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FROM UTOPIA TO ENTROPY: LABOR, GLOBALIZATION AND THE CONTRADICTIONS OF THE INFORMATION SOCIETY

DA UTOPIA À ENTROPIA: TRABALHO, GLOBALIZAÇÃO E AS CONTRADIÇÕES DA SOCIEDADE INFORMACIONAL

DE LA UTOPÍA A LA ENTROPÍA: TRABAJO, GLOBALIZACIÓN Y LAS CONTRADICCIONES DE LA SOCIEDAD DE LA INFORMACIÓN

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ABSTRACT
This article analyzes the transformations of work and social relations in the context of globalization and the information society, based on a critical approach grounded in Marxist dialectics. The study seeks to understand how productive reorganization, technological advancement, and the financialization of the economy impact the structure of contemporary capitalism, increasing inequalities and redefining the role of human labor. Methodologically, it is a theoretical and analytical study based on a literature review and critical interpretation of the contemporary economic and social system. The results indicate that the globalized society presents paradoxical characteristics: while it expands the circulation of information and goods, it intensifies processes ofsocial exclusion and labor precarization. It is concluded that understanding the dynamics between capital, technology, and society is essential to interpret current and future challenges of production relations.

KEYWORDS*: Labor. Capitalism. Globalization. Information society. Inequality.*

RESUMO
O presente artigo analisa as transformações do trabalho e das relações sociais no contexto da globalização e da sociedade informacional, a partir de uma abordagem crítica fundamentada na dialética marxista. O estudo busca compreender como a reorganização produtiva, o avanço tecnológico e a financeirização da economia impactam a estrutura do capitalismo contemporâneo, ampliando desigualdades e redefinindo o papel do trabalho humano. Metodologicamente, trata-se de uma pesquisa de natureza teórica e analítica, baseada em revisão bibliográfica e interpretação crítica do sistema econômico e social contemporâneo. Os resultados indicam que a sociedade globalizada apresenta características paradoxais: ao mesmo tempo em que amplia a circulação de informações e mercadorias, intensifica processos de exclusão social e precarização do trabalho. Conclui-se que a compreensão das dinâmicas entre capital, tecnologia e sociedade é essencial para interpretar os desafios atuais e futuros das relações de produção.

PALAVRAS-CHAVE: Trabalho. Capitalismo. Globalização. Sociedade informacional. Desigualdade.

RESUMEN
El presente artículo analiza las transformaciones del trabajo y de las relaciones sociales en el contexto de la globalización y de la sociedad de la información, a partir de un enfoque crítico fundamentado en la dialéctica marxista. El estudio busca comprender cómo la reorganización productiva, el avance tecnológico y la financiarización de la economía impactan la estructura del capitalismo contemporáneo, ampliando desigualdades y redefiniendo el papel del trabajo humano. Metodológicamente, se trata de

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una investigación de naturaleza teórica y analítica, basada en revisión bibliográfica e interpretación crítica del sistema económico y social contemporáneo. Los resultados indican que la sociedad globalizada presenta características paradójicas: al mismo tiempo que amplía la circulación de información y mercancías, intensifica procesos de exclusión social y precarización del trabajo. Se concluye que comprender las dinámicas entre capital, tecnología y sociedad es esencial para interpretar los desafíos actuales y futuros de las relaciones de producción.

PALABRAS CLAVE*: Trabajo. Capitalismo. Globalización. Sociedad de la información. Desigualdad.*

INTRODUCTION

The profound economic and social transformations observed in recent decades point to a transition toward a new configuration of capitalism, characterized by globalization, digitalization, and the reorganization of production systems. Work, historically central to the formation of social relations and the generation of wealth, has taken on new forms in response to technological expansion and the intensification of global market dynamics.

Within this context, the debate surrounding the relationships among capital, labor, and society becomes essential to understanding contemporary processes of social change. The emergence of the so-called information society reflects the gradual replacement of physical labor by automated processes and the growing centrality of knowledge as a productive resource. These transformations, however, do not eliminate the structural contradictions of the capitalist system; on the contrary, they often deepen them.

Utopia and entropy constitute relevant analytical categories for understanding contemporary social transformations, particularly when interpreting the contrast between idealized models of social organization and the concrete processes of crisis and disintegration that characterize historical reality. Utopia may be understood as a normative horizon that expresses collective expectations of progress, justice, and social rationality, serving both as a driving force for change and as a critical reference point for assessing the present. Entropy, metaphorically appropriated from the natural sciences, represents the tendency of social systems toward disorder and deterioration, revealing processes of fragmentation, instability, and widening inequality. The transition from utopia to entropy therefore symbolizes the dialectical movement through which promises of development and social emancipation confront structural limitations and historical contradictions. This perspective provides a critical interpretation of the dynamics of contemporary capitalism and its effects on labor, politics, and the organization of social life.

This article aims to critically analyze the relationships among labor, commodities, and capital within the context of globalization, while discussing the social and economic impacts of this reorganization. It is based on the hypothesis that technological advancement and the expansion of global markets do not necessarily lead to greater social equity, but may instead contribute to the intensification of inequality.

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THEORETICAL FRAMEWORK

Labor and the Information Society

Labor, as an activity essential to human survival and social organization, has always occupied a central position in sociological and economic analysis. In contemporary capitalism, however, the role of labor is being reconfigured by technological advancement and automation, a process that alters both the composition of capital and the dynamics through which value is generated.

In the information society, production is increasingly driven by knowledge, innovation, and the circulation of data, turning information into a strategic resource. This new productive logic shifts emphasis from physical strength to intellectual skills, while simultaneously redefining the forms through which exploitation and capital accumulation take place.

Commodities and Fetishism

The commodity is a central element of capitalist dynamics, representing the material expression of the value produced by labor. Its analysis makes it possible to understand how the economic system organizes social relations and assigns meaning to consumer goods.

In the contemporary context, commodities extend beyond their material dimension by incorporating symbolic values associated with status, desire, and identity. This process reinforces the fetishistic nature of consumption, in which products come to represent not only utility, but also social distinction.

Surplus Value and Exploitation

The theory of surplus value remains fundamental to understanding how capitalism operates, as it reveals how the production of wealth is based on the appropriation of surplus labor. Despite technological changes, the logic of exploitation remains present and is expressed through work intensification, the flexibilization of labor relations, and the growing precariousness of employment conditions.

METODOLOY

This study is theoretical and analytical in nature and adopts a qualitative approach aimed at critically understanding the transformations of contemporary capitalism and their implications for labor, globalization, and the information society. The methodological design is based on a systematized literature review, involving the purposive selection of classical and contemporary works in sociology, political economy, and critical globalization studies. Priority was given to authors and theoretical perspectives that examine the relationships among production, technology, financialization, and the reorganization of labor.

The research procedure comprised three main stages. The first involved identifying and selecting relevant scientific literature from academic databases and reference books, with emphasis on key analytical categories such as labor, commodities, value, accumulation, globalization, and the

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information society. In the second stage, the selected texts were subjected to interpretive analysis in order to identify convergences, tensions, and theoretical contributions capable of explaining the current dynamics of the economic and social system. Finally, a critical synthesis was developed by connecting the theoretical framework with contemporary reality, thereby constructing a coherent interpretation of the ongoing processes of transformation.

The qualitative approach was considered appropriate because it enables the complexity of social and economic relations to be examined while accounting for their historical, structural, political, and ideological dimensions. The study did not seek to establish statistical generalizations, but rather to understand the trends, contradictions, and meanings underlying changes in the productive system and in forms of social organization.

From an epistemological perspective, the study is grounded in a critical-dialectical approach that understands social reality as dynamic and contradictory. This perspective makes it possible to analyze the transformations of capitalism not merely as economic phenomena, but as broader social processes involving power struggles, institutional reconfigurations, and cultural change.

This methodological strategy provides a consistent and theoretically grounded interpretive analysis, contributing to the academic debate on the reconfiguration of labor and the contradictions of the contemporary global economy.

RESULTS AND DISCUSSION

The results indicate that globalization has intensified economic relations and expanded the circulation of goods, services, and information. However, this process has unfolded unevenly, primarily benefiting large corporations and core economies, while peripheral countries remain in subordinate positions within the international division of labor.

The increasing replacement of human labor by automated technologies was also observed, reducing the demand for workers across several sectors and contributing to the growth of structural unemployment. At the same time, the flexibilization of labor relations has generated new forms of precarious employment, including informality and occupational instability.

Another relevant aspect concerns the concentration of wealth resulting from the predominance of financial capital and the logic of global accumulation. This context demonstrates that technological development does not automatically lead to improved social conditions and that its implications must be examined within existing structures of power and domination.

SOCIETY, GLOBALIZATION, AND INEQUALITY

Globalization extends beyond the strictly economic sphere and constitutes a broad process of restructuring social, political, and cultural relations on a global scale. The intensification of flows of capital, goods, people, and information contributes to the consolidation of an increasingly interconnected society in which borders become more permeable and local dynamics are strongly influenced by global processes. However, this integration does not occur uniformly and reveals profound asymmetries among countries, regions, and social groups.

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From a social perspective, globalization has simultaneously created opportunities and forms of exclusion. While certain segments benefit from broader access to technologies, markets, and knowledge networks, others face precarious employment, economic insecurity, and the erosion of social rights. The growing flexibilization of labor relations and the expansion of highly competitive production models tend to deepen inequalities, particularly in peripheral and developing economies.

At the political level, the role of the nation-state has been reconfigured, as governments increasingly share their regulatory capacity with multilateral organizations, economic blocs, and large transnational corporations. This redistribution of power reshapes global governance mechanisms and, to some extent, restricts the autonomy of states in formulating public policies, particularly in sensitive areas such as social protection, labor market regulation, and the control of financial flows.

Within this context, market logic frequently prevails over more inclusive social development projects, favoring income concentration and widening socioeconomic disparities. The financialization of the economy, combined with the rapid diffusion of digital technologies, contributes to the emergence of new patterns of inequality in which access to knowledge, connectivity, and innovation becomes a decisive factor in social inclusion or exclusion.

Contemporary global society is therefore characterized by a persistent tension between integration and fragmentation. While globalization promotes interdependence and the circulation of knowledge, it also highlights the need for public policies and institutional strategies capable of mitigating inequalities and fostering more balanced and socially sustainable development.

FINAL CONSIDERATIONS

The analysis developed throughout this study demonstrates that the transition from industrial society to the information society did not overcome the structural contradictions of capitalism, but rather reconfigured them on new technological, productive, and organizational foundations. The advancement of digital technologies, the intensification of globalization, and the expansion of the knowledge-based economy have significantly increased productive capacity and the global circulation of information. However, these processes have also contributed to the concentration of wealth, the precarization of labor relations, and the deepening of social inequalities both among countries and within societies.

The increasing use of automation, productive flexibility, and the growing importance of intangible capital have redefined the role of labor, creating demand for new skills while simultaneously generating occupational instability and economic insecurity for large segments of the population. Within this context, technological transformations cannot be understood as neutral processes, since they are embedded in a logic of accumulation that tends to reproduce asymmetries in power and access to opportunities.

It may therefore be concluded that understanding the interrelationships among capital, labor, and technology is essential to interpreting contemporary challenges and guiding the formulation of public policies and institutional strategies capable of reducing inequality and expanding social inclusion. A critical analysis of these dynamics makes it possible to recognize that economic development alone

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does not guarantee social progress and that growth must be combined with income distribution and the strengthening of social rights.

In this regard, academic and political debate on the transformations of informational capitalism remains essential to the development of alternatives capable of reconciling technological innovation with social justice. Designing more inclusive and sustainable development models requires consideration not only of economic efficiency, but also of the social, ethical, and environmental impacts of the ongoing transformations. This perspective reaffirms the role of institutions, education, and international cooperation in the pursuit of a more equitable society.

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