

**NATIONAL ACADEMY OF SCIENCES OF UKRAINE**



**Yurii Dudka**

**INTERWEAVING GLOBALIZATION:  
THE COMPLEX TAPESTRY OF  
ECONOMIC SECURITY AND MEDIA  
EDUCATION**

**Economic and Educational Research at  
MediaStar School**

**Monograph**

**Ostrava, Czech Republic - 2023**

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**STATE INSTITUTION**

**"Institute of Environmental Economics and Sustainable  
Development of the National Academy of Sciences  
of Ukraine"**

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UDC 330.101

DOI: 10.25313/978-80-88474-24-1

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Interweaving Globalization: The Complex Tapestry of Economic Security and Media Education (Economic and Educational Research at MediaStar School): monograph. Tuculart Edition (Tuculart s.r.o.) & Internauka Publishing House. Ostrava, Kyiv : 2023. 88 p.

**ISBN 978-80-88474-24-1**

The monograph, “Interweaving Globalization: The Complex Tapestry of Economic Security and Media Education (Economic and Educational Research at MediaStar School)”, is a comprehensive research publication authored by Dr. Yuri Dudka, an esteemed scholar holding a Ph.D. in Economics and recognized as the founder of the international educational platform, MediaStar.

This scholarly work represents a deep and multifaceted investigation into the intricate connections between the globalized world, economic security, and media education. Dr. Dudka’s research is primarily based on a wealth of empirical data and academic inquiries conducted within the educational institution of MediaStar School. The monograph explores the fundamental aspects of these interrelationships and their influence on our contemporary society.

ISBN 978-80-88474-24-1

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# REVIEWS OF SCIENTIFIC MONOGRAPHS

Doctor Yurii Dudka is an outstanding individual with a diverse background in economics, journalism, and education. His monograph, “Interweaving Globalization: The Complex Tapestry of Economic Security and Media Education (Economic and Educational Research at MediaStar School)”, attests to his exceptional analytical skills and significant contributions to the scientific community. His pioneering research establishes a crucial link between media literacy, reduced manipulation, and increased social and economic stability.

Dr. Dudka’s innovative formula and hypotheses provide valuable insights into the complex interplay between media literacy and societal stability, shedding light on previously underestimated aspects. His research also emphasizes the importance of globalization in media and economics, offering recommendations and strategies to maintain economic integrity in the face of information challenges and threats.

Furthermore, Dr. Dudka’s affiliation with MediaStar LLC and membership in the esteemed scientific organization Sigma Xi underscore his dedication to advancing research and education in the media industry. His remarkable achievements and potential for conducting substantial research make him an invaluable asset to Ukraine, the European Union, and the United States.

I am confident that Dr. Yurii Dudka’s outstanding scientific achievements and commitment to this field will bring immense benefits to the academic community.

**Sincerely,**  
**Dr. Vladimir Kouprianov,**  
**Research Associate,**  
**University of North Carolina at Chapel Hill, USA**

# INTRODUCTION

Globalization is an objective, systematic process of economic, political, and cultural integration among different nations, enterprises, and peoples, aiming for further universalization of the planetary space, its homogeneity, and uniformity. The consequences of globalization include international division of labor, the formation of transnational capital, standardization of technological processes, and the convergence of cultures from various nations.

Contemporary trends in the development of the world economy as a whole and national economies as its structural elements objectively determine further horizontal and vertical deepening of globalization in the global economic space, strengthening the interconnectedness between economic actors. The liberalization of international economic activities and increased economic openness provide conditions for the dynamic development of the mobility of goods, services, capital, labor, technologies, and other resources, giving rise to the phenomenon of economic globalization.

In contemporary global and domestic literature, considerable attention has been devoted to the phenomenon of economic globalization. Since the time when American professor Theodore Levitt first introduced the term “globalization” to scientific literature, referring to the global interconnection of markets, a quarter of a century has passed. During this time, a substantial amount of articles, monographs, textbooks, and other publications addressing this issue has emerged.

Naturally, being a multidimensional, complex, and multifaceted phenomenon, economic globalization has led to numerous discussions and diversification of perspectives. Various schools of thought have emerged to study globalization from the angles of sociology, demography, political science, as well as financial, currency, production, and infrastructural factors.

Notably, scholars such as O.G. Bilyorus, Y. Dudka, I. Wallerstein, V.M. Heiets, D. Ikenberry, M. Intriligator, P. Krugman, D. Lukyanenko, V. Muntian, A. Neklessa, K. Ohmae, Y. Osypov, Y. Pakhomov, P. Ratlend, G. Soros, A.V. Stepanenko, A.I. Sukhorukov, A.S. Filipenko, F. Fukuyama, and others have explored issues related to economic globalization.

If we were to compile all the research conducted over the past two decades on international relations, the world economy, geopolitics, geo-economics, and analyze the frequency of terms used, the concept of “globalization” would likely rank first. However, insufficiently explored in the literature is the aspect of the impact of global processes on a country’s economic security.

Despite the advantages of participation in international division of labor, there is also an increased probability of adverse external factors affecting national economies, as demonstrated by the development of crisis phenomena in the Ukrainian economy. At the initial stages of integration into the global economy, the growing influence of globalization processes on the national economy often takes the form of external pressure due to the removal of barriers in foreign economic activities, which has, in parallel with the worsening socio-economic situation in Ukraine, objectively increased interest in the issue of economic security.

Given the pressing need to develop a matrix of economic security under the conditions of global influences, a conceptual matrix of a state’s economic security has been developed. It is based on the concept of an “effective state” examined in the context of changing global economic paradigms.

Globalization, a term often invoked in contemporary discourse, is meticulously examined in this monograph within the contexts of economic security and media education. It transcends the conventional notion of globalization as merely the integration of economies and cultures across different nations. Instead, the book presents globalization as a multidimensional force that exerts its influence on various aspects of modern society.

The key aspects of the globalization concept that receive in-depth analysis in this monograph are:

*1. Economic Globalization:* we scrutinize the impact of globalization on economic security, elucidating how modern economic trends are intricately linked with the integration of global markets, trade, and investments. The monograph delves into the ways in which globalization can either contribute to economic stability or pose threats to national economies.

*2. Media Education:* Another critical aspect explored in this work is the role of media education. The monograph highlights how the contemporary educational landscape is evolving with the advent of new media technologies. It considers the role of media education in preparing students and professionals to develop skills that align with the modern labor market's demands, ultimately enhancing graduates' economic competitiveness.

"Interweaving Globalization" seeks to provide a comprehensive understanding of how globalization influences economic security, media education, and, consequently, society as a whole. By examining the complex interactions between these elements, the book endeavors to shed light on the intricate tapestry that characterizes our interconnected world.

This monograph offers valuable insights and knowledge to academics, researchers, educators, policymakers, and anyone interested in the profound implications of globalization on the realms of economics, education, and media. Through rigorous research and analysis, MediaStar School navigates the intricate web of globalization, unraveling its multifaceted impact on the global landscape.

In the subsequent chapters, the book delves into specific aspects of this interwoven relationship, exploring the implications for economic security, media education, and beyond.

# **Chapter 1: ECONOMIC GLOBALIZATION IN THE 21ST CENTURY**

## **Section 1.1: The Essence of Economic Globalization**

Economic globalization is the integrity and unity of the world economy, based on the increased openness of national markets, deepening international division and cooperation of labor, growing institutionalization of the economic sphere, increased volumes and diversification of the international trade structure, international direct and portfolio investments in the national economy, and the increasing role of intellect, information, technology, management, and marketing[39]. The economic component of globalization is a combination of national economies linked together by the system of international division of labor, economic and political relations.

The concept of globalization as the process of homogenization and universalization of the economic space was first elucidated in the late 1960s in one of the reports of the Rome Club. The term “globalization” itself was introduced into scientific discourse by American professor Theodore Levitt in 1983 in an article in the “Harvard Business Review”, dedicated to the formation of the global market. The term “globalization” etymologically derives from the Latin word “globus” (a sphere) and the French word “global” (universal), explaining the action of this process on a planetary scale.

As a social and economic process, globalization gained prominence in the 1990s, becoming the consequence of the

transition from an industrial to a post-industrial stage of economic development. Globalization is a product of post-modernity, the result of the formation of the foundations of the noosphere-space civilization. From there, quantitative and qualitative indicators characterizing the deployment of this phenomenal process in the global economic context follow.

Over two decades, the globalization of the economic space has undergone several transformations, mainly associated with the implementation of the achievements of NTT in science. This has led to the emergence of what we can now call “turboeconomics”.

Scientific and technological progress has led to reduced costs for establishing international economic relations. For instance, the cost of a three-minute conversation between New York and London in 1930 was \$300 (in dollars of the 1996 exchange rate). Today, the cost is just \$1. The reduction in costs has led to the intensification of economic contacts and, subsequently, an increase in information exchange [37].

One significant feature of economic development in the 21st century is the realization of the principle of “clean business”, or “money for the sake of money”. In this economic-philosophical trend, there is no room for the preservation of cultural traditions, national self-identification, and economic sovereignty. To become competitive in the global market, a nation must cede part of its national sovereignty, open its economic borders, and integrate into the global economic space. In other words, the state, entering the market with competitive products, plays by the rules established in the global arena; it becomes a globalized entity, shedding its own traditions, including economic ones, and becomes a universal business partner, much like all other players in the global space. The difference between business partners in the global economic space lies only in the different GDP volumes. In this process, TNCs and TNCBs are no different from the states.

Summarizing the main factors that contributed to the development of economic globalization in the late 20th century:

1. Emergence of material carriers of globalization (the global Internet network, the development of communication,

infrastructure, and relationships leading to a high degree of economic interconnection and interdependence in the world).

2. Compression of time and space due to the development of transportation systems and communication, resulting in the mitigation of distance as a significant factor in economic development.

3. Technological progress, enabling economic monitoring on a global scale.

4. The development of globalization centers (globalities) — subjects of the world economy (International Monetary Fund (IMF), World Bank (WB), United Nations Conference on Trade and Development (UNCTAD), Food and Agriculture Organization of the United Nations (FAO), International Labour Organization (ILO), World Trade Organization (WTO), Group of Seven (G7) countries, regional economic and financial organizations, Transnational Corporations (TNCs) and Transnational Banks (TNBs), institutional investors (pension and investment funds, insurance companies), non-governmental organizations, and global cities that are part of the Top 50 global cities), which act globally by combining their capabilities and interests.

5. Increasing interdependence of national economies of different countries, leading to the deregulation of financial markets and related economic activities.

6. Economic globalization in the 21st century involves the mutual influence of national economies through globalization centers. It is carried out at the macroeconomic level, which means the overall desire of countries and regions for economic activity beyond their borders. Signs of such desires include liberalization, decentralization, privatization, the removal of trade and investment barriers, and the creation of free trade zones, among others. International integration processes lead to a reduction in income inequality between different groups of countries in the global community.

7. The basis of globalization in the 21st century is the internationalization of production, with transnational corporations (TNCs) experiencing rapid growth. At the beginning of

the 21st century, there were 63,000 TNCs in the world with 690,000 foreign branches. Their activities extend to virtually all countries and types of economies. In terms of production scale, they are comparable to large countries. For example, the annual sales volume of General Motors exceeded Indonesia's GDP, Sony's sales volume equaled Egypt's GDP, and Exxon's sales equaled South Africa's GDP in the pre-crisis period [35].

Economic globalization has both positive and negative aspects, which are listed in Table 1.

It is important to note the global scale of the internationalization of the world economy as a logical result of the

*Table 1*

**Positive and Negative Aspects of Economic Globalization**

<p><b>The factors driving economic globalization in the 21st century include:</b></p>	<p><b>The consequences of economic globalization in the 21st century include:</b></p>
<p>1. Reduction of trade barriers.                      2. Dissemination of advanced technologies.                      3. Attraction of international capital (TNCs, TNBs) into the national economy.                      4. Reduction in production costs.                      5. Utilization of the benefits of economic globalization, such as raising the competitiveness of the national economy through the adoption of global advanced technologies and innovations.                      6. Facilitating the accelerated development of individual countries.                      7. Expanding the opportunities of the national economy through integration into the global economic space.</p>	<p>1. Erosion of national sovereignty.                      2. Transformation of the economic functions of the state towards their reduction.                      3. Inability of states to ensure social justice.                      4. Growing contradictions and disparities in the global economy.                      5. Uncontrolled migration from poor countries, exacerbating demographic challenges.                      6. Transformation of territorial division of labor into an intellectual division of labor (brain drain).                      7. Increasing competition among countries producing similar goods.                      8. Blurring the distinctions between internal and external factors of economic activity, leading to their mutual transformation.</p>



development of globalities, the mutual influence of national economies, which constantly expanded, and the globalization of business. In the 21st century, globalization de facto represents the homogenization of economic life, which, under the influence of technology, capital, and intellect exchange, increasingly tends towards common standards, principles, and values.

The emergence of globalization is based on two primary factors. Firstly, it involves the internationalization and integration of national economies that engage in mutual exchange of technology, information, capital, goods, labor, and more. Secondly, globalization of the world economic space has led to the emergence of globalities, which to some extent oversee the development of global processes and benefit from economic globalization. In turn, economic globalization influences all actors within the global space.

Globalization occurs on several levels where all structural elements are interconnected and interact with each other. Economic globalization, evolving under the influence of globalities, is an intensely interconnected process, and any change in one element leads to disruptions across all levels.

The level of globalization of states is determined by the globalization index. The two most well-known systems for measuring globalization are KOF (developed by the Swiss Institute for Business Cycle Research in Zurich) and CEIP (calculated by Foreign Policy magazine and the Carnegie Endowment for International Peace). The KOF system calculates the globalization index (GI) for 123 countries worldwide, while the CEIP system covers 62 countries.

In the KOF system, the globalization index (GI) is determined across three dimensions: economic (GI<sub>e</sub>), social (GI<sub>s</sub>), and political (GI<sub>p</sub>) and is calculated as the sum of these components using appropriate weight coefficients:

$$GI = 0.34 \times GI_e + 0.37 \times GI_s + 0.29 \times GI_p$$

In the CEIP system, the index is determined across four dimensions: economic (GI<sub>e</sub>), personal (GI<sub>p</sub>), technological (GI<sub>t</sub>),

and political (GIp) and is calculated as the sum of these components with equal weight coefficients.

Both systems determine the globalization index using common indicators, such as the level of trade as the sum of all types of exports and imports, foreign direct investment, portfolio investments, income of non-residents in the form of wages or profits from investments expressed as a percentage of GDP. Analyzing the dynamics of changes in the economic globalization index allows drawing conclusions about the gradual integration of national economies into the global economic environment, with a tendency toward increasing globalization of all national economic entities.

Economic globalization in the 21st century urgently demands trade liberalization, meaning the reduction or removal of restrictions on international trade, foreign investments, and international financial operations. This has been happening over the past decade, primarily through the efforts of the General Agreement on Tariffs and Trade (GATT), which is now (since 1995) carried on by its successor, the World Trade Organization (WTO).

Economic globalization in the 21st century presents new global realities: the positive aspect of addressing global issues that require the concentration and allocation of significant resources and the negative aspect related to the transfer of power to transnational corporations, loss of substantial resources by states, and the ability to influence groups within the country.

Globalization in the 21st century is already a factual part of world history. However, the debate remains about the development of its models. This debate is not only due to the novelty of the concept but also because globalization is seen as a complex, multidimensional process closely linked to geostrategic transformations that began at the turn of the 21st century. Therefore, numerous theories, groups of theories, and development models have emerged, reflecting the essence of the economic globalization paradigm.

The term “paradigm” was introduced into science by the famous American philosopher Thomas Samuel Kuhn in 1964. It

is translated from Greek as “example, model, pattern”. A paradigm is a mental model of the world and its order based on established ideas, principles, views, and concepts.

As of today, there is no clear, universally accepted interpretation of the term “economic globalization”. The most common approaches to defining the term “economic globalization” in both domestic and foreign global studies are presented in Table 2.

Thoughts of scientists on the nature of economic globalization vary. Some researchers, such as F. Fukuyama and K. Ohmae, believe that globalization will result in a unified world based on market principles and governed by supranational bodies like the United Nations (UN) and the International Monetary Fund (IMF). Another group of scholars argues that globalization will lead to a multipolar, chaotic, unmanaged world without centralized control. This group includes prominent globalization researcher M. Waters. A third group of scholars follows the world-system analysis (I. Wallerstein) and predicts the possibility of multiple scenarios for globalization, emphasizing its unpredictability.

Research on the manifestations and trends of globalization has become more active in Ukrainian economic thought. Leading Ukrainian research centers, such as the Council for the Study of Productive Forces of the National Academy of Sciences of Ukraine (B. M. Danylyshyn, A. V. Stepanenko, Y. V. Khlobystov, and others), the Institute of World Economy and International Relations of the National Academy of Sciences of Ukraine (O. G. Belarus, Y. V. Pavlenko, Y. M. Pakhomov), the Institute for Economic Forecasting of the National Academy of Sciences of Ukraine (V. M. Heets), Kyiv National Economic University named after Vadym Hetman (A. M. Poruchnyk, D. G. Lukyanenko), Kyiv National Taras Shevchenko University (Z. I. Varnaliy, N. I. Hrazhevskya), and others, are making systematic attempts to assess the political, economic, social, environmental, and infrastructural prerequisites and components of globalization. They analyze the global civilizational aspects and study the multifaceted theoretical and applied problems of positioning

Table 2

**Definitions of the Term “Economic Globalization”**

<b>Source</b>	<b>Definition</b>
United Nations (UN)	The general term explains a complex set of trans-continental interactions between physical and legal persons, institutions, and markets. It is characterized by the global dissemination of goods, technologies, and financial resources, the increasing influence of international centers, the global activities of trans-national corporations, and the significant expansion of international communication and information exchange, primarily through the global Internet network [39].
International Monetary Fund (IMF)	The free movement in the global space of ideas, public goods, services, capital, and people, leading to the strengthening and deepening of the integration of national economies and societies [39].
R. Robertson	The process of increasing the influence of various international factors (economic and political connections, cultural and information exchange) on the social and economic reality of any specific country.
T. Friedman	Irreversible integration of markets, nations, states, and technologies, allowing individuals, corporations, and nation-states to reach any point on the planet faster, deeper, and cheaper than ever before.
P. Samuelson	The worldwide convergence between supply and demand.
F. Webster	The identity of the “business civilization” in which global economic development is subordinated to certain common principles, among which competition is the main way of regulating the market.
G. Anilionis, N. Zotova	Conditional and partial growth of the commonality of the world economy.
O.G. Belarus	An objective social process characterized by the increasing interconnection and interdependence of national economies, national political and social systems, national cultures, and the external environment [5].

*Continuation of Table 1*

A.V. Stepanenko	The deepening internationalization of the economy, the transformation of the functions of the nation-state in the direction of their reduction [35].
A. S. Filipenko	Strengthening the unity and systemic integrity of the world economy based on the market paradigm and the deepening of integration processes in the world economy [37].
E. Aninat	The growth of cross-border trade flows, capital and information flows, as well as an increase in the mobility of individuals.

Ukraine in the current and future structures of the global economic system. All of this allows for an in-depth analysis of the essential characteristics of the economic globalization paradigm on both a general theoretical and applied level.

The analysis of existing theories and models of globalization in both foreign and domestic literature has led to the identification of four main paradigms of economic globalization:

1. Euro-Atlantic (American) paradigm — “Westernization” of the economy, the Western market model.

2. Neoliberal (alternative) paradigm of economic globalization.

3. Eclectic paradigm of international production by J. Dunning.

4. Synergetic paradigm of global economic development.

Let’s analyze the essential characteristics of each economic paradigm in more detail:

**Euro-Atlantic (American) Paradigm:**

- This paradigm, endorsed by scholars from developed countries, primarily focuses on justifying the integrating role of the Western market model.
- It promotes the positive impact of “Westernization” on global civilizational processes.
- It emphasizes one-directional pragmatism, which is a product of the prolonged leadership of Western countries in the global economy.

Ukrainian researcher O. Belarus suggests the following alternatives to the Euro-Atlantic globalization:

1. Post-industrial-informational global economy.
2. Asian economic globalization as a counterbalance to the globalization of the “golden billion”.
3. Science, education, and the information industry as the basis for global labor and intellectual development toward “noospherization”.

The analysis of Ukrainian scholars on the impact of global changes on economic systems has characterized the American paradigm of globalization from two perspectives:

1. The objective course of global processes is determined by the course of history over the last ten millennia.
2. The subjective side of globalization is realized through the increasing efforts of developed countries (G7 countries), international financial and economic organizations (IMF, World Bank), and transnational corporations (TNCs).

Most researchers concur that the absence of institutional market regulation in the global economic space and the lack of legal support for the actions of globalization processes will lead to the archaization of market relations.

#### **Neoliberal (Alternative) Paradigm of Economic Globalization:**

- The neoliberal paradigm of globalization has been presented as an alternative model to the Euro-Atlantic paradigm.
- However, it does not address the problems posed by the Euro-Atlantic globalization but creates new threats to economic security.

The above paradigms emphasize economic pragmatism, and their fundamental principle is the pursuit of economic benefits. This process leads to the erosion of the role of national sovereignty in a state’s economic activities.

The main characteristics of the neoliberal paradigm of globalization are as follows:

- Spontaneous implementation and a focus on realizing the short-term interests of industrially developed countries,

where the income from economic openness currently exceeds the losses, including economic security.

- Deepening developmental disparities and the strengthening of global economic imbalances (benefits of globalization are mainly reaped by globalization-driving countries, such as the United States).
- Expansion of transnational capital's influence and the growth of major TNCs' influence on a planetary scale.
- Increasing monopolistic tendencies of developed countries (USA, Japan, EU) in global markets for goods, services, and capital.
- Disregard for the socio-economic, cultural, historical, and developmental specifics of national economies (globalization standardizes and homogenizes the world's socio-economic environment).
- Strengthening the influence of international financial institutions and, consequently, weakening the role of state regulation in economic security.
- Priority of the ideology of market fundamentalism.

Both the Euro-Atlantic and neoliberal models of globalization have a contradictory impact on the economy of individual countries and their economic security. On one hand, it widens the opportunities for national economies to utilize various resources and participate comprehensively in the international division of labor. On the other hand, global processes intensify competitive struggles, making it difficult for countries with lower competitiveness in the global market to compete with economic leaders, resulting in a reduced level of their economic security. Global processes lead to manipulations of financial and investment resources, which pose a real threat to countries with low to moderate levels of economic security. The essence of the neoliberal paradigm of economic globalization lies in strengthening the unity and systemic integrity of the world economy based on market regulation and deepening planetary integration processes. Economic, socio-political, and cultural development in the last quarter of the 20th and early 21st

centuries occurs under the growing influence of globalization. Its economic component is associated with resources, factors, forms of economic progress, including investments, technologies, productive forces, intellectual and financial resources, international management, and marketing, among others.

**Eclectic paradigm of international production by J. Dunning:** The next paradigm in the development of economic globalization is J. Dunning's eclectic paradigm. The scholar distinguishes five main types of international production depending on determining factors:

1. Resource-based production that utilizes common capital, technology, assets, infrastructure, and global markets.

2. Market-based production integrated into the global economic space with shared capital and information.

3. Rationalized specialization of production and technological processes, involving geographically diversified production.

4. Production linked to trade and the distribution of goods, with benefits tied to access to local markets.

5. Mixed productions that combine all four types and participate in the global market.

**Synergetic paradigm:** Globalization, in its intention, strives towards forming a nonlinear world. From the perspective of synergy, globalization is a process that is still in development and has not acquired clear parameters. However, synergy already explains the non-linear nature of the complex evolution of globalization. As an open, multidimensional phenomenon, globalization encompasses both processes of global organization and self-organization related to the needs of the efficient functioning of modern civilization.

The synergistic paradigm of the emergence of a nonlinear global world relies not only on external processes of top-down organization but also on processes of self-organization from below — the national factor. Another aspect of the globalization issue is that, at the beginning of the 21st century, globalization, as perceived by industrially developed Western countries, especially the United States, begins to “set the tone” and attract increased attention from researchers.



Globalization as Americanization and, in a broader sense, as Westernization, is an example of the spontaneous or conscious use of synergy's ideas to address the problems faced by modern Western civilization. The situation is that industrially developed countries, especially the United States, have achieved a significant level of prosperity in the economy and technology. They have created a certain order that requires maintenance by increasing entropy in the external environment. However, industrially developed countries, or the so-called "golden billion", are less concerned with the consequences of increased entropy in the external environment, relative to developed countries. Thus, if until recently, order in these countries primarily existed through the organization of their internal resources (as evidenced by achievements in technology, science, and the economy), over time, many possibilities for maintaining low entropy through internal resources have been exhausted. This circumstance compels these countries to hasten the global spread of neoliberal values and an open market.

Openness of economies is theoretically needed by everyone. However, today, it is most relevant for the industrially developed countries of the world since they are the ones who need an inflow of "substances", energy, and information from outside to sustain the achieved level of order. Without systematic, for example, utilization of energy and other resources from other countries, the "brain drain", preserving the achieved degree of order, can face insurmountable problems, leading to an increase in the system's entropy.

Each country has its own problems. Solving a problem means maintaining order and reducing tension in a functioning social system. This process involves maintaining a stable state of the system by "absorbing" low-entropy energy, matter, and information. If the system cannot exchange necessary energy, matter, and information with the environment, it begins to experience an increase in entropy, which ultimately leads to a crisis. Moreover, the complexity of long-term normal functioning of a social system is associated with the fact that over

time (“far from equilibrium”), the system requires increasing amounts of matter, energy, and information to maintain entropy at a lower level.

The synergetic paradigm propagates the thesis that the current stage of globalization is rooted in economic interests, and global civilizational transformations tend to become more complicated. These complications result from various factors. Firstly, the United States, which claims geopolitical, military, and strategic leadership in the world, cannot lay claim to spiritual leadership. This disconnect between technological, economic, and political leadership on one hand and an inability to assume cultural leadership on the other demonstrates the drama of modern civilization, which has become technologically and informatively powerful but has not yet realized its responsibility for the future.

Economism, materialism, reductionism, characteristic of industrialism, lead to a deepening crisis in modern civilization. Secondly, the global nonlinear world is less stable and more complex than the previous world of national traditions. In a nonlinear world, minor actions can lead to catastrophic consequences, manifesting in the spread of global crises across all sectors of the economy on a planetary scale.

Analyzing all the presented paradigms, it can be concluded that globalization has a positive impact on a structural element of economic security — the ability to achieve dynamic development and progress. Globalization provides national economies with additional opportunities and opens up broad prospects for increasing the efficiency of economic activities, which automatically raises the level of economic security. The impact of globalization on another structural element of a country’s economic security— the stability of the national economy — is contradictory. On the one hand, globalization promotes providing equal conditions of activity for all subjects of the world economic relations and increases their chances for effective economic development by utilizing all the advantages of free capital and productive forces movement. On the other hand, globalization increases income inequality among the population and provokes

the intensification of social conflicts, thereby weakening the internal and external protective potential of economic security.

The impact of globalization on a structural element of state economic security, such as economic sovereignty, is sharply negative in terms of the internal content of this category. The main ways to limit the state's sovereignty in the conditions of globalization are partial loss of state control over the activities of national economic subjects, limitations on state control over society, which gradually transforms into a meta-society, limitations on state sovereignty in the regulation of information and technology flows, varying degrees of involvement of regions in the global economic space, the need for structural reconstruction and reforming of the social rights system and social security guarantees, limitations of tools for regulating the uneven distribution of benefits and losses from globalization.

With the strengthening of destabilization trends in the global economy (as demonstrated by the global financial and economic crisis), the orientation towards the market mechanism as a self-regulating system takes a back seat. The primary efforts are directed towards finding a regulator, a role that the state can no longer perform. It is necessary to modernize existing and establish new international institutions with global perspectives and the authority to make supranational decisions and monitor their implementation in the field of ensuring economic security.

## **Section 1.2: Evolution of Economic Globalization Models**

Most scholars believe that globalization is not a spontaneous, chaotic phenomenon born in the present day, but rather an objective process that has naturally evolved throughout human history. It has only recently gained unprecedented development with the advancement of modern material forms and

increased internationalization. In this context, it is relevant to analyze the forms that globalization has taken throughout its development. This will help to better understand its fundamental principles and predict the vectors of its future development.

An analysis of the fundamental works of globalist scholars [37] has identified four forms of historical globalization. Let's examine all the models that globalization has gone through at each historical stage:

**1. Archaic Globalization:** This form of globalization developed during the pre-industrial period when there were sporadic connections between countries and regions. These connections were discrete and only existed within certain regions.

**2. Proto-Globalization:** This period began with the Age of Exploration and lasted until the mid-19th century. It was characterized by the development of manufacturing and the emergence of a world market, as a result of increased trade between different nations. European countries sought to establish contacts with India, China, and Arab countries, which had valuable and scarce goods in Europe.

**3. Modern Globalization:** Also known as “bi-structural globalization”, it encompasses the period from the mid-19th century to the 1980s. This form of globalization is associated with the economic division of the world, the breakdown of the global economy into opposing systems, and their confrontation. Modern globalization, according to scholars, had two main dimensions: the rise of national economies and the rapid expansion of industrialization, which led to the formation of a global division of labor.

**4. Post-Colonial Globalization:** (1980s to the 2020s). British scientists characterize this as the most organic and consistent form of globalization, developing within a single world market economy as an objective process. The main features of post-colonial globalization are the formation of new relationships between developed and developing countries. The development of post-colonial globalization is associated with the emergence of regional integration associations and the growing role of transnational corporations.

To conduct a retrospective analysis of globalization models, it is essential to consider the stage of deindustrialization, which began in the 1970s as a result of the global energy crisis (the “Dutch disease” of deindustrialization). Deindustrialization has both positive and negative aspects. The positive aspects include the noospherization of production, the development of space technologies, the growth of the service economy, and post-economic forms of social development. The negative aspect of deindustrialization lies in the threat of the resurgence of outdated, archaic economic structures in certain developing and transitional economies due to their lack of competitiveness in the global market. This model of globalization poses the most significant danger to developing countries because they face a severe shortage of human capital, institutional support, and infrastructure. It also significantly affects industrially advanced countries worldwide:

- Competitive policy development approaches are changing.
- The increase in intra-firm transactions complicates the implementation of economic and tax policies.

Each level of globalization is realized through inherent forms of manifestation. Among them are:

- ***Increased Volumes and Diversification of International Trade Structures:*** This involves the growth in the volume and diversification of international trade.
- ***International Direct and Portfolio Investments in the National Economy:*** This includes foreign investments in the national economy, both through direct investments in businesses and portfolio investments in stocks and bonds.
- ***Labor Migration within the Global Economic Space:*** This pertains to the movement of the workforce across national borders within the global economic space.
- ***Growing Role of Advanced Technologies in the Economy:*** This refers to the increasing significance of modern technologies in economic activities.

Of particular note is the regionalization of the economy, which is a distinct and controversial form of global development.

It is often referred to as “globalization on a limited scale” and involves a group of countries forming unions where trade, capital, and people’s movement are liberalized within the framework of the respective integration groupings [28]. As a result of retrospective analysis, two historical forms of regionalization have been identified as distinct forms of economic globalization — old and new forms of regionalism. A comparative analysis of these forms is presented in Table 3.

As can be seen from the table, the existence of the first (old) type of regionalism was determined by nation-states. At that time, the influence of global processes in the economy was insignificant, and the concept of “globalization” had only recently appeared in the international lexicon. The first representative of the new type of regionalism was the European Community (which became the European Union in 1993), established on March 25, 1957. Its creation marked the beginning of the first wave of the new type of regionalism, which began to spread worldwide.

In the mid-1980s, almost all the major economic actors on the planet joined the processes of the new regionalism. Canada,

Table 3

**Comparative Analysis of Regionalism Models**

<b>Old regionalism</b>	<b>New regionalism</b>
Existed in a bipolar world	Developed as a version of a multi-polar world
Formed under the control of two "superpowers" — the USA and the USSR	Emerges "from below," combining elements of spontaneity and autonomy among regionalization actors
Had a protectionist character	Implementation of the "open regionalism" ideas alongside economic interdependence
Typically focused on addressing either economic or security issues	A more complex and multidimensional process, including financial, trade, socio-political dimensions
Involved only relations between sovereign states	Involves the participation of non-state and subnational actors

Mexico, and the USA formed the North American Free Trade Agreement (NAFTA), which gained full international status on January 1, 1994. The USA also initiated the creation of the “Enterprise for the Americas Initiative” (EAI), with the ultimate goal of establishing a free trade zone in North and South America. In Asia, the Association of Southeast Asian Nations (ASEAN), formed in Bangkok on August 9, 1967, included the Asian Development Bank (AsDB) and other unions and associations.

Similar processes took place on other continents. Latin American countries formed several regional associations. Among the first in the 1960s were the Latin American Free Trade Association (LAFTA), which brought together ten South American countries and Mexico, and the Central American Common Market (CACM), which included five Central American countries. In 1973, the Caribbean Common Market (CCM) was formed, initially comprising four island nations and later expanding to include nine more countries. In 1980, the Latin American Integration Association (LAIA) was established, which later led to the creation of the Common Market of South America (MERCOSUR) in the 1990s.

The first wave of regionalism, which continued from the 1960s to the mid-1980s, was structured as agreements between developing countries or in the form of additional treaties.

The second wave of regionalism, which formed over the last two decades of the 20th century, was significantly different from the first. The United States provided active support for this wave, and it was carried out on a broader basis and under conditions with fewer trade barriers than before. During this stage, developing countries began to demonstrate a preference for cooperating with first-world countries rather than uniting with third-world countries. This process led to their integration into global processes.

In retrospect, as a factor generated by globalization, regionalization initially led to the appearance of the first regional groupings within the “South-South” and “North-North” frameworks. However, the practice of organizing regional groups

within the “South-South” framework showed that most of them did not withstand the test of time, with only 5 out of 34, or 15%, managing to survive and make a significant contribution to the international economy.

Regionalization, on one hand, stimulates economic integration processes among different countries within its framework. On the other hand, it hinders the processes of global globalization, reinforcing the isolation of individual economic blocs and, at the same time, the contradictions and competition between them.

Economic entities in international economic relations have acquired the tendencies of globalization through transnationalization and regionalization. The trend of globalization is manifested in transnationalization, where the activities of transnational corporations (TNCs) span across different countries, erasing the boundaries of national borders, transforming them into fields of their operations, and connecting them to a single global market.

The essence of regionalization as a trend lies in the partial consolidation of macroeconomic subjects and markets from different countries, synchronizing certain economic processes on an international scale. The implementation of regionalization is only possible with coordinated regulation or government intervention in the economic processes of the relevant countries, as it requires the interweaving of their economies. The use of intergovernmental trade in the process of converging the markets of integration unions gives rise to a new type of trade relations, becoming an integral part of the production process on a regional scale, resulting in the formation of a regional economic system.

This becomes the basis for strengthening the international positions of the countries that have united, and within these groupings, for the redistribution of markets, the subordination of less developed national economic structures to more advanced ones, the implementation of a unified protectionist policy against third countries, and the enhancement of economic interdependence between countries and the interpenetration of their economic structures.



## **Section 1.3: Factors of Global Economic Unity**

The processes of globalization not only lead to the erasure of state borders in national economies but also, to some extent, undermine the status of the nation-state itself. This is especially true for those countries that are the strongest proponents of the idea of global economic unity. From a philosophical perspective, the idea of economic unity promoted by economic globalization aligns with the theories of post-capitalism and anarcho-socialism. The argument here is that the nation-state has already lost its position in regulating the economy. The most radical position in this regard is taken by researchers who talk about the “end of the nation-state” (Kenichi Ohmae). They present the perspective of the so-called “hyperglobalism”, which asserts that we already live in a world without borders. There is no place left for the nation-state, as global corporations, which do not belong to any state and supply standardized products on a global scale, have taken their place.

What factors are responsible for contemporary global economic integration? What has led to the phenomenon of the internationalization of national economies? What underlies the model of the unity of the global economic space? An analysis of the global and national literature on this issue has identified the main factors that underpin the economic unity of the world.

Therefore, the factors of unity and integrity in the global economic complex are as follows:

1. The increase in the number and size of corporate mergers within countries and at the transnational level, accompanied by radical restructuring and a reduction in the workforce.
2. The formation of new mechanisms of management in the global economic space, including increasing competition in global trade, the multinational character of production due to producers’ desire to relocate production capacities to other countries to increase their profits, and the strengthening of international financial market integration.

3. The rapid dissemination of financial information worldwide through the Internet, the trend towards increasing corporate transparency and government openness.

4. The growing importance of stock exchanges and the financial instruments they trade — such as stocks of companies and mutual funds, commodity futures, and more.

5. The influence of certain national currencies (the euro, the dollar) through the international system of free currency exchange on economic processes in various countries.

6. The spread of the English language as a commonly accepted means of communication, greatly facilitating social and economic connections between countries.

7. The trend towards outsourcing (the outsourcing of non-core activities of companies) to specialized companies. Special importance is given to outsourcing from developed countries to developing countries, leading to reduced employment in developed countries and increased employment and income in developing countries.

8. The blurring of brands and the creation of a certain global product that has no national affiliation.

9. The emergence of globalities as a natural aspiration of globalization, like any objective process, toward self-organization. Leading centers that have fully utilized the openness of the global economic space include TNCs, the IMF, the World Bank, G7 countries, and global cities.

10. The development of economic, energy, environmental, social crises on a global scale, forcing countries to unite in addressing global problems.

## **Chapter 2:**

# **ECONOMIC TRANSFORMATIONS AND EDUCATION IN THE ERA OF GLOBALIZATION**

### **Section 2.1:**

#### **The Economic Crisis and Media Education**

Globalization, as a complex and multidimensional process that is an inherent regularity of the interweaving of a large number of economic systems, undoubtedly transforms the economy and systematically changes it. During the analysis of systemic changes in the economy that have occurred as a result of the development of globalization processes, several changes have been identified that most fully demonstrate the transformative function of globalization in economic models.

1. The complication of systemic changes in national economies. Transformations that inevitably occur in the economies of any state (due to various economic, political, and social reasons) overlap with global transformations, creating a complex mosaic of multilevel systemic structures.

2. The emergence of three attractors — information, economic, and socialization — which, in synergistic interaction, accelerate the development of the formation of the world's metabolism.

3. The formation of global capital from Transnational Corporations (TNCs), which transforms the system-forming dissipative structure of the global economy.

4. The emergence of the information society. With the creation of the global computer network, the Internet, information

has become accessible from any corner of the world connected to communication networks. Search systems like Google, Rambler, Yandex, Yahoo, and the electronic library Wikipedia allow unrestricted access to information. The global principle, “He who owns information, owns the world”, has become a kind of slogan in the formation of a new information-economic model of the world.

5. The formation of a networked society. Renowned researcher of global processes, Spanish professor M. Castells [19], believes that the networked society is a new emerging social structure influenced by globalization. It is formed under the influence of global processes, where the power of the structure proves stronger than the power structure. Networks in the global space are seen as institutions that promote the development of social spheres in the transformation of the global space. These networks can include various telecommunication networks, networks of knowledge (or cultural networks), and more.

6. The formation of new territorial structures, including global cities. Global cities have become centers of contemporary civilization and are crucial to the global economy. Without them, it is difficult to imagine today’s economic and political map of the world. Global cities have the features of concentrating significant human and financial capital resources, housing the central offices of TNCs, TNBs, and international organizations, and having increased activity in cultural, intellectual, and economic environments. Interesting facts include London, the world’s financial capital, accounting for 70% of international bond operations, Tokyo producing more goods and services than Brazil, a country with a fairly dynamic market, and New York City having a GDP larger than that of the Russian Federation. Ratings of cities by P. Taylor are provided in Table 4.

Complications and Differentiation of State Economic Regulation Functions. The state relinquishes a significant portion of its economic sovereignty by transferring its economic functions to institutions beyond its borders; Decision-making centers are becoming supranational institutions and international organizations (UN, G7 countries, WTO, IMF, World Bank,

*Table 4*

**Global City Rankings (according to P. Taylor)**

Ranks and Categories of Cities	Cities
$\alpha$ (Alpha) — Global	London, New York, Paris, Tokyo, Los Angeles, Milan, Singapore, Hong Kong (Shanghai), Chicago, Frankfurt am Main
$\beta$ (Beta) — Leading	San Francisco, Sydney, Toronto, Zurich, Brussels, Madrid, Mexico City, Sao Paulo, Moscow, Seoul
$\gamma$ (Gamma) — Secondary	Amsterdam, Boston, Washington, Dallas, Geneva, Johannesburg, Osaka, Bangkok, Beijing, Rome, Buenos Aires, Hamburg, Istanbul
$\Delta$ (Delta) — Potential	Dublin, Luxembourg, Lyon, Mumbai (Bombay), Rio de Janeiro, Tel Aviv, Philadelphia, Bucharest, The Hague, Cairo, Cologne, Kiev, Seattle, Ho Chi Minh City, Stuttgart

Compiled based on materials from Beaverstock J., Smith R., Taylor P. A roster of world cities // GaWC Research Bulletin. 2021. № 5.

etc.). Under the influence of globalization, there is a change in the economic models of the national economy. One of the most characteristic features of the world economy is the cyclical nature of development. It is manifested in economic imbalances, fluctuations in market conditions, changes in a country's international competitiveness in the global market, and the development of financial crises.

The transformation of economic systems, expressed through the cyclical nature of development, is most vividly demonstrated by the so-called "Kondratiev waves". After the Great Depression of 1929–33, the world economy experienced several upward and downward long Kondratiev waves. Empirically, it has been proven that these two types of waves have specific characteristics. The duration of waves in the period from 1790 to 2008

fluctuated in the range of approximately 15–30 years. There are corresponding crises that can have a regular or spontaneous nature. In a globally homogeneous world economic system, economic crises are the most noticeable for society: on the one hand, industrial and financial (currency, banking, debt), and on the other hand, cyclical, structural, and systemic. Economic crises, closely related to business cycles, both long and short. In the conditions of internationalization, when there is a transition from production-commodity to financial expansion of leading countries with the subsequent transfer of their levers of influence on the world market and individual countries to international financial organizations, financial crises have the most significant impact on world economic development.

Their ambiguous effects are significantly enhanced in the conditions of financial globalization, and the issues of the causes of the emergence and development of financial crises, their monitoring, forecasting with the aim of preventing, neutralizing, or minimizing negative consequences are currently among the most relevant. In all cases, the main stimulating elements of crisis situations were a fixed exchange rate policy, excessive amounts of short-term government borrowing, a weak financial system, and a budget deficit, which provide reasons to consider these factors as the main prerequisites for the emergence of modern financial crises. For any process in its historical development, a sinusoidal character is characteristic. Economic globalization, like any other social process, is accompanied by a alternation of economic growth and economic decline. The higher the first wave, the more abrupt the decline. From this point of view, crisis phenomena in the transformation model of globalization are the result of the collapse of overloaded global markets. Such characteristics of economic globalization as asynchrony, unevenness, and disproportional development lead to crisis phenomena. Throughout its historical period, the world economy has experienced many relevant economic crises, but only a few of them have had a truly catastrophic global character for the entire system.

## **Section 2.2: Globalization and Education: Interaction and Interplay**

Globalization, by its very nature, poses a challenge to the education of any country that is integrated into the economic space, as it makes national education more open and, consequently, more vulnerable. When there is no clear mechanism within the country to counteract the negative impact of processes occurring in the interconnected economic space, the country's education is at risk of dissolution in the globalized world. Therefore, national education becomes less controllable from within, and the processes within it are determined by the centers of globalization (globalities).

Indicators that determine the level of globalization of a particular country's education include [26]:

- Foreign direct investments (FDI);
- Income of the investor and the host country in the economic sector;
- Income from exported and imported investments (income from FDI as a percentage of the FDI position);
- The share of employees of foreign subsidiaries in the structure of the employed;
- The level of internationalization of research and development by transnational firms.

A key challenge to international education security in the 21st century is that there are two poles of the world economy forming on the planet. One pole consists of countries that are global leaders, and the other pole includes countries that are completely dependent on them [21]. The social and economic status of the countries subordinate to them depends on the development of the economies of the leading countries. To combat this challenge of globalization, countries like Ukraine, for effective education security, need to increase competitiveness and effectively resist the economic expansion of the leading countries.

To determine the system of interaction and influence between globalization and education, it is necessary to clearly understand and classify the risks and threats of globalization based on the challenges posed by globalization processes for national education.

Globalization threats to education should be considered as explicit or potential actions that complicate or make it impossible to realize national educational interests, creating a danger to the socio-economic and political system, national values, the livelihood of the nation, and individual well-being.

The main threat associated with globalization is that its benefits, which are understood by people, will be distributed unevenly. In the short term, changes in manufacturing and the service sector lead to certain industries benefiting from international trade and sectors related to exports experiencing a greater influx of capital and skilled labor. At the same time, several sectors significantly lose out due to the processes of globalization, losing their competitive advantages due to increased market openness. Such industries must make extra efforts to adapt to the changing economic conditions, which do not work in their favor.

This is because competition from labor-intensive goods produced in countries with low wages and low-skilled workers leads to price reductions for similar products of European companies and a reduction in their profits [7]. In such circumstances, European companies stop producing unprofitable goods and shift to the production of goods that require the use of highly skilled personnel. As a result, less-skilled workers become unemployed, and their income decreases.

When considering whether increased danger threatens the state due to the negative impact of globalization on capital markets and cross-border price dynamics, it is worth emphasizing that measures at the international level can restrict this impact [1].

After classifying the threats and their negative impact on education, we must understand the risks that globalization entails. Economic globalization poses significant risks to Ukraine's education, including [35]:



- The benefits of economic globalization are distributed unevenly, with economically developed countries having more opportunities to benefit from them than countries with transitional economies, such as Ukraine.
- The advanced development of the global market increases the dependence of countries with transitional economies on changes in the global market, while Ukraine’s ability to influence this dependence decreases.
- The dependence of the national financial market on the global market increases the outflow of capital, raises the external debt, and may result in the loss of the economic sovereignty of the state.
- The increasing complexity of the global market system increases its overall instability, and capital mobility becomes a precondition for financial crises, which can spread to Ukraine due to the interconnection of national and global financial markets.

The main real and potential risks of globalization that negatively affect the process of ensuring economic security in the context of globalization include, firstly, the imperfect implementation of state economic policies, which involves inconsistency in implementing changes and the absence of a clear set of guidelines regarding the future development of the economy, a legislative framework that would effectively stimulate its development in the context of globalization, and fruitful cooperation between Ukrainian authorities and international organizations, as well as mechanisms for responding to global critical situations. Secondly, the lack of a clear system of nationwide policy regarding the directions and prospects of increasing the country’s competitiveness in the global market.

At this stage of societal and economic development on a planetary scale, we observe a situation where problems in any center of globalization (e.g., the USA) lead to disturbances in the stability of the development of the entire global economic system [21]. The low level of education and the national economy lead to the situation that, without serious problems at the

domestic level, the country changes the development of economic processes due to economic issues of the globalizer. As a result, the GDP decreases, the majority of industrial sectors suffer, the purchasing power of the population decreases, and, consequently, the standard of living of the population in the country decreases. Therefore, the study of the impact of old and new paradigms of economic globalization on the formation of the conceptual matrix of economic security becomes especially relevant in the conditions of the spread of crisis states on a global scale.

In the paradigmatic aspect, globalization carries new economic realities. And the “virtualization” of the world economy is also one of the achievements of global changes in the structure of the world economy. The positive aspect of the modern global paradigm lies in the ability to solve global problems that require concentration and significant resource allocation. The negative aspect involves the gradual transfer of governing powers in the economy to TNCs, a partial loss of state influence on economic security. Ensuring the education of the state is complicated by the need to take into account and achieve a balance of interests in economies at four levels: micro, macro, TNC, and global. Specialists involved in ensuring the economic security of the state must recognize the main directions of the danger of globalization.

### **Section 2.3: Methodology for Analyzing the Interaction between Education and Economic Security**

The development of post-industrial world countries over the last decade has been based on the implementation of an innovation-investment model of development into the national economy. Innovations have guaranteed a high level of the state’s competitiveness in the global model of international division of labor. Under these circumstances, the analysis and forecasting

of long-term trends in the global economic environment, the dynamics of technological development, the mechanisms for extending the upswing phases, and consequently, the attenuation of the depth of economic crises, form the foundation for making strategic decisions and developing effective policies in the field of countercyclical regulation [23].

The integration of Ukraine into the global trade and economic system, the country's exit from the structural crisis, overcoming the negative consequences of global financial disruptions, and boosting economic dynamics are only possible based on a strategy to increase international competitiveness. A necessary prerequisite for the successful implementation of such a concept by Ukraine is the presence of a powerful scientific and technical potential, which, with the development of a national innovation system and institutional environment, would ensure a technological breakthrough and an accelerated pace of radical innovation changes aimed at endogenous market stabilization and the elimination of negative cyclical consequences.

In an open economy, the opportunities for high-quality economic growth increase through innovative competitive advantages during expansion stages, followed by their utilization during periods of recession. This is achieved by forming a strategic reserve of technological capability for nations, which is a natural consequence of implementing a balanced countercyclical policy. In this context, the development of the conceptual foundations for countercyclical regulation of Ukraine's economy is relevant.

Priority directions for state countercyclical regulation involve the application of countercyclical fiscal policy, which is implemented through discretionary influence; automatic fiscal market stabilization policy based on built-in tax and expenditure stabilizers; and countercyclical monetary policy to ensure price stability and a predictable exchange rate. The dominant trend in the context of global economic development is the asymmetry of cyclical fluctuations, manifested in the longer duration of upswing phases in the business cycle compared to downturn phases.

Countries with dynamic advancements in science and technology and an effective mechanism for commercializing their results extend the duration of economic expansions relative to recessions due to their ability, firstly, to promptly diagnose and efficiently respond to market fluctuations using a wide range of countercyclical policy instruments, and secondly, to build up a reserve of technological strength for their nations. The foundation of this reserve of technological strength in leading global countries is effective national innovation systems integrated into global ones, resulting in a significant number of high-tech patents that allow for obtaining innovative quasi-rents, diversifying the economic structure, improving the quality of life, and ultimately increasing the international competitiveness of nations.

On the other hand, according to B.Gates, during a crisis, significant discoveries are always made. Therefore, the state should not reduce its science and innovation development programs, which are also an effective tool for countercyclical economic regulation in the long term [33]. Innovative development in Ukraine is now more possible than ever, and the government should not miss this opportunity but utilize it for an innovative breakthrough. In the context of global economic globalization, countercyclical policy is considered as a holistic system of socio-economic state policy that regulates market conditions of national economies. It encompasses monetary and fiscal aspects and is implemented through non-economic, legislative, and administrative methods, with the aim of ensuring endogenous market stability in both the short and long term.

Participation in the international division of labor is a prerequisite for forming a modern national economic structure, which should ensure the normal development of domestic production and better meet the needs of society, both in the production and consumption spheres. The development of real economic sovereignty, overcoming the crisis situation, and placing the Ukrainian economy on the path of sustainable economic growth are directly related to the formulation of an economic course that fully realizes the country's potential. In

this regard, the opinion of Professor B. M. Danylyshyn is valid. In an article in the newspaper “Dzerkalo Tyzhnia”, he points out: “The state of affairs in different sectors of the national economy unequivocally testifies that Ukraine is an integral part of the global economy. However, we are not yet capable (for objective and subjective reasons) of adequately utilizing such global interdependence, as a result of which we do not always manage to get all the ‘bonuses’ from globalization. Although we have to experience all the troubles it brings” [13].

The implementation of a national model for the development of the national economy and economic security that takes into account all the peculiarities of global developments becomes particularly relevant. In this context, the model of the Ukrainian economy, based on the concept of an “efficient state” developed at the end of the 20th century, is effective.

The main directions for shaping the national model of the Ukrainian economy in the context of the “efficient state” concept should include:

1. Establishing the institutional foundations of the market by the state.
2. Establishing effective partnerships with the business community.
3. Aligning state policy with economic growth and fair distribution of the fruits of market development.
4. Ensuring a high level of economic security by the state.

The functions of the state in ensuring economic security have become significantly more complex in modern times. Economic security refers, on one hand, to the ability of the national economy to sustain extended self-reproduction to meet the needs of both the population and the state at a defined level. On the other hand, it involves the ability to withstand destabilizing factors that threaten the country’s development. Ensuring the competitiveness of the national economy in the global economic system is also part of economic security [26].

In other words, economic security is a threefold function, where each component simultaneously acts as a subject and

object of the process. State institutions, businesses, and citizens (associations of citizens) form a complex system of relations, a socio-economic and socio-political model of their coexistence.

The success or failure of this model, the ability to interact with other economic actors in both a specific region and the world as a whole, are factors that determine the country's level of development, the competitiveness of industries or individual enterprises, and most importantly, the standard of living of the people — the citizens of the state.

Achieving this goal involves maintaining high and stable economic growth over an extended period, creating conditions for the Ukrainian economy to follow a path of progressive development in the near future. By progressive development, it is meant that the development is driven by scientific and technological progress and corresponding structural changes in the national economy.

Other essential components of progressive economic development include:

- Economic stability, which involves maintaining price stability, the purchasing power of the national currency, low inflation, and a budget deficit within acceptable limits.
- External economic balance, ensuring a positive balance of payments for the country, preventing excessive negative trade balance, and maintaining the country's external debt at reasonable levels.
- Adaptation to the challenges of the dynamic global environment.
- Economic justice, which includes not only providing citizens with material goods and services at levels guaranteed by the country's Constitution but also creating equal economic conditions for all subjects of economic law, promoting market competition, and regulating the activities of monopolies, which is the responsibility of the Antimonopoly Committee of Ukraine (AMCU).

In accordance with these principles, an effective national strategy is one that ensures sustainable, long-term economic

growth while providing full employment, low inflation, and equitable income distribution.

One of the most critical factors influencing the pace of economic growth and, consequently, determining the state of economic security, is economic policy. Thus, Ukraine's level of economic security is entirely determined by the economic policies implemented by the state, which should be aimed at ensuring stable and high growth rates.

To achieve sustainable economic growth and prevent global economic crises, a conscious and timely change of economic policy models is necessary. The transition from a model predominantly using Keynesian methods of economic regulation to a more monetarist approach and vice versa is required.

Theoretically, significant economic growth over an extended period is possible. Without waiting for the complete exhaustion of the potential for economic growth within one economic policy model, a shift to another model is implemented. This is known as the cyclical change of economic models and should serve as the foundation for the formation of the national model of the Ukrainian economy. These model shifts should occur depending on the economic situation and possible development scenarios during the specified period. Key indicators that can objectively signal the accumulation of negative consequences of the implemented economic policy and the necessity of adjustments to prevent an economic downturn can include the values of current and threshold inflation levels ( $S$  and  $S^*$ ).

All models of a market economy complement each other as part of economic policy, with the goal of ensuring sustainable economic growth and a high level of economic security for the state. International practice demonstrates that changes in economic models occur as a result of economic crises.

To recover from a crisis, structural economic reconstruction for the entire country, innovation implementation, and attracting international investments are necessary. Therefore, in the context of a global crisis, the priority should be structural economic reconstruction, increased efficiency, and GDP

growth, rather than attempting to combat inflation and budget deficits at any cost.

Unfavorable global market trends significantly impacted the dynamics of GDP, leading to a sharp decline in GDP levels beyond an acceptable threshold from August to December. The main goal of reforming the national model of socio-economic development is to create an efficient national economy capable of ensuring a high standard of living for the country's population. In line with this, the primary objective of economic policy is to create and maintain conditions for sustainable economic growth by stimulating aggregate demand.

To achieve this in Ukraine, it is necessary to review the fundamental principles of monetary and fiscal policies and change the target function of macroeconomic policies from merely achieving inflation and budget deficit levels at or below global averages to supporting the potential for economic growth with positive values. Such economic policies will contribute to the formation of a mechanism for adapting to inflation and interest rates, align the development of the monetary system with the needs of the real sector of the economy, and enable the resolution of economic problems during the development of a global crisis. All of this, in turn, will address issues related to economic security and the country's independence within the context of Ukraine's integration into the global economic space.

The effectiveness of ensuring economic security depends both on the adequacy of state institutions in fulfilling the functions assigned to them by the Constitution and the nature and scale of external threats and challenges. The starting point of the modern concept of an efficient state is the comprehensive, systemic nature of state regulation, which can ensure the state's capacity to operate in the context of the increasing influence of the global economy. This transformation of the functions of state governance in the conditions of globalization particularly concerns ensuring economic security. Article 17 of the Constitution of Ukraine proclaims the achievement of economic security alongside the protection of national sovereignty. Thus, in the



context of globalization, which is a significant challenge to the state of economic security in Ukraine, the country should establish an efficient model that reduces global threats and risks. To do so, the following steps are necessary:

1. Creating competitive products on the global market (which requires efficient innovation and investment activities within the industrial sector).

2. Utilizing the experiences of Japan, the United States, and EU countries regarding state and private sector investments in high-tech manufacturing (e.g., Silicon Valley, R&D centers, and others). This is because the global market is primarily a market for high-tech products.

3. Creating high-tech jobs in international labor divisions, investing in science, and enhancing research and development institutions to prevent the brain drain abroad.

4. Leveraging the geopolitical advantage of being at the heart of Europe.

5. Implementing the principle of checks and balances in the distribution of power to protect the country from perpetual political crises negatively affecting the economy.

Only through consistent addressing of external (global) and internal threats can a reliable, self-sustaining system of economic security in Ukraine be built.

Forming the conceptual matrix of a country's economic security in the context of globalization involves safeguarding the interests of the state and other economic entities. Economic security is contingent on the stability of all components of the national economic system. An essential element in evaluating the national economy is the real assessment of its market potential and competitiveness [26].

In addressing the issue of economic security, a comprehensive approach is crucial, taking into account a wide range of issues related to the global economic structure on the one hand and the transformation of the national economy on the other. The concept of economic security pertains to all subjects of the national economy, regardless of ownership forms, the state, and

the socio-economic interests of the population. In the field of international economic relations, a state's economic security is often equated with the competitiveness of the national economy in the global market, the stability of the national currency concerning freely convertible currencies, and the financial condition of the state.

The most important conditions for forming the conceptual matrix of economic security in the context of globalization include:

1. Regulating external trade development while considering economic interests and ensuring economic security.

2. Enhancing the economic efficiency of foreign economic activities in the context of integrating the national economy into the global economy.

3. Developing export potential, particularly through the expansion of high-tech manufacturing, and implementing import substitution policies.

4. Supporting the interests of domestic exporters in foreign markets to maintain and regain their positions.

5. Achieving stabilization of the national currency exchange rate against freely convertible currencies such as the dollar, euro, and the Russian ruble.

6. Ensuring the uninterrupted operation of transportation networks connecting Ukraine with foreign markets, including rail and road transport, major gas and oil pipelines, inter-system and inter-regional power transmission lines, and more.

7. Efficient management of expansion and integration of the national economy) in the context of globalization.

8. Methodology for developing the conceptual matrix of economic security requires considering all aspects of globalization. It is also necessary to master specific practical and theoretical aspects that form a comprehensive understanding of the entire process of developing conceptual matrices. This comprehensive approach should be presented in the form of a clearly formalized methodology.

*Stage 1:* Accounting for information from the global space. This includes innovations, scientific and technological developments made abroad (R&D centers, “Silicon Valley” products, etc.), market trend changes, fluctuations in global stock exchanges, and shifts in international economic security indicators. All information should be calculated, computed, and grouped according to the positions of the state’s economic security [17].

Among the categories that require security, innovation, investment, financial, currency, macroeconomic, foreign economic, food, manufacturing, social, managerial, and other information should be given priority. This information represents value in forming the state’s economic security system (SESS) and can be used to ensure the state’s competitiveness in the global market. When accounting for information, it’s essential to consider the phenomenon of unauthorized access to information channels (UAI). This primarily pertains to electronic channels due to the development of modern global technologies. Electronic mail, file sharing, Internet access, used radio channels, channels of verbal and non-verbal communication services should all be taken into account in this context.

*Stage 2.* Analysis of the main threats and risks of globalization to economic security. Their classification and arrangement in the order of immediate response to the challenges of the global space. Formation of a set of potentially dangerous economic threats and risks.

*Stage 3.* Determination of the level of influence of global processes on the national economy. At this stage, an analysis of the dynamics of all economic security indicators over a certain period is necessary. Changes are analyzed, and the reasons for the behavior of the integral indicator and the level of influence on these changes due to global processes in the economy are determined.

*Stage 4.* Development of systemic measures to counter the transformations of economic security in the conditions of global challenges. This includes the development of a strategy for

economic security in the context of globalization, which should include such points as:

- Resolving foreign economic, macroeconomic, socio-economic, and energy issues in the format of ensuring economic security.
- Taking into account changes in the global space in the context of their further impact on the national economy.
- Increasing the level of the country’s competitiveness in the global market.
- Improving the quality of life, ensuring social harmony in society, and increasing the level of individual economic security.

*Stage 5.* Conducting an initial audit of the state’s economic security system (in its absence, auditing indicators formed earlier from sets of global impacts). At this stage, it is also recommended to assess potential global risks. Existing methods that are practically applied in ensuring a company’s economic security can be used here.

*Stage 6.* Formation of criteria for the effectiveness and profitability of measures taken when forming requirements for the Economic Security System (ESS). The simplest way to observe the dynamics of the ESS level is to periodically conduct similar audits and compare the results.

*Stage 7.* Selection of optimal methods for implementing the ESS based on the development of a state strategy to ensure economic security.

*Stage 8.* Implementation of the state’s Economic Security System (ESS) and continuous monitoring of its functioning, allowing for timely intervention when any indicators of the global space change.

The modern level of globalization, by increasing the number of contacts between individual countries and intensifying competition, primarily in the economic sphere, emphasizes the importance of the factors influencing economic security. One of the tools for analyzing the interaction between economic security and globalization is the SWOT analysis method, which allows

*Table 5*

**SWOT Analysis of Globalization Processes in the Context  
of Their Impact on Economic Security**

<b>Strengths</b>	<b>Weaknesses</b>
<p>1. Favorable geopolitical and geo-economic location in the “heart of Europe”, facilitating integration into the global economic space and enhancing international trade activity, allowing for the benefits of economic globalization to be leveraged.</p> <p>2. Integration of foreign-made innovations into the national economy results in high economic security indicators.</p> <p>3. Attracting foreign investments contributes to the growth of the economic security indicator (including investment, innovation, financial, and foreign economic security indicators).</p>	<p>1. Actual economic security indicators do not meet threshold values and fluctuate depending on the global market situation, particularly in macroeconomic, foreign economic, and financial security zones.</p> <p>2. High dependence on external energy suppliers leads to a decline in energy security.</p> <p>3. Decrease in social security levels (mass unemployment resulting from the initial signs of a global financial and economic crisis, indicating the national economy’s unpreparedness to withstand the challenges of globalization processes).</p>
<b>Opportunities</b>	<b>Threats</b>
<p>1. Increasing the competitiveness of the national economy through the implementation of global advanced technologies and innovations. Leveraging the advantages of economic globalization contributes to enhancing economic security.</p> <p>2. Actively attracting foreign investments and loans into the national economy, developing a clear and transparent credit attraction system, and creating a favorable investment climate improve economic security indicators across all components.</p>	<p>1. Decrease in energy security to a critical level due to changes in the economic and political course of countries that serve as energy sources for Ukraine.</p> <p>2. Outflow of foreign direct investments (FDI) and reduced funding by international entities amid an unfavorable global market situation, particularly during the global financial and economic crisis, leading to a decline in the levels of all components of economic security, primarily external economic, investment, financial, and macroeconomic security.</p>

Continuation of Table 5

3. A social protection system, with both material and moral incentives for the working population, will prevent the “brain drain” abroad and improve the levels of social and demographic security indicators.	3. “Brain drain” abroad resulting in a shortage of qualified personnel in the innovation sector, consequently leading to a decrease in the indicators of innovation, social, and other components of economic security.
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tracing their interconnection, interdependence, and formation in space and time. The SWOT analysis methodology, when forming the conceptual matrix of economic security, helps identify advantageous, perilous, objectively inevitable, and potential aspects of the influence of the new global economic paradigm. The main advantage of using this method is the ability to objectively distinguish two groups of threats with different nature, character, and impact results on the economy:

1) Hidden potential threats of economic globalization that lead to a decrease in the competitiveness of the national economy and manifest themselves in the long-term perspective.

2) Explicit, real threats that, as a result of the interaction of globalization threats and the weaknesses of economic security, lead to the weakening of the national economy, causing economic and social harm to the state and becoming evident in the short term.

The principles of forming the conceptual matrix of economic security in the context of globalization processes based on the SWOT analysis method are presented in Table 5.

It should be noted that the resulting matrix model of a state’s economic security should possess the following characteristics:

1. Interconnection of all matrix elements, allowing for the tracking of mutual influence among individual matrix elements.

2. Transparency of matrix elements, enabling monitoring and auditing of the functioning of the economic security system.

3. **Technological nature:** the activities of all matrix components provide a comprehensive technological description of the Economic Security Matrix (ESM).

4. **Versatility:** the obtained matrix model can be easily utilized within different economic standards.

5. **Applicability:** with the appropriate methodology, the proposed model will allow for the dynamic assessment of the effectiveness of an existing Economic Security Matrix.

Furthermore, by using the values of the matrix elements of the ESM, it is possible to develop a functional state management system and an efficient organizational and economic mechanism to enhance a state's economic security in the face of negative global trends.

# **Chapter 3: MEDIASTAR SCHOOL: A PARADIGM OF CREATIVE EDUCATION AND ITS IMPACT ON ECONOMIC DEVELOPMENT**

## **Section 3.1: The Role of MediaStar in the Global Economy: How Media Education Impacts Education and the Labor Market**

The Relationship Between Economics and Media Education: A Case Study of MediaStar. The connection between economics and media education, as exemplified by MediaStar, is evident in several key aspects:

1. **Resource Efficiency:** MediaStar offers educational materials and courses online, allowing for cost savings in financial and physical resources typically required for traditional education. This is significant for educational institutions and students alike, contributing to the optimization of educational expenditures.

2. **Employment Growth:** Media education platforms like MediaStar create jobs and contribute to the development of the media and education industries. They generate demand for content developers, platform administrators, educators, and other professions related to education and media. (Figure 1)

3. **Global Integration:** MediaStar, as an American-Ukrainian company, serves as a prime example of a media education platform promoting global integration. It provides educational





Figure 1. Employment Growth

opportunities to students and professionals from different countries, fostering the exchange of knowledge and experience across various regions.

4. **Skills Development:** Since MediaStar provides access to modern technologies and resources, it assists students and professionals in developing skills aligned with the contemporary needs of the labor market. This, in turn, can enhance the economic competitiveness of graduates.

5. **Efficient Management:** MediaStar ensures transparency and efficiency in managing the educational process. This is crucial for educational institutions and students, reducing

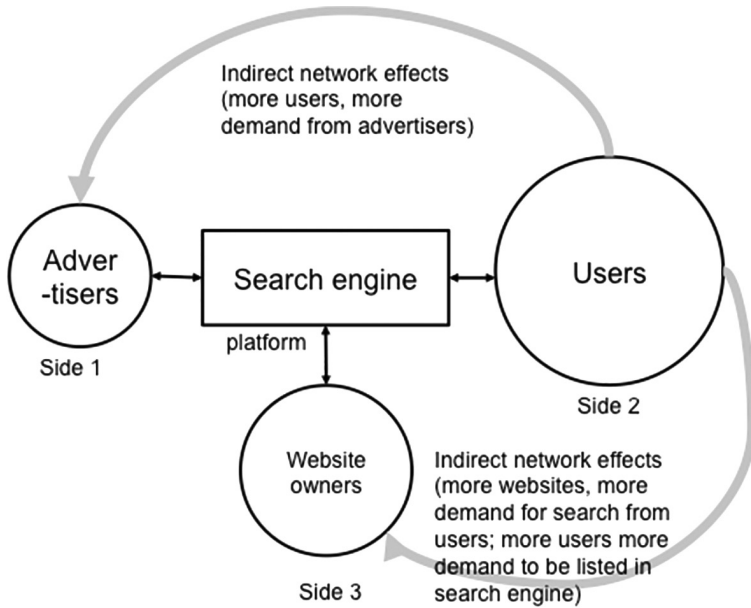


Figure 2. Three-sided new media market

bureaucracy, improving the quality of education, and facilitating more efficient resource utilization.

In summary, MediaStar and similar media education platforms are interrelated with the economy, contributing to economic growth, job creation, educational cost optimization, and the enhancement of education and skills. These factors hold great significance for the modern economy and society.

## **Section 3.2: Transformative Impact of Media Educational Innovations on Sustainable Economic Development**

This research delves into the transformative influence of educational innovations on sustainable economic development. It focuses on a comprehensive economic study, using MediaStar as a case study. MediaStar is a company that designs and offers online educational courses based on modern technologies. The company offers courses on a wide range of topics, including artificial intelligence, machine learning, economics, and finance. These courses cater to students and professionals, providing them with valuable knowledge and skills.

The research analyzes the impact of MediaStar's educational programs on various economic domains. Media literacy is one of the significant aspects the study explores, as it plays a crucial role in the media industry's growth. The study finds that individuals who have received MediaStar's training are better equipped to critically evaluate media materials, thus improving trust in news and information sources. This has a substantial effect on the advertising economy, journalism, and the influence of social media.

MediaStar's educational programs in economics and finance also demonstrate considerable influence. Graduates from these programs are capable of applying their knowledge effectively across different economic sectors. They enhance budgeting and financial analysis methods, contributing to economic stability and business development.

To provide statistical evidence of these impacts, the research incorporates data, charts, and graphs. It analyzes the percentage of graduates employed in IT-related fields and their contribution to the technological sector. The research also assesses the growth of media literacy among graduates, illustrating its effects on the media industry and its related components, such as advertising and journalism.

This study offers a formula for assessing the impact of media education on economic and societal development. It underscores the potential benefits of quality media education and its significant role in fostering economic growth. Furthermore, the research emphasizes the role of MediaStar as an innovative educational company that contributes to economic development and media literacy. The findings suggest that quality media education positively impacts the economy and society, ultimately leading to a more informed and prosperous future.

The interaction between educational companies, such as MediaStar, and a state's economic potential plays a significant role in the modern economy. This interaction contributes not only to the preparation of qualified personnel but also to the formation of an educated population capable of actively participating in the country's economic life.

Media Literacy, as part of education, plays a crucial role in shaping information-literate citizens. In a world where access to information is a critical resource, media literacy enables citizens to analyze and comprehend information, critically evaluate sources, and distinguish facts from opinions. Educational companies, including MediaStar, contribute to the development of media literacy by creating educational programs aimed at developing media literacy skills.

MediaStar, as an example of an educational company, promotes media literacy by offering educational programs focused on developing critical thinking and analytical skills when interacting with media. These programs help individuals more effectively interpret information and develop the ability to distinguish neutral and objective news from biased or manipulative materials.

Technological cooperation between an educational company, such as MediaStar, and a state's economic potential also includes the development of educational platforms that enhance the accessibility of education and support modern educational standards. This contributes to the development of qualified professionals who can apply the latest technologies and innovations in the economy.

The technological cooperation between the educational company MediaStar and the state's economic potential has a profound impact on various economic sectors. Let's take a closer look at the specific steps MediaStar takes and how it affects economic industries:

**Innovations in Education.** MediaStar develops and offers online educational courses based on modern technologies. For example, the company has created courses on artificial intelligence and machine learning, which are actively utilized by students and professionals in the IT industry. These educational resources help prepare skilled specialists who then engage in developing innovative products and services in the information technology field.

**The Impact of Innovative Education on Economic Sustainability.** In the modern world, education plays a crucial role in economic development and the creation of a sustainable society. However, the success of education often depends on the implementation of innovative teaching methods and educational programs. This article examines the influence of educational innovations on the economy, using MediaStar, an educational company, as a case study.

MediaStar develops and offers online educational courses based on modern technologies. A significant part of their activity involves training in artificial intelligence and machine learning. Statistical data demonstrate a remarkable increase in the number of MediaStar program graduates from 2015 to 2020 (see Table 7). This growth is a result of the high demand and relevance of the knowledge acquired through these programs.

Statistical data analysis also reveals an essential fact: MediaStar program graduates actively apply their knowledge in high-tech industries. The percentage of graduates working in such fields consistently rises (see Figure 3). This demonstrates the practical significance of educational innovations and their impact on economic sustainability.

**Media Literacy.** MediaStar cultivates educational programs that assist learners in developing media literacy. The ability to

Table 7

**Growth in the Number of MediaStar Program Graduates from 2017 to 2022**

Year	Number of Graduates	Number of employed in the tech sector	% of graduates working in the tech sector
2017	514	121	23.54085603
2018	752	172	22.87234043
2019	1273	280	21.99528672
2020	1457	440	30.19903912
2021	2235	725	32.43847875
2022	4011	801	19.97008227

analyze and critically evaluate media materials is of significant importance for the growth of the media industry. For instance, citizens who have undergone MediaStar training can more effectively detect fake news, contributing to trust in news and

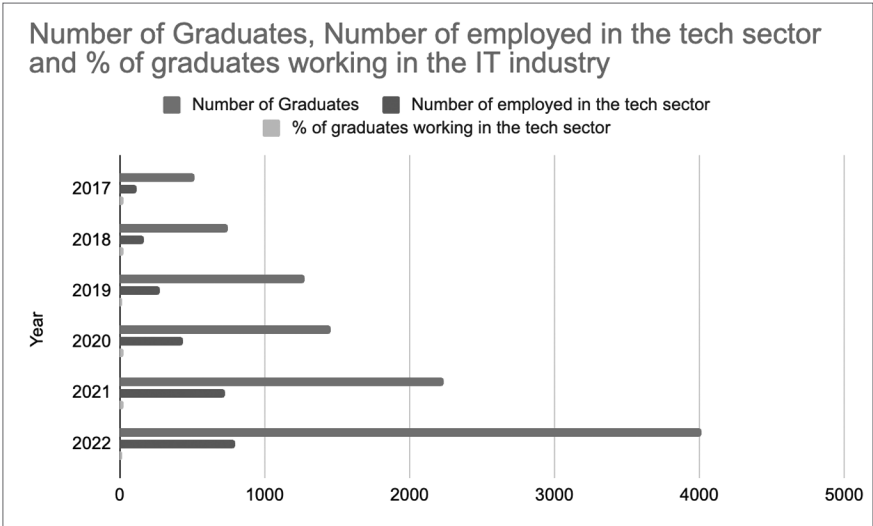


Figure 3. Percentage of MediaStar Graduates Working in High-Tech Industries (2017–2022)

information sources. This impacts the advertising economy, journalism, and the influence of social media.

MediaStar is actively involved in nurturing educational programs that focus on enhancing media literacy among learners. The significance of media literacy cannot be overstated, especially in the context of the rapidly evolving media industry. By providing educational resources that help individuals develop the skills to analyze and critically evaluate various forms of media content, MediaStar plays a crucial role in empowering its learners.

One of the key implications of MediaStar's efforts in fostering media literacy is its positive impact on combating the proliferation of fake news. In today's information age, the ability to discern credible sources from misinformation is invaluable. Individuals who have undergone training with MediaStar are better equipped to identify and scrutinize misleading or inaccurate information. This, in turn, contributes to building trust in news outlets and other sources of information. The ripple effect of this increased trust is multifaceted.

Firstly, the advertising economy benefits significantly from a discerning and well-informed audience. Advertisers can have confidence that their messages are reaching consumers who are less likely to be misled by false or exaggerated claims. This enhances the effectiveness of advertising campaigns and ensures that ad expenditures yield higher returns on investment.

Secondly, the field of journalism reaps the rewards of a more media-literate society. Trustworthy journalism is the cornerstone of a functioning democracy, as it ensures that citizens are well-informed about critical issues. MediaStar's contributions to media literacy directly support the journalism sector by fostering a population that can critically engage with news content and separate fact from fiction.

Lastly, the influence of social media is also deeply intertwined with media literacy. In an era where misinformation can spread rapidly through online platforms, MediaStar's educational initiatives have a positive impact on mitigating the

influence of false narratives. Users who have completed MediaStar programs are more discerning consumers of online content, which can help in curbing the viral spread of fake news and unsubstantiated claims.

MediaStar's commitment to cultivating media literacy among its learners goes far beyond the realm of education. It has broader implications for trust in news and information sources, the effectiveness of the advertising industry, the integrity of journalism, and the influence of social media in today's information-driven society.

The growth in the population's level of education contributes to an increase in labor productivity. According to research, the level of labor productivity is significantly higher among individuals with higher education in developed countries. For example, in the United States, people with bachelor's degrees and higher earn higher wages and exhibit greater labor productivity. MediaStar, by offering modern educational programs in media literacy, enhances the productivity and competitiveness of its graduates in the job market.

Education also plays a crucial role in reducing unemployment rates. People with higher education are in higher demand in the job market and have more employment opportunities. According to the U.S. Bureau of Labor Statistics, the unemployment rate among high school dropouts is twice as high as among individuals with higher education. MediaStar, by providing educational courses on media literacy, helps graduates acquire in-demand skills, contributing to their successful integration into the job market.

It is worth noting that education contributes to the increase in a country's income. Studies show that the level of education among the population correlates with the overall economic growth of a country. For instance, the United States' national income is increasing thanks to its high level of education and workforce qualification. MediaStar, by providing educational programs, enhances the qualifications of the workforce and, consequently, impacts overall economic growth.



Education plays a key role in the development of new economic sectors. Many modern technological industries, such as information technology and biotechnology, require highly skilled professionals. Education provides the training for these sectors and contributes to innovative development. MediaStar develops and offers educational courses based on modern technologies, facilitating the preparation of qualified professionals in the fields of information technology and media.

Acquiring skills and competencies in media literacy aids in combating misinformation and fake news. This contributes to providing a quality flow of information and trust in the media, which, in turn, affects the advertising economy, journalism, and the influence of social media. MediaStar implements innovative media literacy teaching methods, which help citizens more effectively identify fake news and contribute to trust in information sources.

Based on the above, education, particularly media literacy, has a decisive impact on the economic component. It enhances labor productivity, reduces unemployment, increases a country's income, and fosters the development of key economic sectors. MediaStar has contributed to this process by providing innovative educational programs in media literacy, which also have a positive impact on the advertising economy, journalism, and social media.

**Workforce Development.** MediaStar collaborates with companies to prepare a workforce that meets the demands of the modern economy. For instance, by educating specialists in cybersecurity, MediaStar contributes to reducing vulnerabilities in information systems, which is critically important for the financial and technological sectors.

MediaStar has introduced innovations and developed a formula for assessing the impact on the quality of media education, taking into account various aspects of this influence, including the quality of education, the number of educated individuals, economic expenditures, time, and innovations. This formula can be used to evaluate the impact of the quality of media

education on the economy and societal development, an area to which MediaStar dedicates significant attention and resources for continuous improvement and development.

Here's an example of such a formula:

$$M = (Q \times N) - (E \times T) + I$$

Where:

(M) — Impact of quality media education on the economy and societal development.

(Q) — Quality of media education. The quality of provided media education is determined using specific metrics and indicators that reflect the accessibility and effectiveness of media-based education.

(N) — Number of educated individuals. This is the quantity of individuals who have acquired media-based education and applied it in practice. This is the quantity of individuals who have acquired media-based education and applied it in practice.

(E) — Economic expenditures on media education. This is the quantity of individuals who have acquired media-based education and applied it in practice. This encompasses the costs associated with the development and provision of media education, including resources, teacher salaries, creation of educational materials, etc.

(T) — Time required for acquiring education and implementing acquired knowledge. The time required to obtain education and implement acquired knowledge in practical settings.

(I) — Innovations arising from quality media education. This metric reflects innovations and changes arising from quality media education. It can include the development of new technologies, teaching methods, increased competitiveness, and so on.

The formula mentioned,  $M = (Q \times N) - (E \times T) + I$ , can be applied in various contexts to evaluate the impact of quality media education on the economy and societal development. Here are some scenarios where this formula can be employed: Educational Institutions: Educational institutions, including schools, colleges, and universities, can use this formula to assess the

impact of their media education programs. By measuring the quality of education (Q), the number of graduates (N), economic expenditures (E), the time required (T), and the innovations generated (I), institutions can gauge the effectiveness of their media education.

**Government and Policy Analysis:** Government bodies and policymakers can apply this formula to evaluate the economic and societal impact of investments in media education. By assessing the quality of education (Q) and the number of individuals educated (N) against the costs (E) and timeframes (T), they can make informed decisions about education funding and initiatives.

**Media Industry:** Media companies and organizations can use this formula to measure the influence of media education on their workforce and innovation. By examining the quality of media education (Q) and its impact on the number of skilled professionals (N), they can better understand the return on investment. Additionally, they can assess the innovations (I) that enhance their competitiveness and technological advancement.

**Research and Surveys:** Researchers and surveyors focused on media education can implement this formula to quantify the economic and societal outcomes of their studies. They can use the formula to relate the quality of education (Q), the number of participants (N), the research costs (E), the study duration (T), and the innovations (I) that result from their work.

**Economic and Social Development Studies:** Scholars and analysts in the fields of economics and social development can use the formula to investigate the broader impact of media education. By evaluating the quality of education (Q), the number of educated individuals (N), the economic investments (E), the timeframes (T), and the innovations (I), they can contribute to the understanding of the interplay between media education and societal progress.

The formula provides a structured approach to assess the multifaceted effects of media education, considering quality, quantity, costs, time, and innovations. It can be adapted to the specific context and goals of the analysis or evaluation, making

it a versatile tool for understanding the relationship between media education and economic and societal development.

The formula  $M = (Q \times N) - (E \times T) + I$  offers a valuable framework to identify and quantify the benefits of media education for the economy. Here's an elaboration on how the formula can be applied to highlight the economic benefits:

1. **Increased Workforce Competency ( $Q \times N$ ):** Quality media education ( $Q$ ) contributes to a highly skilled and competent workforce. Graduates who possess media literacy and relevant skills ( $N$ ) become valuable assets to various economic sectors. Their ability to create, analyze, and disseminate media content adds efficiency and innovation to businesses, especially in media-related industries such as advertising, journalism, and digital marketing. This increased competency results in a more productive and competitive workforce, driving economic growth.

2. **Cost Savings ( $E \times T$ ):** Effective media education programs that reduce the time ( $T$ ) required to acquire skills can lead to cost savings ( $E$ ). Shorter learning periods, streamlined curriculum, and optimized teaching methods can result in lower expenses associated with education, both for individuals and institutions. Reduced financial burdens on students, parents, and educational establishments can free up resources for other economic investments and activities.

3. **Innovation and Technological Advancements ( $I$ ):** High-quality media education fosters innovation ( $I$ ) by nurturing creative thinking, problem-solving, and adaptability among graduates. Innovations in media, communication, and technology can have profound economic impacts. Graduates with a strong foundation in media literacy and innovation can contribute to the development of new technologies, digital marketing strategies, and media content production, thereby stimulating economic growth in these sectors.

4. **Entrepreneurship and Small Businesses:** Media education equips individuals with the skills to effectively use digital media for entrepreneurial endeavors. This can include starting small businesses, freelance work, or digital marketing consultancy.

Such activities contribute to economic diversification and can empower individuals to generate income and create jobs, which, in turn, bolster the economy.

5. **Enhanced Consumer Awareness:** Media-literate individuals (Q) can critically evaluate media materials, including advertising and marketing content. This results in a more informed and discerning consumer base. Businesses and advertisers, in response, are encouraged to improve the quality and transparency of their products and services, leading to healthier competition and better market outcomes.

6. **Digital Economy Growth:** In the digital age, media literacy is crucial for participating in the digital economy. Media education equips individuals to engage with digital technologies, e-commerce, and online platforms. As more people actively participate in the digital economy, it fuels economic growth, particularly in areas like e-commerce, software development, and digital services.

7. **Job Creation:** The demand for media-savvy professionals increases as media plays an ever-expanding role in the business world. High-quality media education programs can directly lead to job creation in fields like digital marketing, content creation, advertising, and media production.

8. **Economic Resilience:** A workforce with strong media literacy skills can more effectively adapt to changing economic and technological landscapes. This adaptability increases economic resilience as individuals can transition between industries and roles with greater ease, reducing economic disruptions caused by skill gaps.

By assessing these elements within the formula  $M = (Q \times N) - (E \times T) + I$ , it becomes evident that media education has tangible economic benefits, such as an adept workforce, cost savings, innovation, entrepreneurship, and overall economic development. These benefits are conducive to a dynamic and thriving economy in the digital age.

In conclusion, this research highlights that the implementation of quality education in the field of media information

can have a significant impact on the economy and societal development. The formula  $M = (Q \times N) - (E \times T) + I$  has proven to be an effective tool for assessing this impact.

Key findings of this study are as follows:

1. The quality of media education (Q) directly influences the readiness of graduates to contribute to the modern economy. High-quality education fosters competent professionals ready to work in various sectors where media plays a crucial role.

2. The number of educated individuals (N) is essential for evaluating the impact of education on the economy. The more people receive education in media information, the greater the potential for economic development and public awareness.

3. Economic expenditures on education (E) and the time required to obtain it (T) influence the overall education costs. Optimizing these factors can lead to significant economic benefits.

4. Innovations resulting from quality media education (I) are vital for the development of technology, the media industry, and other economic sectors.

MediaStar is known for developing educational programs aimed at enhancing media literacy. This initiative contributes to improving the quality of media education (Q) and increasing the number of educated individuals (N). It may also help reduce economic expenditures (E) and time (T). Furthermore, it generates innovations (I) within the media sphere and other industries, which can have a positive impact on economic development.

With these conclusions in mind, future research can focus on assessing the specific impacts of media education on various economic sectors, expanding the statistical database, and conducting analyses that consider regional and national peculiarities. Additional research can also explore the influence of media education on the media industry, advertising efficiency, and other aspects of the modern information society.

By investigating these aspects, further research will contribute to a deeper understanding of the impact of media education on the contemporary economy and societal development.

### **Section 3.3:**

## **Strategic Planning of MediaStar Educational Company in the Globalization Context**

The author extensively investigates the crucial topic of strategic planning in the education sector in the context of globalization, which significantly influences the economy, finances, education, and other indicators that shape a sustainable environment and contribute to a country's human development index. Globalization rapidly accelerates technological advancements and facilitates their widespread dissemination. Educational platforms and systems have become key players in the economy and the financial sector, exerting an impact on educational indicators.

Electronic Learning Systems (ELS), such as Moodle, Blackboard, Canvas, and others, play a vital role in organizing education and creating virtual learning environments. These systems enable educational institutions to store and process large volumes of data, including financial indicators related to educational expenditures and resources necessary to support an effective learning process.

Massive Open Online Courses (MOOCs) also impact the economy and finances in the education sector. Platforms like Coursera, edX, and Udemy attract investments and generate revenue through the sale of courses and certificates. This creates opportunities for new business models and brings profits to companies providing educational services.

Significant financial indicators encompass expenditures for the development and maintenance of educational platforms, revenue from the sale of courses and certificates, as well as profits that can be generated in the education market.

In the contemporary world, scientific indicators highlight the substantial influence of technology and educational platforms on the economy and finances. MediaStar LLC serves as a leading company that studies and optimizes financial



processes, including budgeting and financial calculations, to comply with diverse standards and regulations in different countries and regions.

“Strategic Planning for MediaStar LLC in the Context of Globalization — this is the process of developing and implementing a long-term strategy that includes informative content, the development and implementation of new educational methodologies, ensuring sustainable growth in the number of students, and expanding the company’s international influence.

In the process of strategic planning, MediaStar LLC thoroughly analyzes global trends in education and the structure of the competitive market. The company defines its goals and objectives, formulates its mission and values, and develops a specific strategic action plan to achieve its tasks.

Continuous monitoring and evaluation play a significant role in the strategic planning process. MediaStar LLC meticulously examines its progress and changes in the global educational environment. If necessary, the company adjusts its strategy to stay one step ahead.

Adapting to global challenges is an essential part of MediaStar LLC’s strategic planning. Globalization creates new opportunities and threats, and the company must be prepared to respond quickly to changes in the world’s educational environment. Strategic planning helps MediaStar LLC remain recognizable and competitive as an educational company on a global scale.

Today, educational platforms have become an integral part of the educational process and have gained significant popularity. Electronic Learning Management Systems (LMS), such as Moodle, Blackboard, Canvas, among others, enable educational institutions to create and manage virtual learning environments. They provide tools for creating and delivering materials, grading, student-teacher interaction, and monitoring the learning process. Electronic Learning Management Systems (LMS) influence the globalized educational process, allowing educational institutions to create and distribute educational materials worldwide.



Global access to educational resources is vividly demonstrated by the numbers. For example, the Moodle platform serves over 250 million users worldwide. This means that students and educators from different countries have access to educational materials and the ability to interact within a single global system.

Many universities establish partnerships with other institutions for student and faculty exchanges through E-Learning Management Systems (LMS). For example, various countries can jointly develop and teach courses that enrich students' educational experiences.

According to edSurge, there were over 100,000 online courses worldwide in 2020. This allowed students to select educational content that matched their needs and interests.

As a result of the pandemic, many educational institutions transitioned to online learning. According to UNESCO, over 1.6 billion students worldwide were engaged in distance education during the pandemic.

Massive Open Online Courses (MOOCs) are one of the forms of education that have become accessible due to globalization technologies. For example, the Coursera platform has more than 82 million users worldwide. An analysis of statistical data reveals that over 25 million users gained access to courses from leading universities. It is worth noting that about 62% of MOOC users are aged 18–34, using these courses for self-improvement and acquiring new skills. Educational programs cover various fields, and more than 76% of courses with above-average ratings are offered in the English language.

“Courses also help increase access to education in countries where it has traditionally been less accessible. For example, in the Indian state of Andhra Pradesh, the government utilizes massive online courses to enhance the quality of higher education. Thus, platforms like MediaStar contribute to global integration and create opportunities for learning, regardless of region and financial capabilities.

An essential aspect of global technological development is digital transformation in Ukraine. This process involves

the widespread adoption of digital technologies across various sectors of the economy, society, and administrative activities to improve service quality, streamline processes, and stimulate innovation. In recent times, digital transformation has become one of the key strategic initiatives for Ukraine, receiving support from both the government and civil society, as well as the business community.

The government of Ukraine actively implements e-services for citizens and businesses, simplifying interaction with the state, reducing bureaucracy, and increasing the transparency of government activities.

The development of digital technologies in education allows students and educators to utilize online resources, e-textbooks, and other innovative tools to enhance the learning process.

MediaStar LLC is an American-Ukrainian educational company, and its impact on the economies and educational transformations of both states is undoubtedly significant. The company plays a vital role in advancing education by fostering the development of skilled professionals and the growth of the national economy.

At the core of MediaStar LLC's educational products are modern technologies and digital resources that provide students and professionals access to courses and materials for skill development and high-quality education. This has a direct impact on the qualification of the workforce and the country's competitiveness on the global market.

MediaStar LLC also actively implements digital tools for the analysis and assessment of the educational process, helping improve the quality of education and making it more accessible to various segments of the population.

The company promotes the mobility of students and professionals, facilitating the exchange of knowledge and experience between different countries. This, in turn, contributes to the development of international relations and cooperation.

Therefore, MediaStar LLC makes a significant contribution to education and the economy, exerting a positive influence at both the national and global levels. The company continues to

develop and enhance its educational products to make education more accessible and of higher quality for all.

Many companies in Ukraine are actively developing digital platforms and online services to improve productivity and competitiveness. The government supports the creation of innovative startups and encourages the development of an innovation ecosystem in the country.

Ukraine also actively collaborates with international organizations and partners to ensure the successful digital transformation. This initiative is aimed at improving the quality of life for citizens, enhancing the country's global competitiveness, and creating conditions for sustainable development in the era of globalization and the digital economy.

From an economic standpoint, educational video platforms have a significant impact on the economy and educational expenses. According to our research, the use of video platforms for learning can reduce educational material costs for students by an average of 20–30%, applicable to both higher and secondary education.

More than 30% of students and learners worldwide have already used online platforms such as Coursera or edX for their education. This demonstrates that these platforms provide access to quality education for a wide range of people.

According to studies, every dollar spent on education through video platforms yields approximately \$12 in future economic growth through increased labor productivity and wages.

Video platforms also stimulate the development of creative industries. Many educators and experts create their own courses and generate income. This leads to the creation of numerous new job opportunities in content creation and education.

Online platforms offer courses from universities in various countries, promoting international knowledge exchange and the development of global intellectual resources.

These figures and facts indicate that educational video platforms not only facilitate access to education but also have a significant impact on the economy by increasing productivity,

reducing costs, and fostering business development and the global education sector.

From an economic perspective, global immersive technologies and virtual learning environments have a considerable influence on modern education with several advantages. Using virtual learning environments as an example, where immersive learning is possible, we can consider several aspects:

Firstly, these technologies enable educational institutions to reduce expenses on physical classrooms and learning materials. Universities and educational establishments can create virtual campuses and laboratories, saving costs on construction and facility maintenance.

Secondly, immersive learning can help reduce expenses on practical sessions and simulations. For instance, medical students can practice on virtual patients and use virtual instruments, saving money on expensive medical mannequins and materials.

Thirdly, from an economic standpoint, these technologies can expand access to higher education, reducing costs related to accommodation and travel for students. This is especially important for those who reside far from universities.

Fourthly, developers and manufacturers of immersive educational technologies create new job opportunities and contribute to the growth of this sector. This can promote economic growth in the technology and education fields.

Therefore, immersive learning and virtual learning environments open up new opportunities for reducing educational expenses, increasing access to education, and fostering industry development, which can have a positive impact on the economy.

MediaStar is an educational platform that allows teachers and students to create and manage their own educational content. This platform serves as a perfect example of how educational companies adapt to global trends in learning and the globalization of education.

With the help of MediaStar, teachers can create and edit educational materials, assignments, and resources to meet the needs of their students. They can upload videos, texts,

interactive assignments, and other resources, which enhances the quality of education.

On the other hand, students can use MediaStar for self-paced learning. They have access to educational content at their convenience, regardless of time and location. This is especially important in the context of globalization, where students can be located in different parts of the world.

MediaStar also provides tools for interaction between students and teachers, such as forums, chats, and feedback systems. This improves communication and contributes to the enhancement of learning.

From an economic perspective, MediaStar helps reduce expenses related to printed textbooks and materials, as most resources are available in electronic format. It also enables the engagement of students from different countries, potentially leading to an increase in the number of students. During the period from 2012 to 2022, there was a significant increase in the total number of graduates. The overall number of graduates increased from 94 in 2012 to 4011 in 2022, indicating a growth in the number of graduates within the education system.

However, it's important to note that the relative proportion of graduates who were employed in their field of study fluctuated during this period. The highest recorded percentage was 32.44% in 2021, while the lowest was 7.45% in 2012. This indicates fluctuations in the effectiveness of the labor market and the graduates' ability to find work in their chosen field.

Overall, it can be said that despite the increase in the number of graduates, the relative proportion of those finding work in their field remained relatively high during the period under consideration, with significant fluctuations in individual years.

The analysis also points to other interesting trends and challenges in the field of education and graduate employment. Over the past decade, the number of graduates from all years has increased. This could be a result of greater access to higher education, population growth, or an increase in the number of educational institutions.

However, the increase in the number of graduates doesn't always translate to increased opportunities for finding work in their chosen field. At the beginning of the period (2012), only 7.45% of graduates found employment immediately after completing their education. This could indicate a shortage of jobs in certain fields or a disconnect between education and labor market needs.

In the middle of the period (from 2016 to 2019), there is a significant increase in the relative percentage of graduates who were employed in their field of study. This could be a result of improvements in the job market, the implementation of internship programs, and the overall quality of education.

In 2020 and 2021, there is a sharp increase in the number of graduates who found work in their field of study. This may be related to the COVID-19 pandemic when demand for professionals in certain fields increased.

In 2022, the relative percentage of graduates employed in their field of study decreased again to 19.97%. This indicates the challenges that graduates may face in finding employment during the transitional period after completing their education.

Based on the information provided, here are specific steps for strategic management of an educational online platform like MediaStar LLC in the context of globalization:

1. **Market Analysis:** Conduct a thorough analysis of the global education market, including researching competitors, identifying educational trends, and understanding user needs.

2. **Goal Setting:** Define specific goals, such as expanding geographic coverage, increasing the number of users, and improving the quality of educational content.

3. **Strategy Development:** Create a detailed strategy that outlines the steps to achieve the set goals, including decisions regarding market entry and platform feature development.

4. **Marketing and Promotion:** Develop marketing strategies to attract new users and partners. Utilize advertising campaigns, SEO, participation in exhibitions, and conferences.

5. **Technological Advancement:** Continuously improve the technical infrastructure and develop new features using

modern technologies such as artificial intelligence and interactive tools.

6. **Monitoring and Evaluation:** Implement ongoing monitoring of results and market impact. Assess the performance of the strategy and make necessary adjustments.

7. **International Expansion:** Expand global presence through international partnerships, language adaptations, and the opening of representative offices in different countries.

8. **Financial Planning:** Develop a budget and financial plan to ensure the funding of the growth and development strategy.

9. **Adaptation to Changes:** Be prepared to respond to changes in the global education landscape and adjust the strategy accordingly.

These steps enable MediaStar LLC to effectively manage its educational online platform in the era of globalization, fulfill its mission, and make a significant contribution to the economy.

## CONCLUSIONS

Research on the paradigm of economic globalization and its significance in the formation of the conceptual matrix of economic security leads to the following conclusions:

1. Globalization represents a higher stage of internationalization where, according to the laws of dialectics, quantitative changes have transitioned into qualitative ones, leading to a transformation of this process. Globalization is defined as the process of forming and functioning of global markets for goods and services, along with all production factors associated with a common informational space, and coordinated by specialized supranational institutions. The content of this category is characterized by the combination of processes and phenomena such as transnational flows of goods, services, capital, technologies, information, and international migration, with an orientation towards the global market in trade, investment, and other transactions, territorial and institutional market integration, and the emergence of problems requiring global cooperation.

2. Globalization is an internally contradictory process that, on the one hand, opens new opportunities for economic development and interaction among nations, and on the other hand, exacerbates existing problems or generates new ones. Positive impacts of globalization on the economy include increased international division of labor and specialization among countries, mutual beneficial trade, high rates of foreign direct investment, increased labor productivity through production rationalization, diffusion of advanced technologies, and competitive pressure leading to continuous innovation on a global scale. The major challenges posed by globalization include uneven distribution of gains, potentially causing increased differentiation among countries, potential global instability in economic development, and the possibility of losing control over the economy to globalizers (e.g., governments of the most developed countries,



multinational or global corporations, and international organizations). Despite the contradictions in these challenges, they all pose potential threats to individual actors in the global economy and can harm the national interests of specific countries.

3. In modern scientific literature, there is no unanimity in the interpretation of the concept of “economic globalization”. This is due to the multi-aspect nature and structural complexity of the research object, as well as the multi-paradigmatic nature of contemporary global economic processes. Among the various paradigms and models, neoliberal, Euro-Atlantic, eclectic, and synergistic paradigms of economic globalization have been highlighted. These paradigms define the contemporary development of economic globalization.

4. The neoliberal paradigm of economic globalization is the leading paradigm through which current global economic processes are unfolding. It has distinctive features such as deepening inequality in development and increasing disparities in the global economy (with most of the benefits of globalization flowing to the globalizing countries, primarily the United States), expansion of transnational capital’s influence and a growth in the dominance of major TNCs on a planetary scale, the strengthening of monopolistic tendencies in developed countries (the United States, Japan, and the EU) on global markets for goods, services, and capital, an increase in the influence of international financial institutions, resulting in weakened state regulation of economic security, and the potential for global economic instability.

5. An alternative to the neoliberal paradigm of economic globalization is the synergistic paradigm, which explains economic globalization as a nonlinear process that encompasses both the organization of the global economy and the self-organization processes related to the needs of effective functioning of modern civilization.

Globalization has a positive impact on the first structural element of a country’s economic security — its ability to achieve dynamic development and progress. It provides the national economy with additional opportunities to enhance its efficiency. However, globalization’s impact on the second structural

element — the stability of the national economy — is dual in nature. On one hand, globalization promotes equal conditions for all participants in the market and increases their chances for effective economic development through the utilization of free mobility of production factors and productive forces. On the other hand, globalization exacerbates income differentiation and provokes social conflicts, thus weakening the internal and external defensive potential of national economies. The effect of globalization on the third structural element — economic sovereignty — is decidedly negative in terms of its internal content.

The main directions for limiting state sovereignty in the context of globalization are: partial loss of control over the activities of national economic entities and the results of these activities; restriction of the state's control over society as a whole; limitation of the state's sovereignty in the regulation of information flows; diversification of management levels and the positioning of regions in the field of international economic activities; the need to rebuild and reform the system of social rights and social security guarantees; limitation of the instruments for regulating the sharply uneven distribution of benefits and costs, particularly from globalization; reduced effectiveness and the ability to use institutions of tradition and mentality as regulators. The current stage of globalization, by increasing the number of contacts between individual countries and competition among them, primarily in the economic sphere, not only does not weaken the role of nation-states but also emphasizes the importance of internal prerequisites and factors for development. Economic security is a state of the national economic system in which it is protected from vulnerability and remains independent of the impact of economic globalization. In the context of implementing the concept of an open economy, which is the conceptual basis and ultimate goal of globalization, it essentially boils down to the question of the forms and optimal boundaries of openness and closure of the national economy. At the same time, it is essential to consider that with a coinciding amplitude of internal and external threats, the effect of their influence can either be aggregated to intensify

the overall threat or neutralized through mutual cancellation. With the increasing tendencies of global economic destabilization, relying on the market mechanism as a self-regulating system is losing ground to the search for a regulator, a role that the state can no longer fulfill. Existing institutions must be modernized or new ones established with global perspectives and the authority to make transnational decisions and oversee their implementation. These institutions should be transparent and accountable for their actions while recognizing the prerogatives of the nation-state in protecting national interests and ensuring economic security. The introduction of a national model for the development of the national economy and economic security, which takes into account all the peculiarities of global processes, becomes particularly relevant. In this context, the model of the Ukrainian economy, based on the concept of an “efficient state” developed at the end of the 20th century, is effective. The main directions for shaping the national model of the Ukrainian economy in the context of the “efficient state” concept should include: Establishing the institutional foundations of the market by the state; Establishing effective partnerships with the business community; Directing state policy towards economic growth and the fair distribution of the results of market development; Ensuring a high level of economic security by the state. An effective matrix for ensuring economic security in the conditions of globalization should include: Creating a competitive presence in the global market for products through effective innovation and investment activities in the industrial sector; Utilizing the experience of Japan, the USA, and EU countries in investing public and private funds in high-tech production (e.g., “Silicon Valley”, R&D centers, etc.); Creating high-tech jobs in international labor divisions, investing in science, and elevating research and development institutions to prevent the “brain drain” abroad; Skillfully utilizing the geopolitical position in the heart of Europe; Applying the principles of checks and balances in the distribution of power branches to protect the country from recurrent political crises in terms of their negative impact on the economy.

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## ABOUT THE AUTHOR

Yurii Dudka is a Ukrainian-American communication coach, entrepreneur, TV presenter, producer, and creator of educational transformational projects. He is the founder and President of the Educational Company MediaStar since 2003. He holds a Ph.D. in Economics and has been an associate professor since 2011.

In total, over the past 20 years, the MediaStar project has educated more than 75,000 students in 145 countries worldwide. The diverse range of interests among the graduates is impressive, but they are united by one common goal: to transform their skills and become well-known and popular.

Since 2020, MediaStar LLC has received official international status and residency in the USA (San Francisco, California), currently expanding its educational products in the markets of the USA, Canada, the United Kingdom, the European Union, Ukraine, Israel, the Middle East, India, and Southeast Asian countries.

In 2022, Yurii Dudka announced a revolutionary new educational program called “MediaTalent”, as reported by Yahoo.Finance! This educational initiative, born out of the evolutionary processes within MediaStar, allows individuals not only to succeed in the dynamic and rapidly changing media space but also to boost their self-confidence and make significant progress in personal growth.

As a renowned scholar in Ukraine and abroad, in 2008, Dr. Yurii Dudka founded a research center at the International MediaStar School, dedicated to issues of sustainability, economics, sociology, media, economic, and information security. Based on his research, many universities, national academies, schools, and organizations have published his research findings.

Yurii Dudka’s contributions and MediaStar School are highly recognized in the USA. He plays an important role in

evaluating the Stevie Awards (a global business award in the USA) in PR and HR committees.

Yurii Dudka is also a member of professional organizations such as the Society of Professional Journalists (SPJ, USA), the Association for Education in Journalism and Mass Communication (AEJMC, USA), and the Journalism Education Association (JEA, USA).

In 2023, Dr. Yurii Dudka, a Ph.D. in economics and an associate professor, received recognition from the scientific community in the USA, becoming a member of the respected research organization Sigma Xi, founded in 1886. Furthermore, together with MediaStar, he initiated collaboration with leading US universities, particularly Stanford University.



SCIENTIFIC EDITIONS

**Yurii Dudka**

**INTERWEAVING GLOBALIZATION:  
THE COMPLEX TAPESTRY OF  
ECONOMIC SECURITY AND  
MEDIA EDUCATION**

**(Economic and Educational Research  
at MediaStar School)**

**Monograph**

Computer typesetting — *Yevhen Tkachenko*

Signed for printing 30.11.2023. Format 60×84/16.

Offset printing. Offset paper.

Headset UkrainianSchoolBookAC.

Printing 100 copy.

Internauka Publishing House LLC

Ukraine, Kyiv, street Pavlovska, 22, office. 12

Contact phone: +38 (067) 401-8435

E-mail: [editor@inter-nauka.com](mailto:editor@inter-nauka.com)

[www.inter-nauka.com](http://www.inter-nauka.com)

Certificate of inclusion in the State Register of Publishers

№ 6275 of 02.07.2018 p.

Tuculart Edition (Tuculart s.r.o.)

Česká republika, 710 00 Ostrava, Slezská Ostrava, 1155/27.

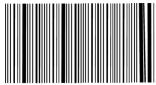
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The monograph, "Interweaving Globalization: The Complex Tapestry of Economic Security and Media Education (Economic and Educational Research at MediaStar School)," is a comprehensive research publication authored by Dr. Yuri Dudka, an esteemed scholar holding a Ph.D. in Economics and recognized as the founder of the international educational platform, MediaStar.



**DOI: 10.25313/978-80-88474-24-1**

**ISBN 978-80-88474-24-1**

**Publisher**

