

## **The Balkans – crisis of the identities and cross-cultural communications**

**Bogdan Bogdanov:** Globalization in a way supposes internal fragmentation. In the case of pure globalization we get entropy. And this is the problem of the European Union nowadays. At the Balkans we are far away from this problem. The European Union must perform globalization and at the same time bestow great care on the preservation of the localness. Because if it destroys this localness, it will also destroy the dynamics of the whole. They go together. At the moment when we get too much globalization, localization begins developing in order to avoid entropy.