⁰. As is easy to guess, this was mainly directed against the strengthened China—countries feared getting too close to it and becoming dependent: the global world seemed more dangerous to them than the de-global one.

2. International Crises

Global economic crises are very characteristic attributes of deglobalization as an economic phenomenon. Vivid examples can be considered 2008-2009 (the collapse of markets in the US and EU) or 2014-2015 (the fall in oil prices) and so on. The usual

⁶ Our World in Data. Globalization over 5 centuries. 2022. [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://ourworldindata.org/grapher/globalization-over-5-centuries>

⁷ Our World in Data. Democracy Index. 2023. [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://ourworldindata.org/grapher/democracy-index-eiu>

⁸ Комолов, О. О. Деглобализация: новые тенденции и вызовы мировой экономике // Вестник РЭУ имени Г.В. Плеханова. — 2021. — № 2. — С. 34-48. [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://covid19.neicon.ru/files/2884>

⁹ Gunnella V., Quaglietti L. The economic implications of rising protectionism: a euro area and global perspective // European Central Bank (ECB) Economic Bulletin. 2019 (3). [электронный ресурс] (дата обращения: 23.05.2024) // URL: https://www.ecb.europa.eu/press/economic-bulletin/articles/2019/html/ecb.ebart201903_01~e589a502e5.en.html

¹⁰ Комолов, О. О. Деглобализация: новые тенденции и вызовы мировой экономике // Вестник РЭУ имени Г.В. Плеханова. — 2021. — № 2. — С. 34-48. [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://covid19.neicon.ru/files/2884>



background of such events is a reduction in mutual international trade. In 2007, the exchange of goods and services accounted for 35.5% of global GDP, and in 2009—only 28.8%¹¹. There is nothing surprising here—in times of instability, the movement of capital always declines. Most often, the initiators of such a "step back" are directly political or economic elites. For example, in 2011, at a G20 meeting, economists from 53 countries presented a report on the need to introduce a tax on any bank transactions—the era of free movement of financial resources came to an end¹². The index of economic openness by that time was rapidly falling—(until 2011-2012, the coefficient of orientation towards foreign trade in conditional Germany increased from the 1970s from 0.35 to 0.85, and in South Korea—from 0.38 to 1.11; after the gradual closure of investment borders, further growth in the level of openness became impossible¹³.

3. Rise of National Populism

A tangible obstacle to global globalization is the fear of so-called "outsiders"—those who dress differently, listen to different music, look unusual, or worship exotic deities. Distrust of outsiders is especially noticeable during periods of severe socio-political or economic upheavals. Largely for this reason, Europe, engulfed in turmoil, suffers from internal contradictions on the basis of the migration issue (in 2022, 5.1 million people crossed the EU borders, which is 117% more than the 2021 figure—2.7 million people¹⁴); similar sentiments led to the growth of nationalist sentiments in the United States—President Donald Trump moved into the White House precisely because he promised to deal harshly with Mexican laborers and bring all business back to the US. The results of globalization are to some extent dissatisfied with a variety of political movements—Christian conservatives in Poland, right-wing populists in Hungary, liberal democrats in Japan, Islamic fundamentalists in Iran, socialists in Slovakia, libertarians in Argentina,

conservatives in France, and Republicans in the US. The popularity of anti-migrant political movements seems to be a significant indicator of the hostile perception of globalization (by 2024, the rating of FIDESZ in Hungary was 59%; PIS in Poland—35%, and FDL in Italy—30%¹⁵). If the trend towards a return to national integrity and forced isolationism continues, globalization will face difficult times.

4. Local Conflicts and Coups

Among other negative factors of deglobalization, it is imperative to highlight the conflict component. Endless territorial claims or military clashes significantly hinder the construction of a truly open and fair world. For example, the enmity between Armenia and Azerbaijan weakens integration in the post-Soviet space within the CIS; tensions between Shiites and Sunnis split the Middle East; the cooling of relations between Russia and the EU equally harms both sides, making them poorer, more vulnerable, and more powerless. An extremely large threat to the process of globalization is posed by regular military coups, characteristic of a number of relatively young and still unstable political regimes. For example, mutual integration in ASEAN in general and Indochina in particular significantly slowed down after an unexpected military coup occurred in Myanmar: the military junta that came to power saw no point in any cooperation and, on the contrary, sought to isolate itself as much as possible from its neighbors. Something similar is happening right now (mid-2020s) in the expanses of the African continent, where several states are excluded from making joint political or economic decisions due to bloody uprisings (in ECOWAS, due to uprisings, the votes of Burkina Faso were frozen on January 28, 2022; Mali on May 30, 2021, Guinea on September 8, 2021, and Niger on July 26, 2023. Open interventions also make a negative contribution to globalization (for example, the war in

¹¹ Комолов, О. О. Деглобализация: новые тенденции и вызовы мировой экономике // Вестник РЭУ имени Г.В. Плеханова. — 2021. — № 2. — С. 34-48. [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://covid19.neicon.ru/files/2884>

¹² Осик, Ю. И. Деглобализация мировой экономики как следствие её финансиализации // Международный журнал прикладных и фундаментальных исследований. — 2014. — № 1. — С. 202-206. [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://s.applied-research.ru/pdf/2014/1-2/4625.pdf>

¹³ Фейгин, Г. Глобализация мировой экономики: тенденции и противоречия // Мировая экономика и международные отношения. — 2021. — № 4. — С. 5-13. [электронный ресурс]

(дата обращения: 23.05.2024) // URL: https://www.imemo.ru/index.php?page_id=1248&file=https://www.imemo.ru/files/File/magazines/meimo/04_2021/02-FEYGIN.pdf

¹⁴ Eurostat. Migration and migrant population statistics. 2024. [электронный ресурс] (дата обращения: 23.05.2024) // URL: https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Migration_and_migrant_population_statistics

¹⁵ Armstrong, M. Where Europe's Far-Right Has Gained Ground // Statista. 2023 (11). [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://www.statista.com/chart/6852/seats-held-by-far-right-parties-in-europe/>



Yugoslavia in the 1990s led to the exclusion of the Balkans from international trade)¹⁶.

5. Economic Sanctions and Trade Wars

Economic sanctions are one of the most painful aspects of modern international relations and, at the same time, an extremely important factor in the disintegration of the world community. The famous package of restrictive measures of the 1980s and 1990s actually cut off Iran from international trade and led to the escalation of the socio-political situation throughout the Middle East; the sanctions imposed at the same time against South Africa served as the cause of the collapse of the regime of Frederick de Klerk and the destabilization of half of the African continent. Similar processes in the early 2000s partially cut off Venezuela from the global energy market and thereby drove the last nail into the coffin of Pan-American consolidation on the principles of the Washington Consensus. Finally, anti-Russian sanctions of 2014-2022 and trade wars between the US and China in 2018-2020 also became the trigger for the disunity of the leading players in the world market—key suppliers of energy resources (Russia) and goods/services (China) suddenly found themselves artificially cut off from the solvent consumer base in the EU or the United States (at least directly and without the introduction of workarounds of a shadow nature). According to the original idea of the initiators of restrictive measures, the states that faced sanctions were supposed to reconsider their political course (most often, it was implied a transition from autocracy to democracy or the cessation of hostilities or the development of their own nuclear program in violation of IAEA norms, and so on); in reality, everything is different—as a rule, countries continue to stand their ground and simply "fall out" of international trade. As a result, all parties suffer—both the authors and the targets. The case of the "trade war" is especially

noteworthy—due to tariff restrictions, China became 11% less dependent on the US, and the US on China—18%¹⁷. All this blurs the ties of the world economies. Obviously, the return on investment under sanctions and trade wars also multiplies by zero—if at the beginning of the 2010s, the yield was 8.1%, then by the end of the 2010s, it was only 6.7%¹⁸.

Despite the gradual departure from the initial rules of globalization, the dialogue continues on new foundations and principles¹⁹. Common challenges and threats are undoubtedly the reason for the re-actualization of integration processes worldwide. The most striking evidence of this was the COVID-19 pandemic in 2020-2022. Faced with an existential threat, states temporarily forgot all their contradictions—despite sanctions, Russian doctors saved Italian patients; dozens of African states created a unified database for the distribution of the SARS-CoV-2 vaccine (at least 18-20 countries²⁰); even in the Middle East, there was relative calm for a short period—Arab, Iranian, and Israeli governments halted the arms race in favor of medical dialogue. Another notable example of the strengthening of globalism is the pressing issue of global warming and climate change: EU states and the United States are drawing closer to countries in the Global South; a similar situation is observed in East Asia—for instance, the green initiatives of Russia, Mongolia, and China in the Gobi Desert. If the world were suddenly hit by a super-powerful volcanic eruption or an unexpected alien invasion, humanity as a species would likely try to unite its efforts for a coordinated response. At least, we would like to believe so. It is important to note that for some studies, such "rapprochement" is seen as a rather negative phenomenon, as despite spiritual solidarity, global players continue to build physical barriers. For example, during the COVID-19 pandemic, the presence of

¹⁶ Мирошкин, М. А. Глобализация как явление: истоки и тенденции // Вестник Уральского Федерального Университета (УРФУ): философия политики и политология. — 2008. — № 1. — С. 81-89. [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://elar.urfu.ru/bitstream/10995/21723/1/uiro-2008-57-08.pdf>

¹⁷ ЭКОНС. Деглобализация: риторика и реальность. 2023. [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://econs.online/articles/ekonomika/deglobalizatsiya-ritorika-i-realnost/>

¹⁸ Фейгин, Г. Глобализация мировой экономики: тенденции и противоречия // Мировая экономика и международные отношения. — 2021. — № 4. — С. 5-13. [электронный ресурс] (дата обращения: 23.05.2024) // URL:

https://www.imemo.ru/index.php?page_id=1248&file=https://www.imemo.ru/files/File/magazines/meimo/04_2021/02-FEYGIN.pdf

¹⁹ Росконгресс – пространство доверия. Реглобализация: отход от универсальных правил. 2016. [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://roscongress.org/sessions/reglobalizatsiya-otkhod-ot-universalnykh-pravil/about/>

²⁰ Kester, K. More African Countries Register Russia's Sputnik Vaccine; What Next After the Registration Campaign? // International Press Agency. 2021 (9). [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://www.pressenza.com/2021/09/more-african-countries-register-russias-sputnik-vaccine-what-next-after-the-registration-campaign/>



Chinese capital in the United States decreased to \$400 million, a 60% drop compared to two years ago²¹. Thus, unity in the face of a major disaster depends on each specific case.

If in the past (before the 2010s and especially the 2020s) unity was between large communities (states, organizations, multinational corporations), now it is mostly between individuals²². The undeniable symbol of re-globalization by the end of the first quarter of the 21st century remains social networks and mass media. Millions of people from different corners of the planet still consume the same content, whether it be Hollywood blockbusters, Japanese comics, Korean songs, or Turkish series. United by common interests, people can freely discuss football, cosmetics, chess, or food. Humanity still enjoys the ability to share picturesque photos on Instagram (2 billion users²³) or political manifestos on Twitter. Every year, countless proposals emerge that serve as invisible bridges between even the most contrasting civilizations. Russian, American, Chinese, and Arab children watch short videos on TikTok (1 billion users²⁴) or YouTube (2.5 billion users²⁵) with equal curiosity; their parents successfully conduct business with foreign partners via Zoom conferences; and the grandparents of these children exchange culinary recipes and pet photos on WhatsApp. Never before has the world been so vast and yet so small. As long as each individual has a smartphone or personal computer, the chances of re-globalization will only grow. After all, human capital remains the main fuel of this multifaceted and truly astonishing world order. However, it is impossible not to mention the fragmentation of this "re-global" world: each

person gravitates only to the group within the confines of their information bubble—"birds of a feather flock together."

A specific symbol of re-globalization could potentially be the unification of national economies under the auspices of a single major hegemon interested in the integrity of the international relations system it controls. At the end of the 20th century, the world was entirely dependent on the United States—the socialist bloc had collapsed, and practically every state was forced to align with the American standard of building political and economic institutions (a vivid example of this phenomenon is the infamous Washington Consensus²⁶). Currently, in the 2020s, something similar is happening, but initiated by another superpower—China. Countries in Africa, Asia, Latin America, and the Middle East are now directly dependent on Chinese investors; thousands of highways, ports, factories, and exchanges coordinate their actions with the general line from Beijing. What is this if not a return to a consolidated model of managing the global majority? As of 2024, out of 195 countries, at least 120 are firmly dependent on China²⁷. At the same time, the nature of relations between the so-called "leaders" of global re-globalization and their junior partners is changing. Previously, the system worked more vertically (along the line of the developed world—developing world), but in the 2020s, it is increasingly horizontal: compared to 2016, in 2022, the growth in trade volumes between developing countries of the Global South and Global East increased by 75%; nothing like this is imaginable in countries with high or even medium income levels²⁸. As a result, an extremely remarkable

²¹ Комолов, О. О. Деглобализация: новые тенденции и вызовы мировой экономике // Вестник РЭУ имени Г.В. Плеханова. — 2021. — № 2. — С. 34-48. [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://covid19.neicon.ru/files/2884>

²² Зубкевич, Л. А. Сущность глобализации и её сценарии // Вестник ВГУ. — 2015. — № 2. — С. 58-71. [электронный ресурс] (дата обращения: 23.05.2024) // URL: <http://www.vestnik.vsu.ru/pdf/phylosophy/2015/02/2015-02-04.pdf>

²³ Back Link. Instagram Statistics 2024: Key Demographic and User Numbers. 2024. [электронный ресурс] (дата обращения: 23.05.2024) // URL: [https://backlinko.com/not-available#:~:text=According%20to%20Instagram's%20parent%20company,monthly%20active%20users%20\(MAU's\).](https://backlinko.com/not-available#:~:text=According%20to%20Instagram's%20parent%20company,monthly%20active%20users%20(MAU's).)

²⁴ Woodward, M. TikTok User Statistics: everything You Need to Know // Search Logistics. 2024 (3). [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://www.searchlogistics.com/learn/statistics/tiktok-user-statistics/#:~:text=TikTok%20has%20over%201%20billion%20mont>

<hly%20active%20users.&text=TikTok%20is%20the%204th%20large%20st.quickly%20catching%20up%20to%20Instagram.>

²⁵ Zote, J. 25 YouTube stats marketers should know // Sprout Social. 2024 (3). [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://sproutsocial.com/insights/youtube-stats/>

²⁶ Gore, C. The Rise and Fall of the Washington Consensus as a Paradigm for Developing Countries // World Development. 2000 (5). 16 p. [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://www.gsid.nagoya-u.ac.jp/sotsubo/gore.pdf>

²⁷ Green M. China Is the Top Trading Partner to More Than 120 Countries // Wilson Center. 2023 (1). [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://www.wilsoncenter.org/blog-post/china-top-trading-partner-more-120-countries>

²⁸ Тюрина, О. А. Деглобализация: миф или реальность? // Вестник Алтайской академии экономики и права. — 2023. — № 2. — С. 262-266. [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://vael.ru/ru/article/view?id=3021>



picture of the world is emerging: developed countries are increasingly focused on each other. The United States seeks to rely more on imports from Europe than from China (by 2023, the value of imports from the EU to the US increased by 13%, while the same indicator in relations between Washington and Beijing increased by only 6%)²⁹. The division of the re-global world occurs along the lines of blocs. As researchers note, outside of bloc structures, trade grows on average 4-6% slower than among allies³⁰. This statement applies not only to Western economies but also to organizations such as the SCO, BRICS, ASEAN, MERCOSUR, and so on. In general, the dialogue continues, but its participants focus on investing in themselves, prefer neighboring countries, and enhance competitive advantages³¹. Thus, globalization continues, but in a different form: the radically changed architecture of the world economy since the beginning of the 21st century plays a very noticeable role here.

In conclusion, several simple truths should be stated. Simultaneously, in the world economy, one can discern elements of all three models and all three scenarios. One way or another, humanity, with interruptions, either moves towards unity or, conversely, moves away from the concept of mutual integration. Each idea, be it globalization, de-globalization, or re-globalization, has every right to exist and is somewhat more noticeable in some places and somewhat less in others (depending on the specifics of the region). Together and apart—these are the words that characterize the world economy at the current stage.

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²⁹ Pro-Finance. В мировой торговле начался процесс ре-глобализации: что это значит? 2023. [электронный ресурс] (дата обращения: 23.05.2024) // URL: <https://www.profinance.ru/news/2023/05/07/c8ws-v-mirovoj-torgovle-nachalsya-protsess-reglobalizatsii-cto-eto-znachit.html>

³⁰ Посадкова, Т. Реглобализация – является ли ответ ВТО на текущие вызовы исчерпывающим? // Центр Экспертизы ВТО. —

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³¹ Quantum-Run. Реглобализация: превращение конфликта в возможность. 2023. [электронный ресурс] (дата обращения: 23.05.2024) //