

Отже, у такому складному середовищі роль українського етносу за кількісними показниками має підтверджуватися так би мовити «якісними»: українцям важливо запровадити ефективні стратегії консолідації різних підсистем існуючої історичної етнокультурної української спільноти, уточнювати та укріплювати українську етнічну ідентичність. У свою чергу чітка етнічна ідентифікація українців сприятиме узгодженню їх соціальних позицій та позицій інших етнічних спільнот України, тобто усіх культурних суб'єктів у соціальній структурі українського суспільства. А це вже прямий шлях до формування загальних громадянських цінностей та узгодження загальної стратегії розвитку.

Але повернемося до сьогодення і констатуємо: почуття етнічної ідентичності українців як титульного державоутворюючого етносу є доволі нестійким, «розмитим». Тому є пояснення, як і є розуміння складності виправлення ситуації: про це свідчать і чітке «запитання» з боку суспільства щодо прийняття узгодженого закону про українську мову, і намагання істориків продемонструвати загальноукраїнський історичний міф, який здатний до об'єднання та оптимізації протиріч між «сходом» та «заходом».

Нажаль, менше чути голоси теоретиків-етнологів щодо ситуації з етнічною ідентичністю, яка є лише частиною глибокого протиріччя між розумінням сутності етнічного феномену і оцінкою ролі етнічних спільнот у сучасному соціальному просторі серед науковців. Нагадаємо, що глобалізація формує виклики, протистояти яким непросто. Неспроможність теорії мультикультуралізму стати загальною етносоціальною теорією повертає науковців до необхідності подальшої розробки етнічної проблематики. З позиції соціальної теорії несформована або зруйнована етнічна ідентичність є доволі небезпечним явищем, яке може стримувати процес повстання нової європейської країни, про яку здавна мріяли українці. Небезпека полягає у відсутності у складі населення країни певної соціальної групи із міцною ідентичністю, яка й дозволяє їй бути елементом системоутворюючим, спонукаючим систему до соціального розвитку та суб'єктивації.

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UKRAINE IN THE CURRENT CULTURAL AND HISTORICAL SPACE: REALITIES AND DEVELOPMENT PROSPECTS

The first decades of the XXI century have clearly demonstrated that the two forces are largely affecting the «landscape» of the future development of the world: globalization (the integration of the global economy, which continues with the expansion of flows of goods and services, capital, labor and ideas, and the concerted action of the countries to resolve global problems) and localization (growing demands for the strengthening of local autonomy, as facilitated by the growing concentration of developing countries in urban centers). [1,160]

At the end of the XX century, globalization has already demonstrated that economic and political decisions, wherever they are taken, must take into account international factors. The world has stopped to be a set of relatively autonomous and poorly interconnected (say, because of trade) areas, which, in principle, do not affect events occurring elsewhere in the world. Movement of goods and services, ideas and capital through national borders, close interweaving of financial markets, transformation of international economic order into highly integrated, united electronic network system – signs of the present.

The political and cultural spaces of countries in the modern world are also mutually influential. For example, the election of a president or parliament in a country that is influential in the international arena, determine with the need politics in other countries. The opportunities of cultural exchange between people and peoples, thanks to the Internet, in general become unlimited.

At a time when globalization unites the countries of the world, localization changes the balance of forces within them in favor of self-determination. At the same time, the demand for self-determination can take different forms: the replacement of authoritarian or one-party rule by a multi-party system, the growth of the autonomy of subnational political units, the formation of a quasi-state, the spread of separatist ideas, the output of certain countries from large state associations (for example, the Great Britain from the EU (so-called «Brexit»)), involvement of the public and non-governmental organizations in the governance process, and others.

In general, characterizing globalization as the integration of the countries of the world and localization as a desire for self-determination and the transfer [5,95] of power «down», it is worth noting that these, at first glance, opposite, heterogeneous and interconnected forces have an important common feature: they revolutionize the traditional forms of centralized governance, greatly influence the discussion on sustainable development and actualize the problem of the future development of Ukraine, its place in the modern cultural and historical space.

For modern Ukraine, the issue of sustainable development and the institutional reform associated with it is an extremely important issue. Sustainable development is interpreted as a way of being of the modern world, which implies equality between generations, that is, giving future generations the opportunity to develop in the same way as the present generation is developing. The path of development becomes permanent only if over time it ensures the preservation and growth of total capital assets, which include: processed capital (machines, mechanisms, roads), human capital (knowledge, skills), social capital (relations and institutions) and ecological capital (forests and coral reefs) [1,26].

As we see, one of the important aspects of the problem of sustainable development of the modern world in the context of the global planetary tendencies of globalization and localization is the question of human capital, the role of institutions and the importance of an institutional approach in shaping development policies. The institutes include: informal rules (customs, traditions, moral standards (for example, business integrity, trust, respect for contracts and property rights), healthy competition and other forms of social capital, etc.); formal rules (legal norms, regulations, laws, constitutions, contracts, etc.); procedures and organizations that produce, modify, integrate and enforce these rules and laws (legislatures, government agencies, firms, civil society organizations, police, courts, central bank, and others); social norms that facilitate the coordination of human actions and efforts [2,38].

Institutions, thus, allow individuals and legal entities to take certain actions and, at the same time, serve as limiting factors. In the process of institutional reform, new rules are introduced or changes are made in the old. The purpose of these transformations is to change the behavior of individuals and organizations in the necessary direction, in order to stabilize the global economy and improve the prospects of development.

In developing countries, there is no need to create institutional structures, so called, «from scratch»; in many cases, they can rely on already existing international agreements and internationally recognized standards as global rules. These institutions do not arise out of nothing, they are the product of world development and the result of the awareness of the countries of their

interdependence, the need for integration into international structures in order to successfully overcome the difficulties associated with their own development.

With the consolidation at the constitutional level of the pro-European development vector (1996) [3], as a result of the political will of the Ukrainian people demonstrated to them on Maydan in 2014 in support of this course of foreign policy of our country, Ukraine has a real opportunity to borrow institutions and implement the European standards of organization in all spheres of public life. Attempts are being made to reform, first of all, the socio-economic and legal spheres of public life. Significant changes have taken place in the educational sector: integration into the European educational system, the introduction of the Bologna educational system (starting from 1999), which involves the introduction of common European educational standards, international scientific cooperation, the use of the latest information technologies in the educational process, and others.

It should be noted that procedures for harmonizing and enforcing the relevant global rules should be of paramount importance. Those government structures that will remain «closed» for negotiations and agreements, critical remarks and recommendations in the context of growing interdependence of the world will plunge their countries into hopelessness in many development issues, provoke social dissatisfaction.

Comprehensive, timely and multi-level policy and institutional reforms are a necessary component of sustainable development, including Ukraine.

The priority directions of the future development of Ukraine are: the consistent implementation of the policy of sustainable development; carrying out in-depth institutional reforms that involves borrowing experience from the countries of the Western world; demonopolization of the economy, development of economic competition as an institute and the necessary condition for «recovery» of the economy; preservation and development of the branches responsible for the country's scientific and technical progress (STP, – education and science, space and aircraft engineering, IT-technologies); promotion of entrepreneurship, in particular, environmental business; balanced ecological policy, aimed at preservation and restoration of the environment (black soil, forests, reservoirs, etc.); the development of domestic diplomacy and the formation of a positive image of Ukraine on the world political arena; establishing peace and restoring the territorial integrity of Ukraine; the development of civil society as a set of relations and institutions that need to evolve in socio-political and cultural spheres regardless of state power; awareness of the need for further development of Ukraine on the basis of synthesis of values and achievements of native culture and innovative achievements of other countries of the world.

The implementation of native and foreign policy in the above-mentioned directions is entirely consistent with the main points with the tendency to strengthen the Ukrainian-centrist sentiment (Ukrainian-centric), which are typical for a part of modern Ukrainian society.

Ukrainian Centerism is a worldview position, a social, economic and political concept (doctrine) that implies its own state path of development, development in the interests of Ukraine, and not at the expense of Ukraine's interests. The key provisions of this doctrine are:

Firstly, the construction of the clear strategy for developing relations with other countries (especially neighboring countries) on the basis of equality, from the standpoint of pragmatism and realism, in order to achieve the goals set (in relation to foreign policy);

Secondly, socio-economic development of the country should take place, mainly on the basis of its own (internal) forces, and not on external (relative to domestic policy);

Thirdly, rethinking our own history and finding the truth in it, supporting national dignity, protecting the national heritage (in the sphere of culture);

Fourthly, everything that is happening in the world should be viewed with «Ukrainian eyes» and has its own position (in the ideological system);

Fifthly, the idea of Ukraine as the center of cultural and historical development of Europe (sometimes it is noted –the whole world) [4].

The basis of Ukrainian Centrism is the glorious historical past of Ukraine: for example, the period of Kyiv Rus, which, on par with the Byzantine Empire, acted as the most powerful state of

Central and Eastern Europe in the early Middle Ages, or the Hetman period, when Ukraine also acted as a powerful regional player.

Another factor behind the strengthening of the idea of Ukrainian Centrism is the specific location of Ukraine, which, in connection with this, acts as an important geopolitical player on the Eurasian continent, peculiar «gates» for the countries of Western Europe in the Asian region.

The idea of increasing the power of the Ukrainian state is, of course, valuable and promising. However, analyzing the place and role of Ukraine in the future of the world, one must take into account contemporary political realities, in which «the path to Ukrainian Centrism is more difficult and complicated than pro-European orientation» [4]. Under difficult conditions, de facto, the war with the Russian Federation, the fall of the economy, large-scale corruption, etc., Ukraine must not lose its historic chance, which was the second time since 1918, it fell to its fate – to preserve its subjectivity, statehood, and gradually carry out reforms transition to a new stage of development. And here, in fact, the European experience is invaluable.

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1.2. Сучасний соціум: виклики та перспективи розвитку

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CYBERSPACE: A NEW SPACE FOR SOLVING OLD PHILOSOPHICAL ISSUES

The development of science and technology leads to significant changes in the society affecting both external aspects of its life activity, such as fashion, common forms of behavior, and its deep foundations – ontological conceptions and epistemological principles, understanding human nature, choosing a system of priority goals, values, and ways to achieve them.

The Information technology increase facilitates accelerating the introduction of innovations and provokes the «unpredictability» of technological development associated with the difficulty of understanding a number of aspects of modern technology organization and operation for ordinary users and, in some cases, for specialists. The more sophisticated the software, the greater probability of errors in the process of its working out and operation, the more attackable it becomes for malicious intervene.

Even advanced technologies and state-of-the-art technologies require significant sales markets to make them profitable. Cyberspace has become another place to fight for spheres of influence, markets, and new technologies. Cyber warfare is a war of knowledge and technology. The advantage in this struggle will achieve not the one who owns large information resources and