

УДК 316.72

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FORMING THE CIVIC ACTIVITIES OF UKRAINIANS IN THE CONTEXT OF LIMITATION OF THEIR REAL SOCIAL AND POLITIC ACTIVITY BY AUTHORITIES

The article deals with the peculiarities of the Contemporary Western civilization and its culture of rational market behavior of individuals. The instrumental role of information as an important resource of contemporary markets and means of communication in social networks is determined. The article represents the analysis of the formation process of virtual field of Ukrainians' social activities in the context of limitation of their real politic activity by authorities as well as the study of online communication culture.

Key words: *rational culture «universal civilization», culture of Internet communications, political culture, social network, information, political protest activity.*

For the last decade the Ukrainian political life is undergoing significant changes that affect the life conditions and attitudes of the wide sections of population. The new life conditions cause either apathy towards oligarchic politics or understanding the necessity to fight for one's rights.

Against this turn of events in Ukraine there is a stratum of socially active population (carriers of a new culture of online communication) for which adverse domestic circumstances civic activities dictated by legislative restrictions by the authorities, is an incentive to find new, previously not typical for our society forms of political activity related to the virtual space of social networks. The article is devoted to the analysis of these innovation phenomena.

According to V. Naipaul modern Western civilization has become «universal» in many respects. Many indicators suggest that it can be considered the result of a social order based on consistent implementation of ideas «Enlightenment project» and criticized the traditional social order based on the principles of moral duty and religious faith.

In 19th and 20th centuries such social order in the developed Western countries began to be formed on the basis of the principles of conscious and rational arrangement of public life on grounds of rational scientific knowledge in the propagation of atheism and repression of religion from the public sphere in private. All this symbolized the emergence of new principles of rational culture of the modern social order.

Undoubtedly, rational thinking of individuals in modern Western countries encourages the development of the capitalist market. It is the rational and scientific-based decision making that enables the participants hope for success in competition with others.

Friedrich Hayek wrote: «It is not rationality that is necessary precondition of competitive market functioning but the very competition and its supporting traditions that stimulate this rationality». However, market participants should

be free in making decisions about how to act, or rationality of thought had the possibility of full participation in their ongoing operations. Therefore market relations support individualism in individuals' social behavior, i. e. more or less complete individual's freedom from society, and the priority of his/her personal goals and motives over social ones. Thus humanistic principles of freedom and self-development of individuals, and rationalism and scientific knowledge, as well as individualism in motivating social behavior of individuals appeared to be closely linked.

At the industrial stage of development of mankind, it became clear that the livelihoods of the capitalist market, despite the rational behavior of participants do not guarantee the expected results of the fact that these results are often determined by a set of random factors. After all, market relations all individuals seek to implement only their private interests, are constantly in conflict with private interests of others. In moments of these contradictions will most significantly reliably nobody knows. As a result, the markets individuals to constantly respond to acts of random factors that are unpredictable for individuals.

Drivers of modern markets are a factor that determines market processes internally and directly affects the adoption of rational and informed decisions regarding these markets becomes information. Usually is crucial information that is not directly related to the sphere of interests of market participants. This primarily attributable to the markets where there is significant information not only from the field of economics and finance, but also the socio-political sphere over the world or region example of statistical indicators of changes in the economy and public administration. Such information is quickly outdated, but since its inception it identifies opportunities in the implementation of the interests of market participants. For example, projections of results and progress in the last USA presidential election in November 9, 2016, where resolve conflict intrigue Clinton – D. Trump, was the driver CFD market and caused substantial price fluctuations.

As a result, market participants such important possessions timely information from various areas around the world. For these purposes, participants in financial markets using specialized hardware and software that are based on computers and computer networks. With their help, they support their awareness of everything that could be useful to them in making decisions, and most are committed to A. Toffler called «design information», which is involved in the spread between market participants the information, to facilitate decision-making for its distributors. This instrumental attitude to information transferred from the sphere of market relations in non-market – for example, in the social sphere, in the sphere of science, art and culture. In such circumstances, information from various areas, as well as in financial markets, becoming a tool of society, as news reports identify social needs of individuals and opportunities to meet them. But as the financial markets, information quickly becomes obsolete, forcing individuals always interested in relevant data from different areas. This demand for information creates favorable conditions for its production and distribution.

Under these conditions, individuals form their own view of the world and of the processes occurring in it, based on the information. Its value is that it helps to make the best decision. As a result, individuals consuming a variety of information, become dependent on it, constantly reacting to changing information supply, which eventually determines the identity of individuals.

Social networks on the Internet represent a set of hardware and software and information services that support participants in this communication network using messaging. The peculiarity of modern social networks is the need to register to participate in it, by creating your profile, which reflects a statement. Terms formation profiles can be specified requirements of owners, managers and public opinion to its users.

According to members of the social network profiles of relatives recognizes them interest of users and grouped so-called «friends». Services, Social support these community members united by common interests and history of information exchanges, the priority themes of communication and others. Over time, these groups were adopted by the contracting rules and the style of communication and personal relations between their members, who mostly supported communication online.

Community groups in social networks monitor compliance with rules and regulations, making social networks to social institutions. Unwilling to comply with these rules exclude groups of «friends». Therefore, Social groups established high level of trust and solidarity, mainly limited information online activity.

This information activity supports and promotes individualism and rationality in decision-making group members of social networks. Mutual trust and solidarity are formed and are not supported by common values and ideals and situational, on ground of temporary consensus in following the rules of their groups. The information that circulates in these groups are constantly changing depending on external conditions, which are, in particular, the functioning of markets, governments, NGOs and various news from other areas. The individual retains his membership in the group, while circulating the information it interests him. This useful information for the individual groups should always be confirmed by active participants. Therefore are no long times mutual obligations of participants in group social networks are not. Their regulatory submission consensus in following the rules and norms of their group information is temporary.

The set of information messages circulating in groups on social networks is changing much faster than the material world, which describes these reports. In the minds of members of group's together information messages up into separate episodes poorly connected. This fragmentation of information is on the events shaping modern life and fragmentation of individuals, including people on social networks. On this occasion Z. Bauman noted that «...the fragmented life tends live episodes as the turn of disconnected events».

In such circumstances, the common motive activity groups are belonging to short-term information projects. These projects are determined periodically

changing themes aggregates information messages that determine the direction of the communication group members of social networks among themselves. The objectives of such projects are almost never achieving a particular result, because it would mean the project ends. Such projects are important ongoing joint activity of participants, defined their individual motivation rather than the requirements of the project leaders. Equally significant objective of the project is the involvement of his new Internet users.

Implementation of joint projects, imitation contracting rules and regulations of information, displays of mutual trust and solidarity often create the illusion that the groups involved in social networks promotes civil society. But the activity of group members, Social weakly associated with the formation of civil society, precisely because it is a manifestation of a virtual environment. Civil society is a support abstract universal values principles of community that define the social interactions of the real world. However, this does not prevent the emergence of social networks in groups of group leaders of thought that attempt to use the common interests and characteristics of communication between members of their teams in real political purposes.

Members of social networks are easy to learn rules and regulations of the new social order based on rationalization and secularization of public life, typical of developed countries. This is because the Internet itself, users broadcasting rules and regulations of the social order, was the most important factor in its global spread. On the ground of their rationality members of groups of social networks is relatively easy to establish rules and regulations of the social order in their communications in a virtual environment and barely or not at all can implement them in real society.

The reason for these difficulties is that the real social order as opposed to the social networking groups established spontaneously as a result of countervailing actions of many individuals. And this spontaneous social order often imposed targeted activities of the government, which contributes to the not public, private interests and influential representatives of oligarchic clans. Such purposeful activity of the authorities to strengthen the stability of the social order, but rather it creates additional tension. It is also that the actions of the authorities very rarely take into account patterns of spontaneous self-organization in society. Indeed, because of the complexity of social processes and phenomena authorities do not have enough complete and objective information about their development as citizens with experience and practical knowledge in this field in our country is not accepted processes involve the formulation and implementation of government decisions.

The procedure established in the internet rationally defined arrangements. This is possible because Internet – virtual environment created by professionals motivated to rational plans. But in the real world to create and maintain certain rational social order impossible. Because social reality outside the Internet seems in many participants irrationally organized social networks in which government action this support irrationality rather than eradicate. This

irrationality is the reason that the participants in the real world social networks more difficult than the Internet, to succeed. And they assess the activities of the government, as an obstacle to the realization of their interests.

Changing social conditions of life requires members of groups of social networks are an activity in the real world, where there are the aforementioned authorities. And in some cases, they begin to show such activity in the real world. Typically, this activity leaders organized groups of social networks through projects are used to their members.

In the political sphere of activity of group members, Social work, when their leaders are trying to influence the definition of critical resources and ways of solutions to the problems of the real world, because these decisions depend on who holds positions in government and manages the resources. In the period of preparation and holding of early presidential elections in Ukraine 25. V.2014 and early elections of deputies in the Verkhovna Rada of Ukraine 26. X.2014 social groups, participants often tried to achieve fairness and justice propaganda campaigns accuracy of the vote count, excluding the effect of administrative resources and others.

On the one hand, such a policy project activity participants social networks similar to the project activity politicians who also seek not so much to realize social goals as possible to attract more people to their political projects for their legitimacy. On the other hand, professional politicians have monopolized sphere of political activity and do not compete with their political projects in any other, including the projects of social networking groups. This is done primarily through the adoption and application of the law on elections and political activity, giving priority to long-established party policy projects. Sometimes it may be laws prohibiting or restricting the forms of protest. Over the past three years trying to establish such laws were made twice 16.I.2014 Package «dictatorship of law» V. Oleinyk – V. Kolesnychenko (Khomenko, 2014); 24.II.2015, bill number 2225 (on the protection and preservation of state authority) K. Mateychenka [5].

The functioning of the market in our country is under conditions of constant violations by law. Informal rules define relationships in the market, unfair competition, the use of administrative resources for private interests. Market relations are area of non-market activities, destroying traditional and religious values, reducing the importance of moral obligation inheritance in decision-making by citizens and officials in various fields. It is no exception policy area. In politics in decision-making and execution have also had a significant morale that, in particular, is the cause of election law. The foregoing confirmed by monitoring the situation in the preparation and conduct of presidential elections in Ukraine in [4] and deputies in the Verkhovna Rada of Ukraine in October 2014, May 2014.

Most likely, this whole set of problems the citizens of Ukraine estimated as a manifestation of negative trends in the country, which may include growing social inequality, poor quality social security and similar facts. Overcoming this

negative trend in the development of many citizens of Ukraine associated with the idea of European integration. The appearance and rooting the idea in the public mind was preceded by a long preparatory period. Then it was announced little understood among ordinary citizens deferment of the European integration process. As a result, a set of factors (unjustified expectations, the crisis in Ukraine, which aggravated against the background of a long-term global crisis) and led to the radicalization of sentiments of people unwilling to put up with what is happening. What happens next is known: from 21. XI.2013 by 22. II.2014 Euromaidan protests in Kyiv and other cities gradually develop in the Ukrainian Evrorevolution [1].

The revolutionary events took place. But according to a survey Fund «DIF» and «Center for Economic and Political Studies» held in 2013 and 2014, GG, Ukrainians believe that in most areas of life in 2014 significantly worsened the position (even in comparison with 2013 Denim g., which also showed a negative trend).

The manifestation of the negative trends in the Ukrainian society is well understood by managers, entrepreneurs, employees of private companies, workers professions and representatives of other socially active groups whose citizenship required social activity. Because of the habit of rational thinking similarly evaluate the negative trends in society groups and members of social networks. That's why all of these people and actively participated in the previously mentioned protests.

Protests in social networks – a new for Ukraine form social protest. It is a manifestation of the virtualization environment, socio-politically active Ukrainian appearing as a rational answer highly educated and socially active citizens in government efforts to legally limit legal framework civic activities. But the Ukrainian communications features to consider real socio-political and virtual environments. Consider that the experience protest organizational activities in these different environments, because they (the environment) regulate different standards are influenced by various factors and logic development. The virtual environment more efficiently furnished and experience of it has not been replaced experience of participation in real politics, where the results of the project as defined set of objectives and random factors. So it is with these considerations, the virtual environment can be regarded as ancillary, not an alternative field of civic activities. And the Internet is possible to use as a tool for mobilizing citizens. On the positive change in the real social – political environment, they can be achieved only on condition of focused training people to participate in politics, and this is possible through the lumen and Ukrainian involvement in this real politik.

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Стаття надійшла до редакції 14.12.2017.

Орлова О. И. Формирование общественной деятельности украинцев в условиях ограниченных властью их активности в реальной социальной и политической среде

Статья направлена на рассмотрение особенностей современной западноевропейской цивилизации и ее рациональной культуры, учитывая рыночные отношения в поведении индивидов, определена инструментальная роль информации как важного ресурса современных рынков и способа коммуникации в соцсетях. Проанализирован процесс формирования виртуального поля общественной деятельности украинцев в

условиях ограничения их активности властью в реальной социополитической среде и рассмотрена культура интернет-коммуникаций.

Ключевые слова: рациональная культура «универсальной цивилизации», культура интернет-коммуникаций, политическая культура, соцсети, информация, социальная и политическая протестная активность.

Орлова О. І. Формування громадянської діяльності українців за умов обмеження владою їх активності в реальному соціальному і політичному середовищі

Стаття присвячена розгляду особливостей сучасної західноєвропейської цивілізації та її раціональної культури з ринковою поведінкою індивідів, визначено інструментальну роль інформації як важливого ресурсу сучасних ринків та засобу комунікації в соцмережах. Проаналізовано процес формування віртуального поля громадянської діяльності українців за умов обмеження їх активності владою в реальному соціополітичному середовищі та розглянуто культуру інтернет-комунікації.

Ключові слова: раціональна культура «універсальної цивілізації», культура інтернет-комунікації, політична культура, соцмережа, інформація, політична протестна активність.