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Збігнев Гживна**THE IMPORTANCE OF LOCAL COMMUNITY SAFETY  
AS THE CHALLENGE FOR GLOBAL SECURITY POLICY****ВАЖЛИВІСТЬ БЕЗПЕКИ МІСЦЕВОГО ТОВАРИСТВА  
ЯК ЗАВДАННЯ ГЛОБАЛЬНОЇ ПОЛІТИКИ БЕЗПЕКИ**

*The development of civilization is associated with numerous and complex addictions to produced technique which is destined to fulfill the needs in all fields of everyday life. Such activities may cause a lot of risks at both local and regional level. Globalization is a very wide and complex process, which affects all spheres of life: economic, social, political, etc. Simplifying, it can be considered that globalization is a higher and advanced level of the process of internationalization of economic activity. Undoubtedly, globalization has a great positive or negative impact on the life of every community.*

**Keywords:** globalization and its impact, cultural identity, security, modernity, traditions.

**Introduction.** Globalization is a very broad and complex process which has the influence on all spheres of life, i.e. higher level of advanced process of business activity internationalization. The purpose of this article is to draw our attention to globalization processes and their impact on our lives. The authors will alert the results of globalization process and will point out the way to look for the fields of research that will be connected with globalization influence on security. Aiming at the issues mentioned above, the authors will analyze the information collected from the literature and the results of conducted surveys, research or observation. On the basis of previously collected information the authors accept the hypothesis 'Globalization changes people's lives and has an impact on security' to be partially verified. To be able to verify the hypothesis as well as be in accordance with the current of the conference focusing on the phenomenon of national cultures in globalization, research questions will be helpful that which enable us to better understand discussed issues. It is worth to put the questions which the article probably cannot answer, but maybe other elements of the conference can.

- Who and why drives globalization processes?
- Would it be better if globalization process did not exist? Or is it generally possible?
- Is globalization a threat for humans?

The authors look for these questions answers not only in their research, but also in the literature. In fact, everybody knows the word 'globalization', but we know different meanings of this word and it is associated with various aspects. In the article there will not be any charts, tables or statistics because of limited ability of the editorial. Therefore, the authors have chosen the form of literature analysis because researchers perceive globalization in different ways, and therefore there are many various definitions of the word. As far as the date of the beginning of globalization process is considered, it varies, but for the majority of people globalization refers to the modern period, mainly the 20th and 21st centuries.

**Globalization – general aspects.** The term 'globalization' is quite often used in various fields. It can be found for example in economic, political and social lexicons and not only there. It occurs also in the mass media, in the environments of businessmen, economists and politicians. It more and more often appears in both school and academic textbooks and even becomes the basis of new subjects taught in higher education. The term is usually associated with technological development, international integration, the exchange of cultural values or more commonly refers to the Internet. There are different definitions of the word, however, they have common elements. Referring to the issues mentioned above, it is said that globalization is a catch-all term which catches every possible aspect of the processes that take place in the modern world<sup>1</sup>. The definition of globalization according to The PWN Encyclopaedia is the following: "globalization, characteristic and dominating trends at the end of the 20th and beginning of the 21st century in the world economics, politics, demographics, social life and culture depending upon the spread of similar phenomena, regardless of geographical context and the level of economy development of the particular region; globalization leads to the unification of

<sup>1</sup> Wosińska, W. (2008) Oblicza globalizacji. Smak Słowa, Sopot, p. 23.

the world's image as a homogeneous entirety of interrelated economic elements and common consumption culture<sup>2</sup>". Another example of the definition is: "Globalization is the process which occurs in the world economy and is characterized by intensification, mobilization and flow of goods, capitals and labour force in a worldwide scale, the development of transport, communication, telecommunication and the fast flow of information in the media. This economic evolution is accompanied by transformations in social, cultural, political, constitutional fields leading to confrontation and approximation in this respect between states, nations and people all over the world. Globalization has thus its economic, social, political and cultural dimension<sup>3</sup>".

Undoubtedly, on the basis of various definitions it can be said that globalization is a complex process and even a set of processes which have the influence on our lives. This is multi-faceted notion, because it is connected with various fields. The processes of globalization have a huge scope, because they concern the whole globe. Events, decisions and actions of this process, even if they occur in one part of the world, influence the remaining, and even a single society or individual people. The term has at least three meanings: it specifies new trends in culture, is a new phase of the development and modernization of international relations and refers to international social relations. Globalization can be understood as opportunities for the development, the world benefits or threats. Like all other processes it also has its two sides – advantages and disadvantages. The main factor that affects the process of globalization is the development in any field, e.g. technological, communication, social, economic and political integration. The essence of globalization lies in the fact that it existed, exists and will exist, because the world has always been developing for ages and will develop because of the fact that such is the human nature.

Glocalization is the effect of globalization, which has occurred as a result of the tension between localization and globalization. The word 'glocalization' is a combination of two notions: globalization and localization. It pays our attention to the importance and place of local action in globalization process, and the meaning and place of global processes of local development strategies. There are thus two distinct, but interdependent planes of perception and research on glocalization. The first one refers to causes and consequences of the location of companies in particular territory. The second one indicates the conditions for opening particular territory and its integration with the rest of the world, and also specifies the features of the policy for attracting external investments which favour local development<sup>4</sup>. "[...] globalization does not eliminate local issues, but there often is a clash of the one dimension of social life with the second.

The concept of glocalization does not include the clash, but it refers to the adjustment of globalization (e.g. certain products) to local conditions on the one side, and local interpretation of global trends on the other side. This concept supposes a certain openness of people to the things which come from other places, and at the same time, does not require from them to forget their own places<sup>5</sup>". This can be noticed on the example of popular fast food restaurant McDonald's. The place is known around the world, but only in Poland you can buy a sandwich called *WieśMac*. This is the adjustment to the location. While speaking about the idea of glocalization, economic issues should be discussed as well. In this context, this idea is micromarketing, the adjustment or suitable recommendation of products and services. The intended effect is the will to increase sales and to place particular product in particular place so that the product is desirable. Glocalization within economic scope uses an adverse way of the flow of information, i.e. from localization to globalization. Aiming at this, marketing efforts promote local products, e.g. on the basis of their tradition in order to be offered on the global market<sup>6</sup>.

While considering globalization, it is worth to mention the notion of global village which can be often encountered. This is the concept that consists of two opposing words. On the one hand, *global* is the word which refers to huge and world-wide, on the other hand, a *village* is characterized by small space. The expression *global village* was introduced for the first time by H. M. McLuhan in 1964. It was connected with the development of modern means of mass media, fast information flow and communication. Thanks to

<sup>2</sup> Wielka encyklopedia powszechna PWN (1964), vol. 4, Frang. In: Tadeusz Kotarbiński (ed.) P W N, Warszawa.

<sup>3</sup> Cziomer, E. (2000) Globalizacja a stosunki międzynarodowe. In: T. Wawaka (ed.) Zmieniające się przedsiębiorstwo w zmieniającej politycznie Europie, vol. 3, Publisher: Informacji Ekonomicznej, Uniwersytet Jagielloński, Kraków, p. 114.

<sup>4</sup> Niedziółka, M. (2011) Globalizacja a glocalizacja. In: K. Kuciński [ed.] Glocalizacja. Difin, Warszawa, p. 239.

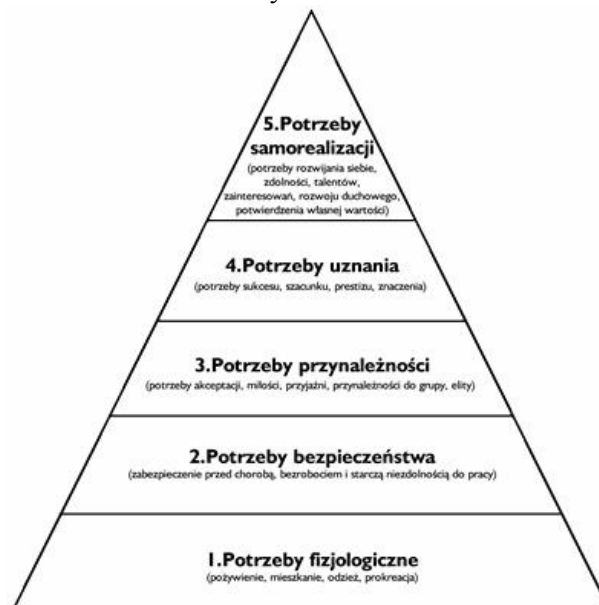
<sup>5</sup> There, p. 240.

<sup>6</sup> Czerny, M., Łuczak, R. and Makowski, J. (2007) Globalistyka. Procesy globalne i ich lokalne konsekwencje. PWN, Warszawa.

these, the world began to change, the life of isolated societies has changed. As in a village, people began to know more about each other<sup>7</sup>.

**Security in globalized world.** Security is the basic need of human existence. It has a lot of different definitions similarly to the term ‘globalization’. But, without any doubts, it is essential for human life. The need for the sense of security is rooted in a human being from the very beginning of his existence. Thanks to it, the man is able to fulfil his other needs and aims. Maslow's pyramid illustrates it in the best way.

According to the pyramid, the need for security is in the second place just after physiological needs such as food, water, oxygen, sexual needs, the lack of tension and sleep. Definitions of security can be found in the literature. Security refers to various fields of life similarly as already described globalization. It is an integral need of a man. Each of us knows what this word means, what security is for us, but creating the definition of security causes embarrassment. In the literature of social sciences, in the most general meaning safety covers fulfilling such needs as: the lack of threats, survival, peace, independence, ownership and certainty to unimpeded development. National Defence Academy Dictionary defines security as a state which gives us a sense of confidence as well as a guarantee to keep it and a chance to improve it. The Lexicon of the Navy emphasizes mental state in the definition, which lets us arouse the belief in the lack of risk, loss or possibility of occurring negative events. Modern lexical definitions define the security as: the state of certainty, peace, protection and the sense of it and indicate that it means no risk and protection from dangers; the state of certainty, peace, protection, the lack of threats and protection against it; the lack of any threats; the opposite of threat, the state which releases from any fears<sup>8</sup>.



Regardless of the number of existing definitions, they have certain common features which reflect safety. Undoubtedly, it is a subjective feeling of a man. Subjective, because each of us fulfils the need for security in a different way. In the age of globalization, many dangers await the man. Actually, it does not only refer to the man as the individual, but also as a group of people, the state, economy, politics, labour market, etc. In each category the need for security must be fulfilled, and in the world there are a lot of different changes thanks to globalization. Each change is associated with some risk. It happens that these changes benefit one country, but for the other one they mean loss. The loss causes anxiety and this in turn is the opposite of security. Because of the fact that there sometimes are plenty of these changes and they quickly progress, the problem increases. Therefore, it is important to introduce changes gradually. The man, however, often admires fast progress and wants to spread a particular issue to the whole world. Unfortunately, nothing

<sup>7</sup> Smolski, R., Smolski, M. and Stadtmüller, E. H. (1999) Słownik Encyklopedyczny Edukacja Obywatelska. Publisher: Europa.

<sup>8</sup> Służalski, J. (2012) Istota i rozumienie bezpieczeństwa – podejście ogólne i właściwe dla przestrzeni miejskich. In: Z. Grzywina (red.) Bezpieczeństwo – ujęcie kompleksowe. Wyższa Szkoła Zarządzania Marketingowego i Języków Obcych, Katowice, p. 608.

is perfect and sometimes you may find that it is a failure rather than a success. People are usually pleased with technological progress and the wool is pulled over people's eyes because of technological innovations. Better and better computers, mobile phones, televisions, common access to the Internet – all these seem to be needed very much. A lot of people cannot imagine their lives without them, but at one time there were not such things and it was normal that everyone must have coped without them. All of these things have their drawbacks. They change a person's life, on the one hand improve it, but on the other hand cause that a man thinks less because it is a computer which can make particular issues for him. The person is cut off from the outside world, because becomes engrossed in the world of films or video games. Shopping, bank transfers, contact with friends – all these can be done via the Internet without leaving a bed. The issues mentioned above are connected with the danger for the man. The man becomes someone else. It is worth considering whether this is what each of us needs, whether it is good for us. We must consider the following questions: Is what we do on the Internet safe? Are all the changes in our lives caused by globalization process safe for us? Does each of us as a unit feel safe in today's world?

**Changes and activities of a human, citizen, inhabitant.** Thanks to the man, the world looks today as it is. The man as a rational creature began to transform everything which is possible. Today, the world is significantly different from the one which was 20 or even 10 years ago. You could even take a chance and say that every day something is changing, something comes into being, something is new and the other thing is getting to be old, useless or unnecessary. We aspire to be modern. This concerns each field. It should not be understood that being modern means just following the fashion both in the sense of dressing up in a fashionable style or having trendy house. Nowadays, modernity means more than just the fashionable style of bodily sphere. Modernity is usually manifested practically in all, both spiritual and bodily issues in our lives. Today, this means that we try to follow trendy lifestyle, extolling the style, eating modern meals, the country wants to lead modern policy, education of children is changing all the time as well as medicine, law, religion, etc. In fact, it refers to everything. However, the modernity is not always good, because new does not always mean better, the thing which seems to be new does not always mean really new. Sometimes a particular thing is simply changed, 'improved' but created on the basis of old and strong foundation which has been proved over the years. And sometimes a new thing is not really new for all of us, because the world is diverse in terms of the development. And although globalization tends to unify the world, it will never refer to economic sphere. As far as economy is concerned, countries will always differ between each other in this field. Unifying is seen in other fields and this is a negative phenomenon, though some people can see it as a positive one. This chapter will draw our attention to this issue, i.e. what is seen as positive although it is really negative, what is itself negative and the article will focus also on the problem how all these issues are manifested in our lives and how they influence us.

**Creating a monoculture.** Aspiring to unify the world is manifested in cultural aspect. Unfortunately, we agree on it, and what is more, it seems to us that this is a positive phenomenon. The loss of national identity or mcdonalization<sup>9</sup> of the world are commonly discussed issues at present. This is nothing more than creating a monoculture. This is destroying the diversity of cultures. The need for identity is very important for the human. "Thanks to the hard work of biologists, zoologists and ethologists done within more than the past 50 years, today we know that almost all animal species (including man) have three main psychological needs of congenital, and instinctive bases and naturally aspire to satisfy them. These three needs are: the need for identity, security and stimulation. Just as the opposite of safety is the fear and the stimulation is boredom, so the opposite of identity is anonymity. We and the entire nature with us hate anonymity, boredom and fear. We also know now that the need for identity is the strongest one. In the name of identity we are able to sacrifice the other issues. There is no identity without personality. You can even take a risk and state that the need for identity is the religious or quasi-religious need. What theologians call the soul, is nothing different than the instinctive aspiring to identify with something more permanent and powerful than our fragile existence<sup>10</sup>".

Increasingly, more and more people in the world wear similarly, lead a similar lifestyle, watch the same films, listen to the same music and have similar idols. What is more, in the shops we can find identical or even the same products and visit a foreign restaurant without leaving our city. All these cause that cultural differences between people disappear. If you do not look at this phenomenon deeper, you can say that there

<sup>9</sup> Ritzer, G. (1999) Mcdonalizacja społeczeństwa (translation: S. Magała). Publisher: Muza.

<sup>10</sup> Piekarski, R. and Graban, M. (2003) Globalizacja i my. Tożsamość lokalna wobec trendów globalnych. UNIVERSITAS, Kraków, p. 109.

is nothing wrong with it, and it is quite positive. We have a lot of benefits. You do not need to go to the USA to have a real burger, e.g. from McDonald's, or to drink Coca-Cola. All these can be at your fingertips. Restaurants such as 'fast food' have already conquered the world. We can find them in many countries and in fact in every city. There is also nothing special in finding original Coca-Cola. Visiting the nearest shop is enough to get it. However, when we look deeper we can see that this phenomenon has changed our lives not for the better, but for the worse. The global scale of food fast nutrition began the so-called Western Diet. This is a diet rich in indigestible, fried dishes, white bread, fizzy drinks and products such as 'fast food'. In this diet there is lack of fish and vegetables. It can lead to obesity and metabolic syndrome. Unfortunately, more and more people in the world suffer from obesity. The problem is discussed especially among children and adolescents. This problem has developed not only because of the McDonald's. It is, rather, taking over the lifestyle of the Americans. The culture of the United States affected the entire world. People are in continuous run, follow the work, career and do not have time for themselves and for family. The common meal is a rarity. Eating out has become fashionable which seems to mean fast, cheap and convenient. However, it is definitely unhealthy. But people do not think about it. This style of eating caused that in Zakopane, where a tourist would probably eat traditional highland food, we can only find a few fast food restaurants in Krupówki. The restaurant KFSiii has occurred there. Its name and looks can be associated with the famous restaurant KFC which of course is not Polish. As it turns out, we can find similar food in this place. The bar in Zakopane with chickens has a logotype which differs slightly from its American original. In the logotype of Zakopane there is an elderly man with a cook hat on his head and tie under his neck who is saying 'very good'. The original logo of international giant contains the image of a man without a hat and with a bow tie instead of the tie. In addition, the slogan of original restaurant is 'so good'. However, the differences end in this point<sup>11</sup>. Apart from taking over the diet, we also take over traditions. Perhaps the most famous custom borrowed in Poland is Halloween. This day is celebrated at night of the 31<sup>st</sup> October. It is associated with a masquerade and refers to All Saints' Day. The main symbol of this day is a pumpkin, with a chipped smile and a candle inside. That day, mainly children and teenagers dress up as various monsters, e.g. ghosts, vampires. This custom is celebrated in the United States in the most riotous way, but in Poland since the 1990s it enjoys more and more increasing popularity.

At present, it is hard to meet with friends or family. A modern family is practically associated with foreign people, because they rarely talk to each other, practically do not spend their free time together. When they come back home from work or school every person escapes to his room, where he usually spends his time in front of the TV or computer. New technologies have taken over our lives. A mobile phone, computer, tablet, the Internet, digital television have caused that a man isolates from the people who are around him. Some people even claim that it brings people closer, however it is not true. Formerly, people were able to meet with each other, had time for each other and sent greeting cards for Christmas. Today, nobody has time for meetings, even if they meet they just see a film and cannot talk to each other. Sending postcards is nowadays unfashionable, because you can send an email or text message faster. In fact, most of the time we spend in the virtual world. The man opens to everything there. It seems to him that he is indestructible which is caused by the fact that he can be who he wants. Therefore, another problem occurs which refers to the lack of authority of parents for children and young people. Their behavior is getting worse and worse – they have no respect for the elderly and a lot of aggression is characteristic of them as well. Friends are replaced with the computer. These are the Internet, computer games and television which are the sources of their authorities. There, they can find their ideal which can fly, kill or amuse. Unfortunately, the computer takes the reality and absorbs in the virtual world. The computer also replaces traditional game on the field, going out to the cinema or meetings in the backyard. Such situation is worrying. The more so because apart from to clash of the virtual and the real world, there are a lot of threats which wait for them on the Internet. More and more often people make friends via the Internet, but we never know who really sits on the other side of the monitor. It is very easy to get fooled. If we give too much information about ourselves or arrange a meeting with the other person we can become a victim. Particularly exposed are young people, because they are naïve.

**Security and identity.** Where is the place for the sense of security? "The identity of the man consists of two basic elements: the identification with the territory (country, particular area) and the identification with the population, to which he belongs (family, clan, tribe or nation). We do not identify with the issues which occur outside, with foreign and unknown, at least at emotional level. The identity is always distin-

<sup>11</sup> <http://www.gazetakrakowska.pl/artykul/908529,marketing-po-goralsku-czyli-kurczak-z-kfs,id,t.html> access on the 5<sup>th</sup> October 2013.

guishable and evaluative in its nature, therefore in some way it is also discriminatory. The identity which is not discriminatory, distinguishable and evaluative, i.e. global identity is a contradiction itself<sup>12</sup>. So you cannot claim that in globalized world the man feels safe. It is just the opposite. Creating the monoculture has caused that people trust each other less than it used to be in the past. At one time, people passing on the street were nice for each other, today there are few people who say 'good morning' to their neighbour. The man is terribly afraid of strangers. Each of us protects his car, house, flat or mobile phone. At present, people usually have a few different keys to open the door of their house or flat. And it does not only belong to bodily sphere, but also to our sense of security in psychological sense. A person who assumes unnatural habits, customs, speaking style or style of getting dressed is definitely not self-confident. He does not have the sense of himself, the sense of the real and own personality. In order to feel safe internally, the personality and identity must be stable and harmonious. In addition, the sense of balance is essential as well. All these three factors are affected by the impact of external factors, and in globalized world there are many such factors. In shaping our personality, identity and security everything what happens around us has a significant influence., e.g. the way how our peers behave, the situation at home we have, where and who we work with, etc. The state as one of the main subjects of this process had an impact on the process of globalization shaping. However, with the development of this process and changing forces as well as economic mechanisms, the functioning of the state is changing. There is a need for adjustments in its activity both national and world economy. Due to the increase in costs and threats of globalization, the importance of the state and its activity whose main aim is eliminating unbeneficial effects of the process is increasing<sup>13</sup>. The process of globalization brings far-reaching consequences in all fields of life: in the economy, social life, politics and culture. In the field of social and economic aspects, there are changes in the structure and way of functioning of market economy, the structure of production and employment, the form and scale of business, forms and structures of the production and employment, forms and scales of enterprises, forms and structures of economy management, social division of the income and the role and way of functioning of state organisms<sup>14</sup>. The environment in which we live has the utmost meaning for our sense of safety. Undoubtedly, creating of the monoculture has a negative impact on our security.

**Summary.** If we buried ourselves in the topic of globalization within the scope of looking for its roots and searching history, there would be many related notions because it is a broad subject. The authors have taken up the notion of security, had a different influence on it. The problem refers to determining whether security policy is the only source to indicate possible threats or the analysis and assessment of the situation and real threats should influence the shape of security policy, or security policy, as a result of which there are duties determined by law and tasks to accomplish, is sufficient. It is particularly important to notice threats in local or even regional dimension, understood as specific part of the area of several countries. Seemingly, only cultural changes in globalization processes influence national identity in a poor way. The research on security which has been conducted for several years, was and is published and at present we can begin to work on identifying the threats which may be unnoticed or evaluated as not essential for the security of the state and its culture. In the article the authors only signaled the fields of the research with which they deal while teaching students. The article is the comment in discussion and the element of further research and publications.

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<sup>12</sup> Piekarski, R. and Graban, M. (2003) Globalizacja i my. Tożsamość lokalna wobec trendów globalnych. UNIVERSITAS, Kraków, p. 110.

<sup>13</sup> Zorska, A. (2002) Ewolucja państwa i jego działalności. In: Group work B. Liberska (ed.) Globalizacja. Mechanizmy i wyzwania. Polskie Wydawnictwo Ekonomiczne, Warszawa, p. 259.

<sup>14</sup> Sadowski, Z. (2002) Rola państwa w epoce globalizacji. In: Group work B. Liberska (ed.) Globalizacja. Mechanizmy i wyzwania. Polskie Wydawnictwo Ekonomiczne, Warszawa, p. 310.

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**THE IMPORTANCE OF LOCAL COMMUNITY SAFETY  
AS THE CHALLENGE FOR GLOBAL SECURITY POLICY**

*The development of civilization is associated with numerous and complex addictions to produced technique which is destined to fulfill the needs in all fields of everyday life. Such activities may cause a lot of risks at both local and regional level. Globalization is a very wide and complex process, which affects all spheres of life: economic, social, political, etc. Simplifying, it can be considered that globalization is a higher and advanced level of the process of internationalization of economic activity. A crisis or economic recovery, the development of corporations, ecological catastrophes, taking place in one part of the world, affect the functioning of states and societies around the world. Globalization is an ambiguous term, but some people see it as a positive one. On the other hand, there are people who are sure that the term defines negative processes. Undoubtedly, globalization has a great positive or negative impact on the life of each community.*

**Keywords:** *globalization and its impact, cultural identity, security, modernity, traditions.*

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