

сприятиме покращенню регулювання відносин, які виникають з приводу захисту прав інтелектуальної власності.

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### **2.6. Пізнавальний потенціал міждисциплінарних соціологічних досліджень в умовах глобалізації**

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## **IN THE SEARCH OF THE MIDDLE CLASS: PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT**

The study of the middle class in Ukraine began at the end of the twentieth century. Interest in the middle class is not accidental. Its representatives form the “basis” of sustainable development of society. The middle class is educated, has the optimal combination between “work”, “family” [1] and “life”, the optimal combination of responsibilities and self-realization. It is in the middle class that the importance of the quality of life in its subjective and objective dimensions increases. Subjective assessments of the quality of life include satisfaction with life, oneself, a state of happiness, and objective assessments include health, career, fullness of private life, etc. From the point of view of gender aspects, the middle class is in a more favorable position [2]. In a society that sociologists call a consumer society [3], the middle class has well-established consumption standards and economic patterns of behavior.

It is no secret that among ordinary Ukrainians there is a fairly widespread opinion that those who are neither rich nor poor, but economists are categorically against this approach, belong to the middle class. Indeed, in this case, the majority of our fellow citizens could be attributed to the middle class, and this is too good to be true.

With regard to middle-class self-identification, the classification of L. Warner is applicable [4], in which six main classes are distinguished: 1) the upper upper class. It is represented by individuals with the highest level of material security, aristocrats; 2) lower upper class. This includes individuals who do not belong to the aristocracy, but who have an income level not lower than representatives of the upper upper class; 3) the upper middle class is the intellectual elite of the society, representatives of the bourgeoisie, 4) the lower middle class is skilled workers employed in the non-physical sphere of labor, 5) the upper lower class is the category of the population engaged in mass production mainly in the sphere requiring certain physical efforts, 6) the lower lower class - individuals without education, engaged in precarious work, having a low-paid position, or living at the expense of social benefits.

According to the director of economic programs of the Razumkov Center Vasily Yurchishin, while in Ukraine no more than 15-17% of the population can be attributed to the middle class, in Europe it is at least 60-70% [5].

As a rule, speaking about the role of the middle class, experts insist that in developed countries the state cannot ignore it, since it often turns out to be the driving force of civil society.

There are two approaches to determining the middle class: the first is purely monetary, when the level of wealth is taken into account. And the second - when it is added to the income level education, values, self-awareness itself as a factor of the middle class. As for the activities of such people, these are the “white-collar workers” and private entrepreneurs.

An extremely important factor is the cost structure. It is generally accepted that if the share of expenses related to food does not exceed 25%, then this indicates that such a family is by no means poor. Another criterion for classifying a person as a middle class is the ability to save without compromising a decent lifestyle. Therefore, a representative of the middle class should not take more than 30-50% of income from all mandatory expenses. By compulsory expenses we mean the payment of utilities, transportation costs, loans, taxes, food. The fourth and very important criterion is self-identification. However, it does not work independently, in isolation from the first three. It is not enough to classify oneself as the middle class; one needs to have enough means to lead a proper lifestyle.

In Ukraine, many people have the mistaken perception of themselves as middle class. Researchers admit that even with an income of 1.5–2.5 thousand UAH. per month, many Ukrainians consider themselves the middle class. According to a study by the Gorshenin Institute (IG), 33.6% of the country's population are confident that they belong to the middle class, but in fact (according to IG estimates), 8.9% are such [6].

Usually a middle-class representative owns his own housing and car. Of course, we take into account that part of the middle-class students live in rented real estate, but their share in the total amount is 15–20%. A car is not a fetish for the middle class. Relation to its purchase is usually very rational, it depends on the way of life of a particular person. The middle class is financially literate, although not always absolute. But, one way or another, and after the crisis, the "middle class" realized that it was possible to spend their earnings more rationally. And the impact of economic fluctuations in the country can be

avoided by creating a financial “airbag”. Investing in teaching children for the middle class is one of the priorities. Children of “middle class people”, studying in gymnasiums and lyceums, additionally study with tutors, attend language courses, play sports, and also receive an aesthetic education - art or music. Working almost seven days a week, the “white-collar workers” carefully think out their vacation days and, as a rule, 2-3 times a year (even for one week at a time) go on vacation. They like to travel: in fact, for the sake of these new experiences, they work so hard.

And even though pessimists do say with might and main that such a middle class does not exist, we are sure that people who earned their wits and work in the country were, are and will be. There will certainly be more. After all, children are growing up - new members of the team called "middle class". Their values: financial independence, personal development and comfortable life. Focusing on these priorities, new companies and business structures will be created, which means that young «middle class people» will receive highly paid jobs or grow their own business. Constant movement, development, active life position, concern for one’s own well-being - all this gradually pushes the boundaries of the middle class. Frankly speaking, he was practically absent in Ukraine for about 12–15 years, and there were only very poor (95% of the population) and unrealistically rich (about 1.5–2%). About 2–2.5% remained in the middle class. Now - five times more.

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## **ПОЗИТИВНИЙ ТА НЕГАТИВНИЙ ДОСВІД АДАПТАЦІЇ ВНУТРІШНЬО ПЕРЕМІЩЕНИХ ОСІБ ДО НОВИХ УМОВ ПРОЖИВАННЯ (НА ПРИКЛАДІ ЛУГАНСЬКОЇ ОБЛАСТІ)**

Події останніх років в Україні зумовили зміни в соціальній структурі населення. З 2014 року з'явилась нова категорія громадян – внутрішньо переміщені особи (далі – ВПО). Згідно українського законодавства це громадянин України, іноземець або особа без громадянства, яка перебуває на території України на законних підставах та має право на постійне проживання в Україні, яку змусили залишити або покинути своє місце проживання у результаті або з метою уникнення негативних наслідків збройного конфлікту, тимчасової окупації, повсюдних проявів насильства, порушень прав людини та надзвичайних ситуацій природного чи техногенного характеру [1]. Враховуючи кількісні показники цієї нової категорії, що суттєво змінює структуру українського соціуму, і масштаби цього явища, дослідження проблеми набуває неабиякої актуальності для сучасної соціології.

ВПО зіткнулися з безліччю проблем, одною з головних стала проблема адаптації до нових умов проживання. Адаптація – це складний і багатовимірний