



Three of concepts: Modernism, Postmodernism and globalization

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ABSTRACT

This paper investigates modernism, postmodernism and globalization concepts. It emphasizes relations between these entities in the process of development and evolutions of societies and views this process as an unavoidable fact. Modernism and postmodernism are both directly related to the globalization process. In general, modernism is considered as an artistic and literary movement accompanied by the lack of homogeneity and conformity that developed within the mainstream of scientific realms and structuralism. Postmodernism, which is inspired by post-structuralism, means changing modern policies and functions into more developed ones. But, globalization is moving ahead, inspired by modernism and postmodernism toward fundamental changes in social life. The modernism and postmodernism views come along with a cultural sub-structure, and aims at creating fundamental economic, social and political changes in developing countries and advance. These changes are in line with development and improvement aims and interests the countries. Globalization should be seen as a continuation of modernism and postmodernism periods.

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Introduction

Today's globalization, modernism and postmodernism have become common terms in academic discussions, which means that these terms are accepted among politicians, social scientists and intellectuals, many of whom believe that the world is improving and new adventures are happening now. Today almost everyone seems to be talking about world markets, global communication and economy, international relationship, cultural homogeneity, economic integration, welfare-state, international division of labor, world networking, international institutions, theoretical and ethical aesthetics, enlightenment, rationalism etc. So much so that these are indicators of the phenomenon which has attracted everybody's attention, especially among academic circles and each group discusses these various aspects from its own perspective.

Modernism concept

Discussion of modernism and postmodernism goes beyond national, cultural and regional frontiers and takes on a global aspect itself. Defining these two terms independently and individually is very difficult indeed. Anderius Hassan (Nozari, 2005). believes that due to its being shapeless in nature, chaotic, opaque, and from a political point of view, transitory, volatile and fluid, attempts at defining postmodernism can be misleading and difficult and determination of its frontiers and boundaries, is extremely difficult. Furthermore, anything that is postmodernist from one point of view might be recognized as modernism from another person's point of view. Furthermore new kinds of contemporary cultural aspects, such as the appearance of independent cultures of minority groups and the large number of various feminist groups in literature and art under the title of postmodern types have also come under discussion.

The modernism from the word point of view, mean to be up-to-date, modern, to live in existing times, to be contemporary, have newness thought, personality or action, and

advocacy of ideas, performances, and new standards. Some scientists think that there is a difference between modernism and modernity, however other scientists think of both definitions as the same. However in general, modernity can be taken to mean a historical period with concepts like; urbanism, individualism, social segregation, fast changes, liberal democracy and irreligion, secularism, Weber's rationalism, instrumental reasoning and humanism (Nozari, 2005, 120-131).

Whereas modernism means worldview, enlightenment and aesthetics that appear based on experiments in different areas of arts, music, painting, sculpture, poetry, literature, theater and so on. In fact, modernism is investigation into conscience, thoughts until artistic representation that has disjunctive connection with criticism cultural. On the other hand, modernism's axial role can be to expose the modernity internal contradictions (Dunn, 1998; 125-128). However these two terms are used with one meaning and general definitions that in here should refer to Edgar's (1995.360) definition: modernity has a large transformation from traditional style to a new style. Modernity recognized with own defenders by Hegel and Count and after them followed other philosophers like Bruno Baer, Marx, Arnold Rouge and others, who presented a new critique of modernity. Bruno Bear believed that history don't creation any fact that not become blazing with firing of criticism (Ahmadi, 2004, 24).

Bremen (1983) believed that modernism should be interpreted as a set of artistic, musical, literary movements generally aesthetics movements, that can be found in Picasso and Kandinsky through paintings, Stravinsky, Debussy and Schoenberg through music, Henry James, Kafka and James Davis through literature, Aleut, Rilke and Mallarmé through poetry and Strindberg and Pirandello through storytelling. Projects of modernism were accompanied by non-monotony and non-homogeneity. Logan Leon (Nozari, 2005) presents this non-monotony and non-homogeneity in four views of modernism: Firstly, that modernism observes aesthetics and is reflected in

the scientists' and writers' attitudes when they were creating new methods in their artistic trends. Actually, they have a serious tendency to explore realities, reproducibility and artistic structure. Secondly, Leon points out the integration, simulation and assemblage of the artistic works. Thirdly, that modernism pay attention to paradox, anagram, uncertainty and distrust in its works. Fourthly, Leon discussed realistic, coherent and continuous personalities that are under the effect of spirit which provide motivation and psychic conflicts. Thus modernism can be defined as a kind of avidity and tendency to clarify the world substantive facts (Nozari, 2005, 380-386).

Modernity main characteristics was accompanied to evolution the human existence and centering human. Mean, dominance of the human mind over the traditional opinions (mythical, religious, ethical, philosophical, etc) and growth of scientific thoughts, rationalism and criticism of philosophy and formation of the new organizations in economy and trade and civil laws (Ahmadi, 2004, 8-12). However many scientists confirm the Renaissance and explosions in scientific thought as the main factors in the beginning of modernism in the context of rationalism and industrial revolution. Scientists like Count's, Beecan, Heum and others contributed in the areas such as epistemology and enlightenment. Likewise moral principles of Calvinism and Protestantism had an impact on Christianity and the religious realm. Especially that scientific methods used by scientists like: Dekart, Beecan, Heum, Darwin and others transformed the process of gaining, knowledge of nature and to changed the instrument of rationality to an objective and purposive action which served as a stimulation for human domination on the nature, that modernity process started with the development of science, emergence of new knowledge, and to devote of the traditional beliefs and superstitious ideas, and led to the freedom of the human mind, spirit and body. And with creating new movement in art theology and in presenting a modern worldview, modernism led to a greater exploration of the "self" (Jahanbaglo, 2007, 20-26).

Of others factors modernity expansion, were making space of economic liberalism be based on profit seeking, private ownership on instruments of production, competition in capitalism system and technology growth, that modernity expression periods imported in more modern phase. In other words, modernity means to overcome human on nature of way mind understand and modern scholars. Mean freedom and rational sovereignty on the contexts rationality and to accounted action in social life, to exterminate traditionally believes, that these are a rationality attitude.

Marx (Ahmadi, 2004) was a criticizer and famous scientist of capital system and modernity defender and new achievements. But from other aspect, he expose to shortages and shortcomings of the capitalism. To believe Marx, capital system is main factor modernity history and proletarian are capitalism historical achievement. Mean community human define based on self station in the productive aspect, technology world and in social and ownership relationship. Although Marx was modernity intellectual, but he does to critique of modernity ideology and system, the critique his of modernity has more about capital government and alienation and fetishism.

Max Weber (1947) was defenders of capital system that modernity principle knows as human rationalism. The rule of human actions, scientific achievement and technological is founded on the basis of axis human. And so protestant ethic knows important in appearance and growth of the capital

system. In other words, Max Veber in protestant ethic accepted in self evolution and in appearance modern capital system. And emphasize on the rationalism necessity. Mean an economic and social formulation and special ideological of protestant ethic be establish, that in limit a modernity rest.

Thus rationalism Weber's include of modernity indexes, why which rationality has key and important rule in passing of traditional societies to modern societies. Namely in expand and expansion different areas of society doing on the basis of rationality standards. In other words, in specialization process and industrialization to become informed as a standard or instrumental action, and this is a high typical of purposive rationality action that influence on the society different units.

Postmodernism Concept

Postmodernism views include reconceptualization of traditionally termed 'modern' elements, methods and styles and to change these aspects for even more and further development. The speed of progress in modernism and materialism in recent decades has caused many scientists to reflect deeply upon this state. With the appearance of detrimental bioenvironmental effects and also the questionable ethics of the west, modernism has needed to increase its amplitude due to this criticism of modernism, and many western intellectuals themselves emphasized on the positive aspects of modernism and or reverting to the true and traditional aspects of it. These kinds of attitudes found momentum under the name of 'postmodernism' after 1960.

The foundation of postmodernism must be sought in post-structuralism; this is because post-structuralism with well grounded and defined principles that reflect objectivity and totality presented a viable and more credible way of approach. Instead of concepts like: homogeneity, universalism, comprehensiveness, globalism and universalization, structuralism emphasizes on subjects like: pluralism, multiplicity, particularities, diffuseness, disintegration and individuality concepts. These concepts of: pluralism, multiplicity, particularity, diffuseness, disintegration and individuality concepts, in fact appear as a strong, challenging process that found expression through many scientists' thoughts as: Derrida-deconstruction, Lakani-psychoanalysis, Foucault-historical critique, Lyotard-distrust to metanarrative, Delves – Guitar-linguistic challenges, fragile-structure styles and invented Genkas and many others of the theoretical innovations and conceptually. The main characteristics of postmodernism include, intentional synthesis of opposing elements, synthesis of different styles of art, assimilation of images, and consumerism, mass production processes, information explosion of post industrial or advanced capitalist societies towards the end of the twentieth century, heterogeneity in architectural styles, modern art effects and multi-complex theoretical and philosophy theories (Nozari, 2005, 180 - 185).

Lyotard (1984) is a famous postmodernism rhetorician, His main thoughts in his conceptualization include: discussion, images (figure and analogy), desire, the visual, narrative, myth, scientific and validity discussion, linguistic games, justification and legitimatization of myths. He believed philosophy and postmodernism are two aspects of a same entity. Firstly he believed that postmodernism is reactive thrust against modernism. Secondly he was of the opinion that the reactive thrust against history means it seeks new interpretation for historical means and concepts. Lyotard in his definition of postmodernism believed that postmodernism casts doubt on

meta-narratives whereby he argues that doubt and destruction are an integral part of the human life aspects and that they play a vital role in questioning those elements which claim that they have direct access to truth and are therefore unquestionable. Thus we can find skepticism and doubt flowing among the different theories. It may be that one of them has viewed from a certain perspective and does not recognize the perspectives of others; but they may have failed to understand that the variegated viewpoints may contribute to make up the whole composite picture.

Scott Lash (1991, 20-25) believed that postmodernism is a cultural order or a paradigm, which he calls a signification system. And this signification system is stable on production of cultural objectives which have two elements: First is a kind of special cultural economic entity that will produce cultural objectives and then create special conditions of receipt, and finally focuses on the subject framework between produce and receipt. The second element focused on signification methods, which means it delves on the special relationship involving such aspects as voice, image and term, and sense (meaning and concept). Thus postmodernism focused on the signification system of which the fundamental and constructive elements are characterized by Entidiffereziierung other words postmodernism is based on Entidiffereziierung. It means that the spirit world is separable from the social word. The spirit world will provide the possibility of separable, independent and expansionism of realism in art and epistemology. Aesthetics realism makes possible differentiation of culture of this world from religious culture, and this realism separates scientific outlook from religious outlook. It has parallels with epistemology realism which involves differentiation of secular culture and religious culture and also between ethics and ethical science.

Dutch (Baylis, 2007) believed that defining postmodernism is very difficult, yet, he refers to two postmodernism subjects namely: relation between power and knowledge, and textual strategies of postmodernists. Viewpoints of postmodernism pertaining to power and knowledge rather concerned the genealogy theory of Michel Foucault, whereby he believes that power produces knowledge. Complete power demand knowledge, and knowledge focused on power brings into existence relationships and reinforces them. Thus outside the realm of power there is nothing that can be termed as fact. In other words, if facts themselves have history, then how can history have been the fact? Derrida (1978) believes textual strategy is a method by which we create a social world based on a text. The world is similar to a text, and a method that we interpret the world is expressed in concepts and linguistic structures. This action is called textual interaction. Thus Draid believed that the world is like a context which is not comprehensible easily, but it can be done through hermeneutics and interpretation (Baylis, 2007, 538-546).

Walter Benjamin, like Scott Lash (1999,28-29), believed in postmodernism Entidiffereziierung that is called a culture paradigm and has four parts. First he referred to the kinds of culture subjects like; ethical and theoretical aesthetics. Secondly he referred to relation between cultural order and social order. Thirdly he referred to cultural economic elements; condition of produce and consumption, cultural institutions and cultural goods. And fourthly he referred to methods to Entidiffereziierung.

Scholte (2000, 20) say's contexts of postmodernism appearance should be searched on the infertility in final and

certain means of events, cultures and contexts. Just as critique outlooks, conflict power and to reduce the power of local government. On the other words to make small of states role should know in different stages (adequacy to minimally state), cultural phenomenon critique, culture formation, secularism, relativism in the existence world, appearance of new classes and entidiffereziierung. On the other hands today scientists of postmodernism interpret with globalized world and with characteristics like: informationized, figurative, simulation and meta-real, that in it people lose feeling of identity stability and self consciousness.

Differences between Modernism and Postmodernism

- Modernism is a momentous transmission from traditional to modern methods, whereas postmodernism is more a cultural paradigm that goes ahead from new methods to more advanced ones.

- Modernism is a historical, political event and intellectual, whereas postmodernism is philosophical and discursive period that to kind is involved in crisis of the modernity.

-Changes in modernism essence, means modernism emphasis on cultural separation, whereas postmodernism is a process based on cultural Entidiffereziierung.

- Modernism is kind of cultural formulation, but postmodernism is a kind of format of the formulation of culture.

- Modernism is a kinds of the oral and cultural essence, whereas postmodernism is a kind of the shape cultural formulation.

-Social stratification essence, mean modernism producers and audience of the modernism and postmodernism should seeks in social class and stratifications that on the spot appearance and fall.

- Modernism focuses on figurative nature (relative form and evolving form), but postmodernism is anti-figure (closed form and actual form).

- Modernism is looking on the basis of design, project and purpose, whereas postmodernism is a kind of play in social life, which is not reliant on base specific purpose. It is based more on chance and accident.

-Modernism acts on the basis of hierarchy principles, but postmodernism includes process, performance and events.

- Modernism focuses on structuralism principles like objectivity, certainty, totality, fixedness and centralization in concepts, but postmodernism has focused on structuralism principles such as diffuseness, pluralism, partiality, disintegration, relativism and individualism.

- Modernism gives attention to the root and depth of concepts and subjects, whereas postmodernism has its attention on surface appearances and on superficial aspects of concepts and phenomenon.

Fate of Modernism in Postmodernism Process

Did postmodernism have dominance over modernism? Hedgier (Dunn, 1998,) believed that the reason for the fall of modernity is that humans have lost their own sight in the course of their domination on nature, and had faltered in correctly identifying what is true and what is untrue. Scientists believe that postmodernism is reactive against modernity that appeared during the Renaissance era and Enlightenment period. Postmodernism is a mental method that questioned utopian ideas, thoughts and modernity values. Thus modernism is faced with conflicts and schisms within itself. Discord appears between modernity facts and enlightenment philosophy promises. And the context of postmodernism itself was created from within modernity. Eagleton (1997) believe postmodernism

is the negative truth of modernity. And according to interpretation of Giddens (2000), postmodernism is the same as modernity only that it had started to understand itself (Dunn, 1998, 192-193)

Today postmodernism seems to have replaced modernism. According to Jahanbaglo (2007, 29-35), modernity is a historical, political and mental event which has been continuing since about 500 years and postmodernism is a discursive and a philosophical period that involves itself with the modernity crisis. Modernity itself has always been faced with crisis and had questioned itself. Thus postmodernism with its self critique outlook, challenged modernity and appeared to be the fundamental crisis of modernity. Many scientists, postmodernism appearance based on three factors. First is egoism, which includes test, analysis and self involvement, which started with Descartes' philosophy and it has been followed by others scientists. Important characteristics of this process include subjectivism, relativism and anti-absolutism. The second factor sees a shift in philosophy movements and development from egoism to existentialism that interpreted into inevitable imperatives, because in the existentialism framework, the concept of active value and ethical world changed to mythical and empty concepts. And characteristics of this existentialism are doubt of ultimate reality, internal experiences promotion and individual selection rights, that all found in the postmodernism thoughts. Nihilism is third factor and the effectiveness of postmodernism, and the result of rationality and egoism philosophy and existentialism is nihilism.

Therefore, postmodernism, with modernism's internal critique and existential crisis in it, has replaced modernism, and fundamental and infrastructural changes have been established in thoughts, attitudes, interests, culture, economy, politics and social aspects. Postmodernism has been criticized by intelligentsia and scientists, because they know postmodernism more as a theoretical aspect. But postmodernism defenders believe that in the world there is no such thing the real global perspective, because the actual reality cannot interpret from our view point (Baylis, 2007, 545-547).

Globalization Concept and Roots

Globalization is an issue of historical importance; is meta-national and substantive. David Held (2000, 170-172) postulates. "Should globalization be conceived as a set of processes-cultural, economic and political, which stretches over space and time? Globalization should not be understood as a singular condition or as a linear process. It must be viewed as a multi-dimensional phenomenon; included diverse cultural, technological, environmental and political denominations and each of these spheres involve amplitude of patterns, relations and activities".

Globalization can be taken to mean the process of increasing interconnection between countries or societies. It has come to the point where events in one society or one part of the world more have considerable effects on others regions and societies (Baylis, 2007, 49). Giddens (2000) believed that "Globalization is an intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa". Gilpin (Baylis, 2007, 49) says "globalization is the integration of the world economy". Held (2000), in his definition of globalization, believed it was whichever process that brought about changes in relations, organization, space and communal associations and they evolve. These changes have been

measured for depth, expanse, speed, and effect rate in the contexts of continental, interregional and also action networks, integration and power use.

The concept of globalization in scientific thought started in the 1960s until now, in various dimensions as expressed in the five uses for it: First use is internationalization, meaning development and extension in international exchanges. Second use is liberalization, meaning free economic trends and without much interference of government (economical integration). Third use is universalism, meaning it is to be interpreted with special goals and programs for human system (cultural integration). Fourth use it is westernization, meaning influence of the western culture is transferred into other countries. Fifth use is deterritorialization meaning geographical boundaries lose their earlier significance (Baylis, 2007, 47-48). Globalization impacts the dynamism of social structure of modernism (capitalism, rationalism, industrialism, bureaucracy, etc.

But Robert Cox (Baylis, 2007, 50) is believed an important characteristic of globalization is that it involved producing international, new division of labor and new migration of north to south which bring about a new competitive environment and internationalization of the counties. In this way, countries undergo changes due to globalization institutions. Holding different views are many other scientists like Kit Nash (2000, 71-100) who focused on communication in globalization in the context of modernism, postmodernism and cultural and economic aspects. Economic globalization also seems to decrease state power in political and economical arenas. Collective capitals and corporation, with the use of scientific management and constitutional had maximum scope for of increasing benefits and output for the capitalism system. These capital corporations created active states of capitalism based on a set of rules and criteria. And they created whatever supportive, necessary conditions needed there for making inroad into the global and transnational financial markets. Western culture in the modernity era is accompanied at least two characteristics, namely general and globalism culture, which are promoted as one liberal humanistic attitude. And Western culture influenced such things like special culture in organically based way of life in a certain country and also in the form of its unit set-up and integration. In fact globalization is a postmodernism phenomenon.

Scientists hold two differing viewpoints about the history of about globalization. One group is of the belief that globalization has been an on-going process which has been happening over the span of the last four centuries. The other group believes that globalization is a recent process which has been unfolding over the last three decades. The first outlook which sees globalization as a 400-year-old process, believes that this phenomenon is accompanied by the flow and process of modernism, and important indexes of modernity, universality and other universalism elements which are considered as irrevocable processes. And as always happens in the case of a revolution, almost everything is turned upside down and there is a great upheaval. The first view point belongs to Malcolm Waters (1995) in the globalization issue.

Waters (1995, 14) believed many of the globalization dimensions have always been happening over the past four centuries, but the middle of the second century of development, this phenomenon has been disorganized. Globalization started in the sixteenth century and continues until now. The Second point of view sees the beginning of globalization as that which

accompanied the fall of the Soviet Union, the launching of more than 200 satellites in space in the 1960s after and the advent of the information revolution and was defined in theories like modernity project (Habermas, 1994), time and space density and informational society (Giddens, 1996), theory of the world system (Wallerstein, 1974), economic globalization theory (Walters, 1998), world era and globalization theory (Albrow, 1996), myth of globalization thought (Hirst and Thompson, 1996), the globalization as a different attitude and new awareness (Robertson, 1992), new realism and hegemonic consistency (Gilpin, 2000), the end of history (Fukuyama, 1992), globalization transformation theory (Held and Mc Grew, 1999), interdependence theory (Keohane, 1977), theory of new realism and doubt in globalization (Hriesler and Waltz, 2003) and global village (McLuhan, 1964, 103). Thus globalization of the 1950s decade was accompanied by scientific awarenesses about the dangerous repercussions of full speed technology, population explosion and environmental damage. For example McLuhan (1964) referred to the role of the mass-media extension and concepts transference by which it included transportation technology and communication technology. The important characteristics of the mass-media include transference of speedy information and tribalism culture extension (Walters, 1995, 25-50).

Globalization in Modernism and Postmodernism Processes

Most of explanations about globalization engaged only with recent developments, and have considered it superficially, and analyzed it quite weakly and are therefore unsuitable for presenting a truly comprehensive and encompassing view point of globalization and the complex multi-faceted processes it bring about among countries of the world. Thus firstly we should have a true recognition and understanding of globalization and its attendant processes. Then we have to scrutinize the integral relationship that exists between modernism, postmodernism and globalization. Among the important factors that have a profound effect on social changes, are new issues which are related to globalization, modernism and postmodernism, and so a uniquely modern and different set of operative conditions inevitably seem to prevail. Globalization should consider two views of classic scientists and contemporary thinkers. The difference between these two views it is that the classic scientists talked about on the cultural and sociological views whereas, contemporary scientists emphasized on economic and political aspects of the globalization phenomenon.

The first view point is held by classic scientists such as; Marx, Durkheim, Weber, Counts, Parsons and Zeman, and others, who look to the sociological and cultural aspect. The second point of view has its supporters in new scientists such as; Waters, Harbison and Myers, Huntington, Yan Shultz, Kit Nash, Berger, Karr, Wallerstein, Robertson, Albrow, Gilpin, Krasner, Fukuyama, Waltz, Cox and others who prefer to focused on the political and economic aspects of globalization (Zahedi, 2007, 330-332).

Sen. Simon (Zahedi, 2007) believed industrialization is the foundation of the modern world systems and society's integration. Karl Marx (Walters, 1995) believed in globalizing modernization processes which means globalization has greatly increased the power and of capitalists to provide new markets. To believe Marx and Hegel, globalization is the meta-reality of social and political elements which work for human civil advancement. August Counts understands globalization as the positivity thoughts and ideas that consequently make possible

human continuity through integration between the component and total social system.

Zeman (Abraham, Morgan, 1991) seek the modern culture of the integration factor of societies as an organic unit. Max Weber (Abraham, 1991) in his discussion of rationality, enumerated a number of characteristics for it, such as impersonation of social relations, purification of calculation techniques, the importance of increasing specialized knowledge and the development of intellectual control based on techniques in both natural and social processes.

According to his point of view, rationality includes the cultural coordination and also the reduction of adherence to such values as patriotism and sense of duty which are involved in globalization discussions (Weber's rationality theory).

Durkheim (Abraham, 1991) draws our attention to the structural differences in this regard which means industrialization requires a fundamental distinction between capitalization and mass production with local production and reproduction. Industrialization transfers the patterns of distinction to other areas of social life which are compatible with industrial centers functionally. These structural developments orientate the values towards individualism, secularism, globalism and rationality which eventually result in modernization (Durkheim's distinction theory). Parsons (Abraham, 1991) believes that social changes embrace transcendental, logical and dynamic properties which lead them in this direction; this logic and dynamism hinges on coordination and adaptation. That is to say, the ability of an organism for adaptation with its environment, will override modernization and the existing frontiers (such as social status, ethnic or sexual barriers) and cooperation increasingly depends on people's capability and their functional competence. According to Parson's viewpoint, globalization merely means that the societies move toward a common evolutionary cycle and accomplish mechanical integrity and unity.

Whereas new point of view, scientists have referred to political and economic aspects and have made two inferences. A new view point is of globalization as a result of the western modernization project, and another is that globalization is as a process resulting due to globality and superficiality of the modern capitalism system, and this effect has become increasingly widespread in communication extension and cultural disorder after the Second World War (Zahedi, 2005, 330-335).

Some theorists like Nash (2000) have focused on the relation of globalization with some concepts like modernism and post-modernism and have focused attention to the economic and cultural aspects. According to him, globalization has affected more on the economic sphere and has decreased nation-state power.

Others analysts like David Harvey (1989) reason that globalization affected the landscape of the postmodern era. He believes capitalism in the process of its evolutionary self have brought about the appearance of a phenomenon called time and space constriction. And this new form of capitalism has been described as fixable postmodernism. Globalization not a new phenomenon in a capitalism system. But fixable postmodernism includes time and space density and compactness that quickens social life and decreases space and or even exterminates it altogether.

Thus we have transference of thoughts expedited by satellites considerably empowering the potential influence of

fixable postmodernism. The Fixable postmodernism produce a postmodernism culture, which in it has aesthetics, quick goods exchange, manipulation in opinions and preferences in the culture of people by means of propaganda. It characteristics can be said to refer to instability and superficial thoughts instead of deep-rooted, insightful thoughts and consequently this bring mounting and differences of methods instead of authenticity, and heterogeneous traits, pluralism, disconnection and anarchism instead of meta-rational narrations and development (Nash, 2005, 82-85).

Thus Harvey (1989) engaged to this point the understanding and conception to change with regards to the time and space process and how these changes affect the individual values and fundamentals of social processes. Harvey analyzed two concepts of modernism and postmodernism. He claimed that the root of it is in analysis of art, language and human psyche, which results from evolution in attitude, conceptions and human understanding of time and space. These deep effects and differences left a deep impression on postmodernism (Nozari, 2005, 286).

Many scientists know globalization is a process to continuity of modernity experience, evolution and development during the last century that was accompanied with technological expansion, thoughts and communicational systems expansion, test use and error in economic systems and to provide a context for accepting and projecting new idea in globalization. In the process, values and subjects become manifest with modern society, postmodernism and post-industrialism.

Waters (1995) views globalization as a sudden acceleration in historical transformations of human life. That is, globalization is associated with modernization and development of synchronous capital and it is a recent and modern process which accompanies other social processes such as post-industrialization, post-modernism and deconstruction of capitalism.

Some scientist like, Kerr, Dunlop, Harbison, and Myers try to find the roots or origin of globalization in the theory of convergence of societies which embodies two aspects: First aspect refers to the fact that industrialized societies show more similarity to each other than to non-industrialized societies.

The second aspect refers to the fact that the process of industrialization takes various forms in different societies but these societies will become like each other in the long run. Peter Berger and Huntington (2002) view globalization as a constant issue which has a rapid and compressed state and embodies a challenge which brings about modernity. One of the most important challenges is pluralism which leads to the overthrow of established traditions and the opening of new doors with regard to multiple choices beliefs, values and ways of life. In classification of current view points on globalization, researchers have centered their attention on three properties, considering them: *as a process*, *as a project* and eventually *as a phenomenon*. Yan Scholte (2000) has pointed to six different meanings of globalization for globalization researchers namely: internationalization, liberalization, universalism, westernization or Americanizing, and deterritorialization.

From another perspective, Huntington and Berger (Peter. 1998) believe that globalization will be different according to its internal structure which itself is a result of the interaction of the existing and antagonistic discourses. In other words, in practice, we are not faced with a single globalization process but faced with various ideologies of globalization. Karr (quote of Waters,

1995) thinks of globalization in terms of integration theory of societies and social division of labor in which the expertise of highly skillful people and labor force are divided into different professions. With the expansion of science and technology, systems of professions undergo change and will lead to increasing job mobility. This process is reinforced through higher education and will help create proper social sub-structure. Wallerstein (Askiya & Ghaffari, 2005) views world system as a general phenomenon which involves interrelated elements, it is a social system which has its own boundaries, structures, groups, elements, legitimate rules and integrity.

And to interpret Scott Lash and Jan Uri (1999) raises new characteristics of globalization on the consumption category as a prominent secretary in contemporary capitalism, that is closer to a Marxist attitude. According to this attitude, the central core of globalization is to be placed on consumption and service industries more than financial capital. Industrial products in a non organized capitalism and post-modernity era are believed to have more economic with publication of symbols or signs of cognitive and aesthetic and present media products, recreational services and designs that aesthetic aspects of modernism connect to post-modernity aspects by professionals that continually change products and consumption patterns (Nash, 2007,86).

Therefore, globalization is moving ahead, inspired by modernism and postmodernism toward fundamental changes in social life. In fact, the trend of modernism started after the Renaissance and rationalism era and ends in postmodernism in the middle of the twentieth century. Now globalization moves in tandem with post-modernization, meaning with development and the attendant extension of electronic media in political, economical, social, and cultural aspects, it has become even more informed in the latest modern cycle, that quicken with capitalism origination renovation, collective media centralization and communal, communications and transmission technology, appearance of new political systems and social movements.

Thus evolutions accompanied, with more new grouping as first, second and third world countries, and North/South configuration and peripheral and semi-peripheral countries have all added to the already existing divide and changed the dimensions of world profile. Hence, the trend of post modernization of societies and globalization of projects depend upon the social, economic, cultural and political states of society. It has also brought about a new wave of modernization which promotes assimilation of cultural frames, local and national integration, development of international markets and trade. Countries have been drawn closer due (welcome) to global trade, electronically wired world, limitless development and software (time and space density), attention of people in developing countries to democracy and human rights, political awareness growth, and new political culture extension and other contexts quicken to globalization projects of societies, and since developed countries are the leaders here, through this project, they can dominate the developing countries. The relationship between developed and developing countries is placed on an unequal footing and tends to profit the developed countries more. Finally globalization is turbulent, and it is a fact that to control it has proven very difficult because globalization pervades all social, economic, cultural and political dimensions and influences all human life aspects. In fact, globalization is as

an unavoidable alternative for modernism and postmodernism (Dunn, 1998, 249-255).

Conclusion

Modernism, or modernity, interprets concepts such as; freedom, equality and relation of theories like liberalism, socialism and structuralism. In fact modernity is accompanied by a civilization dominating on the human societies, whereby situation science is used in organizing and constructing societies and instrumental rationality and technology is applied all across of the human societies. Elements of this modernity constructiveness should to be found in positivism, scienticism and instrumental rationality.

Postmodernism goes along with pluralism, particularity, dispersion, individuality and disintegration, independence, and realism expansion in art and epistemology, aesthetic realism and narrative realism separation of the scientific worldview from secular worldview and religious culture and also in ethics and moral science. Thus the postmodernism subjects can point to relation of the power, knowledge, textual strategy and connection between these two (power and knowledge). Globalization is moving ahead, inspired by modernism and postmodernism toward fundamental changes in social life. Now globalization moves in tandem with post-modernization

In fact globalization a motivation is for integration in international relationships and world active system, so high mobility of economic, trade and financial resources and world communication, political acts. The process of globalization helps to quick transformation and quantum leap on the various international aspects in the global society means globalization has as an unavoidable alternative and fact for the continue of modernism and Postmodernism. Of course must know which globalization started toward the end of the twentieth century in developed countries and then extend to other lends. These rapid transformations of political, social, economical and cultural life have been established human life realities which have become so important now and all these are caught up in the globalization vortex.

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