

# Jornadas Internacionales - UBA

## "Estado y Sociedad: las nuevas reglas del juego"

Area: "Desregulación Económica y  
Disciplinamiento Social"

"Globalization and Region State: Theoretical life, the language of  
theory, and 'fuzzies' speech acts"

### Summary

Over the years, more than 5,000 international firms and transnational corporations have come to recognise that some **Region State (RS)** as Flanders, Baden-Württemberg, Munich, Bavaria; Oresund-Copenhagen-Malmö; London -South East England, Greater Paris; Lyon-Grenoble; German Swiss (Zurich); French Swiss-Geneva-Lausanne; Barcelona-Catalonia; Montreal-Toronto-Chicago; New York; Los Angeles; Orange country; Miami; Vancouver; Istanbul; Johannesburg-Cape Town, Tokyo; Osaka; Shanghai; Hong Kong; Singapore; Kuala Lumpur; Jakarta, Sydney, São Paulo are the ideal location from which to approach the global market. This is the result of the diversified facilities this centrally-located region has to offer in terms of industrial and commercial real estate, transport and distribution zones as well as research parks. Once a firm realizes that it cannot afford to miss the opportunity to integrate into the global process, it would seek to create an optimum starting position for itself. These RS are high up on the scale of possible locations, because it has a whole set of advantages. Among, the most important, we summarize: central location, seaports, major exporting region, customs regulations, sustaining competitive advantage, cooperation with universities and R&D centers; tax incentives; national and regional governmental aid and so. But the most important issue as key factor are the **psico-social relations**: the rate of absenteeism for employees is among the lowest in the world; the education system turns out highly qualified professionals at all levels, with a thorough acquaintance of several languages; flexible working hours legislation, social security contributions, further and continuing education. The vast majority of RS's Chief Executive Officers (CEO) are satisfied of their workers and with that atmosphere prevailing at work. A number of factors are responsible for these positive evaluations: (1) the productive power force RS's economy, (2) the state's pro-business policies, (3) the presence of a state-wide network of universities, institutes of advanced studies and research institutes, (4) the high level of education, (5) the high quality of life and recreation in the RS. The cross-cultural approach involves a systematic comparative study of particular human institutions in order to determine what more detailed universal statements may be made regarding human societies. In what may be called "global process", language were described by means of a set of categories of presumed universal validity. The conviction of the universal applicability of such categories was based on the assumption of man's rationality and the concomitant view that language as the instrument of thought -speech acts- must conform to the normative requirements of coherent discourse. Linguistic universals, including the implicational ones, tend to form coherent groups instead of being isolated statements. The basis of this cohesiveness is that a whole set of them will point to the same hierarchy among linguistic features; that is, they will provide evidence of a panhuman system of preferences. We need to reconsider the ways in which a dominant language -the language of globalization?- presumes to speak for all.

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