The thesis brings insight to the problem of geosocietal differentiation of the world and its interpretation in the schemes of (major) world regional structures. These schemes are matter of different presentation and representation and have utility in organization of both scientific and non-scientific practices. A more detailed analysis and discussion of academic approaches to global macroregionalization was provided, which was followed by an analysis of the views of so-called global actors. Assessed was also situation in Czech and Slovak education (geographical textbooks). Perceptions of regional schemes are represented by views of geography students. Struggles with objectification were related to several-variant-based consideration of internal homogeneity and external heterogeneity of macroregions. Also assessed were world economic flows, distribution of integrated power potential and its development (1950 – 2008). Conclusions bring synthesis of the findings, as well as an outline of possible future research topics.