

## РЕЦЕНЗІЇ

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### **“THE GREAT RESET”: THE ROAD TO THE PEACEFUL “NEW WORLD” OR A NEW GLOBAL WAR?**

**Abstract.** *The review deals with two books, which have caused much debate all over the world, the two authors who are much spoken about – with respect and disrespect, with recognition and contempt. “COVID-19: The Great Reset” by K. Schwab and T. Malleret claims that there has been nothing like COVID-19 in the modern history and points out that this kind of an existential crisis can facilitate introspection that leads to transformations. The supposed transformations are investigated by the authors both in macro categories and micro terms. The world is claimed to enter the chaotic crisis leading to the state of “uncertainty”. As a result, no extraordinary scenario can be excluded concerning geopolitical reset, ecological reset, technological reset and micro transformations with the individual reset.*

*K. Schwab’s opponent, A. Jones, in his “Great Reset and the War for the World” proves that Schwab’s Great Reset represents the global elite’s intention of conspiracy in enslaving humanity both on the macro and micro levels. A. Jones is sure that K. Schwab’s strategy is to use the Great Reset for achieving an unprecedented control over the global problems and individuals’ lives. K. Schwab’s and A. Jones’ opposing arguments are interesting and persuasive. They both have many supporters and opponents of their theses all over the world.*

**Key words:** *disruption, insolvent states, nuclear threats, overexploitation, sustainable development.*

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### **“ВЕЛИКЕ ПЕРЕЗАВАНТАЖЕННЯ”: ШЛЯХ ДО МИРНОГО “НОВОГО СВІТУ” ЧИ НОВОЇ ГЛОБАЛЬНОЇ ВІЙНИ?**

**Анотація.** *Рецензія присвячена двом книгам, які викликали багато дискусій у всьому світі, двом авторам, про яких багато говорять – з повагою і неповагою, з визнанням і презирством. У праці «COVID-19: Велике перезавантаження» К. Шваб і Т. Маллере стверджують, що в сучасній історії не було нічого подібного до COVID-19, і вказують на те, що така екзистенційна криза може сприяти самоаналізу, який*

веде до трансформації. Передбачувані трансформації досліджуються авторами як у макрокатегоріях, так і в мікротермінах. Стверджується, що світ входить у хаотичну кризу, яка призводить до стану «невизначеності». Як наслідок, не можна виключати жодного екстраординарного сценарію щодо геополітичного перезавантаження, екологічного перезавантаження, технологічного перезавантаження та мікротрансформацій з індивідуальним перезавантаженням.

Опонент К. Шваба А. Джонс у своїй праці «Велике перезавантаження і війна за світ» доводить, що «Велике перезавантаження» К. Шваба являє собою змову глобальної еліти з метою поневолення людства як на макро-, так і на мікрорівні. А. Джонс впевнений, що стратегія К. Шваба полягає у використанні «Великого перезавантаження» для досягнення безпрецедентного контролю над глобальними проблемами й життям окремих людей. Аргументація К. Шваба та А. Джонса є цікавою та переконливою. Вони обидва мають багато прихильників і опонентів своїх тез по всьому світу.

**Ключові слова:** дезорганізація, неплатоспроможні держави, ядерні загрози, надмірна експлуатація.

“COVID-19: The Great Reset” by K. Schwab and T. Malleret [3] is a book that both issued a challenge to the readers in the different parts of the world and took up a challenge, which was aroused among some circles of public – scientists, journalists, establishments with their denial, indignation, suspicion and such like. Still there is one common feature that unites those “pros” and “cons” attitudes: it is great interest, this is evidently not “a book, which people praise and don’t read” (M. Twain). At the present moment this book is a kind of milestone, a sign, which makes its reading necessary not only for socio-political circles but for “ordinary people” as well.

It is known that interpretation determines everything in our postmodernity epoch, and the “case” of this book looks too tempting to interpret its content, to “frame” its ideas and thoughts. In fact, we cannot but interpret it however doing our best not to resort to the force of the extremes.

Klaus Schwab, founder and executive Chairman of the World Economic Forum, and Thierry Malleret, founder of the Monthly Barometer, explore the facts, which provoked COVID-19 crisis, and give reasons for launching the Great Reset. The purpose of this book is considered to shake up and to show the deficiencies, which had been manifested in the contemporary global system even before COVID broke up. The authors claim that there has not been anything like this disaster in the modern history and it will cause some inevitable consequences.

They also point out that these kinds of existential crises can facilitate introspection that in its turn leads to transformations. We are at a crossroad, the authors argue. One path will take us to a better world; more inclusive, more equitable of Mother Nature. The other will take us to the world that resembles the one we have just left behind – but worse and constantly dogged by nasty surprises. We must therefore get the problem right. The book offers a panoramic overview of the current situation. The first chapter assesses the impact of the pandemic on five macro categories: economic, societal, geopolitical, environmental and technological ones. The second chapter considers the effects in micro terms on specific industries and companies. The third chapter hypothesizes about the nature of the possible consequences at the individual level.

K. Schwab declares that the book “COVID-19: The Great Reset” is an attempt to determine the most desirable and sustainable forms of the “new world”. On

the one hand, the pandemic is accelerating the systematic changes, which were evident before the crisis, on the other, – the pandemic can provoke the changes that seemed impossible before. The model of the development oriented on the production becomes non-valid with the appearance of the Fourth industrial revolution. The world’s economy is so complex that it is impossible to put an end to globalization. It is necessary to note that the “New World” has been described by D. Rodrick in his conception of the “globalization threema”. D. Rodrick supposes that among the three components – economy globalization, politics globalization and natural state only two can exist effectively without conflicts at any temporal moment. The world trade is sure to be reduced, the global institutions will be degrading, the national authorities will conduct the policy of repressing the free movement of the international capital. To avoid this scenario it is necessary to come to the sustainable and just globalization forms. If we do not improve legitimization of our global institutions, the world will become unstable and very dangerous. Up to now the new global order has not been established and the world has begun the chaotic transition to the uncertainty.

It is significant that K. Schwab stresses the importance of narratives: the behavioral reactions of people are determined not by statistics but by narratives, there are risks that after the pandemic the world will become more inclined to the narratives of separation and conflicts. Still there exists an alternative scenario with the cooperation among countries, that can permit “to reset” economics quickly and in a peaceful way.

The successfully overcoming Corona Virus will encourage us in struggling against other existential risks, e.g., nuclear war threats, climate changes, overexploitation of natural resources and the differences at all the levels all over the world. Therefore, the transition to the “collective warfare” is evident and significant.

One of the many K. Schwab’s opponents is Alex Jones who is considered the “most censored man on the planet”, the “most controversial man on earth” (Kindle Edition).

Jones has indisputably left his mark on popular culture and has influenced many political and prominent figures with his slogan “There is a war on for your mind”, Jones is also known to challenges big media with his daily broadcast of “The Alex Jones Show” by covering

news. Jones uses his production to reach as many hearts and minds as possible, because he believes that by informing people about the true power we can foster a real debate about humanity's destiny.

In "The Great Reset: And the War for the World" [1] Alex Jones gives an analysis of "The Great Reset" – the global elite's intention of conspiracy to enslave humanity and all life on the planet. He is sure that we are actually at war – a hybrid war of economics, cyber, psychology, and information. "In The Great Reset he boldly showcases the history of engineered global collapse as it is unfolding in the present.

In Chapter One: What is the Great Reset? Jones claims that before we get to the Great Reset, we should ask the question: "Who is its most well-known advocate?" This definition surely belongs to Klaus Schwab, founder and executive chairman of the World Economic Forum. Jones does not deny that Schwab's book is considered to be important for "understanding the major trends shaping our world as well as thinking and analyzing the historic changes taking place". But Schwab is not interested in discussions, – maintains Jones. He is interested in persuading us. He is interested in getting you to accept the plans of the richest and the most powerful people in the world to make even more money and to have even more power over our lives. It is said that we don't think in facts but in narratives, and Schwab is very interested in giving you the narrative for his plan: "The changes are so profound from the perspective of human history there has never been time of greater promise or peril". According to Schwab this is the revolution starting in the corporations, where transnational business people get together at big meetings in places like Davos, Switzerland. Jones is certain that Schwab's strategy is to use the Great Reset to achieve an unprecedented amount of control over our daily lives. This genuinely is a "war for the world". Jones absolutely believes that elites are planning an absolute assault at our freedom, a power the elites have used for thousands of years is ravenous. Our enemies, – proceeds Jones, are human and possess no more strength or intelligence than we do. They currently possess many of the levers of power in the media, government or finance, but they are not "gods", they are common people. And Jones addresses his audience saying that we are the ones who will decide whether the future is one of freedom. Coming back to K. Schwab, we should stress that to begin elaborating a meaningful response we need a conceptual framework to help us reflect on what is coming and to guide us in making sense of it, K. Schwab asserts. World War II could even be one of the most relevant mental anchors in the efforts to assess what is coming next. There are obviously fundamental dissimilarities between a pandemic and a war, but the magnitude of their transformative power is comparable – considers the scientist. And here K. Schwab makes the stress not only on the possibility of global wars but on local wars which are spreading all over the world.

In this connection it is worth recollecting the book "Proxy Warfare" [2] which was written by A. Mumford, Lecturer in Politics and International Relations at the University of Nottingham. A. Mumford asserts that Proxy War represents a perennial strand in the history of conflict. The appeal of "warfare on the cheap" has proven an irresistible strategic allure for nations through the centuries. However, proxy wars remain a missing link in contemporary wars and conflicts studies. A. Mumford sheds new light on the dynamics and lineage of proxy warfare from the Cold War to the War of Terror, whilst developing a cogent conceptual framework to explain their appeal.

Tracing the political and strategic developments of proxy wars throughout the last century, they emerge as a dominant characteristic of contemporary conflict. The book ably shows how proxy interventions often prolong existing conflicts given the perpetuity of arms, money, etc. sponsored by third party donors.

The phenomenon of proxy warfare is increasingly relevant to understanding of contemporary security. "Proxy Warfare" offers a compelling survey of likely explanations for why states and non-state actors use other parties to influence the conflict and outcomes of civil and international disputes. By separating the concept of proxy warfare from traditional understanding of third-party intervention in conflict, Mumford makes an important contribution to our understanding of war and security.

The book is carefully crafted into 5 chapters. A. Mumford identifies four major changes of the nature of modern warfare and argues that they point to the potential increase in the engagement of proxy strategies by states, the decreased public and political "appetite" in the West for largescale counter – insurgency "quagmires" against a backdrop of the global recession, the rise in prominence and importance of Private Military Companies (PMCs) to contemporary war fighting, the increasing use of cyberspace as a platform from which to indirectly wage war, and the ascent of China as a superpower. All these issues are no doubt connected with the assertions and hypotheses of the previously analyzed texts.

1. Jones A. The Great Reset: And the War for the World. Skyhorse. 2022. 264 p.
2. Mumford A. Proxy Warfare. War and Conflict in the Modern World. Polity. 2013. 180 p.
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