catalyst for the internationalization of human rights. The proliferation of intrastate versus interstate conflicts in the post-Cold War era, are considered globally significant due to the unprecedented humanitarian tragedies, enormous suffering, and the partial or total collapse of states.

It has been argued the nature of these global crises, whether they are human rights or the environment, has shaped the identity and development of a global society. "It is our common experience of fundamental disturbances, and the need to shape common responses, which is helping to bring global society into being."[24] As an increasing number of issues are being posed on global terms, there is a slight development of common values, expectations, and goals. The interdependence of inter-state and social relations implies that global issues impact everyone, especially the internationalization of corporations. The legitimacy of humanitarian action does not rest solely on a society of states, but in an emerging global society that includes both state and non-state actors. Perceiving the international economic system as just one institutional component of global society, necessarily implicates multinationals in the more general obligations for society at large. The challenge for multinationals to truly become incorporated in global civil society is ridding themselves of their exclusivist claims. Corporations need to see themselves as a public organization with a responsibility to society that takes precedence over profit-making.[25]

Coinciding with the development of a transnational civil society is a possible movement towards an ethic of global responsibility. Although in the embryonic stages of development, global responsibility implies that both state and non-state actors need to ensure that human rights adhere to global standards. The increasing internationalization of human rights in both domestic and international circles has heightened public sensitivity and contributed to a degree of morality regarding human rights issues. "People understand roughly what is meant by violation of human rights...whatever doubts there may be about minor moral questions and whatever respect each culture may owe to its neighbours, there are some things that should not be done to anybody anywhere."[26] While the dramatic increase in technology has facilitated the enlargement of our moral scene through the diffusion of information, it has also provided dominant actors and nations with the resources to refrain from actions that are to the detriment of human beings.

Non-governmental organizations and individuals have played an important role in campaigning against MNCs where their activities are perceived as contributing to human rights violations and conflict. As is widely known, non-governmental organizations have been significant catalysts in motivating the human rights movement, and promoting and protecting internationally recognized human rights. To pursue their commitment to the better treatment of individuals around the world, non-governmental organizations have not been reluctant to pursue tactics affecting multinational corporate involvement with nations allegedly violating human rights. NGOs and individuals in North America and Western Europe have developed campaigns

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[24] Shaw, Martin. Global Society and International Relations. (Oxford: Polity Press, 1994), pg. 4.

[25] Kaldor, Mary, "Transnational Civil Society," in Tim Dunne and Nicholas J. Wheeler. eds., Human Rights in Global Politics. (Cambridge: Cambridge University Press, 1999), pg. 210.

[26] Midgley, Mary, "Towards an ethic of global responsibility," in Tim Dunne and Nicholas J. Wheeler. eds., Human Rights in Global Politics. (Cambridge: Cambridge University Press, 1999), pg. 160.