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CHAPTER 1. THEORY AND HISTORY OF POLITICAL SCIENCES

Application of intrinsic right doctrine in Ukrainian state political thought in 20-30s years of 20th century

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The article analyzes the spiritual and intellectual interpretation of Ukrainian political thought of inter-war doctrine of natural rights. Its relationship with the European concept of human freedom is revealed by acknowledging the weight of cultural traditions in the implementation of freedom. The impossibility of human freedom as a rejection of social responsibility is proved. It is emphasized on the indissoluble connection of personal activity and institutional mechanisms for human rights implementation.

Due to its traditionalist channeling, the ukrainian political thought of the statist direction ensured

assimilation and implementation of the values of individual freedom, its content in the widest social environment through co-combination with the deep cultural, historical, moral values correlative with the private life of a man and the personal experience practice, while overcoming the limitations of individual sensory experience, transforming abstract values into the real act of the individual. The made conclusions require more specific research on the characteristics of different ideological approaches features of the Ukrainian political thought on this issue.

Electoral political science at the scientific discourse Ukraine

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The article outlines the main work on electoral politics, which has recently been published in Ukraine. The political reality in Ukraine is of the transitional and transformational nature. The purpose of this transformation is to establish the rule of law and democracy and corresponding political culture. During the years of independence of Ukraine the system of democratic practices and procedures have not yet fully formed, as well as the system of political institutions of a democratic state. Today studying Political Technologies is one of the topical areas of political science, despite numerous electoral information flows. Elections is one of the leading institutions of legitimizing democratic political system and therefore is a significant event in the life of the Ukrainian state. Their importance to the citizens as to the source of popular sovereignty as evidenced by its massive campaign, and extraordinary attention to it on the part of the media. In this context, particular impor-

tance is attached to scientific reflection of the electoral process, which has recently received features of institutionalization within the electoral political science.

The aim of the paper is to consider and give a rapid analysis of the most notable research that was conducted recently by domestic scholars in the field of electoral political science.

The express analysis in terms of the specific contribution of a scientist in the development of electoral political science as a perspective direction of the national political science has been given. It was concluded that further electoral political science had all chances to show up in more or less independent discipline within the complex political studies.

A promising direction for further research is the implementation of comparative analysis by local and Western political scientists in the field of electoral political science.

New social and political reality and prospects of political science in Ukraine

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The article is dedicated to the investigation of the current stage of social development, to highlighting the problems of reforming the socio-political system. The emphasis is put on the necessity of incorporation of the features of the new political reality in the planning and implementation of scientific research, particularly in the field of political science. The condition is analyzed and the perspective directions are outlined in the scientific research in the field of humanities in accordance with the author's view.

Dynamic and, unfortunately, tragic recent events in Ukraine have led to radical social and political transformation. We are yet to understand, comprehend, analyze their essence, features, causes and characteristics. But it's an extremely difficult task to do for now. The fact is that a scientific description and explanation of the immediate socio-political transformation is a reflexive process. Consequently, we are faced

with the fundamental theoretical and methodological problem: how may the existence be reflected, if the reflection is included in this existence directly? So the problem of objectification of contemporary socio-political transformation and selection of research methods is obvious.

Nowadays, the problem of knowledge spread, educational work is extremely important under the influence of the information society. Especially in a situation when the political consciousness is formed mostly by mass media (and also by foreign mass media) who knows different methods of consciousness manipulation, among other things. The aggression resistance, in particular in the information field is possible only through spreading of political knowledge, formulation of skills of critical thinking, analysis, ability to resist manipulation of mass consciousness.

Democratic mechanism of regulation of political competition

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The process of formation, reproduction and rotation of political elites appear as an acute problem of modern Ukrainian society, which is of particular relevance in times of the management system reforming and political and socio-economic crisis. The role, social functions and the responsibility measure of the political elite are constantly researched by academics and public figures, but are of top priority in crisis and transitional stages of society development.

Political parties serve as one of the main regulatory mechanisms of democratic political competition. The key problems hindering parties serve as an effective mechanism for regulating competition are the following: parties intensify their activities in a short time before the elections, while they are characterized

by weak links with the electorate, based mainly on advertising technology. The role of ideology is gradually reduced, while we can observe political process technologizing and leadership potential using.

There are also some available democratic tendencies going within the parties which include violations of internal democracy, secretiveness, lack of transparency of internal processes, the formation of electoral lists of parties only by party leadership through batch approval by the Congress, the dismemberment of politicians who “deviate” from the Party course without their consent and so on. Therefore, political parties in Ukraine have to solve these problems in order to become a real mechanism of regulation of political competition.

The post-Soviet political pathologies and the possible ways of overcoming them

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The article examines the process of political choice, its features and components in the post-Soviet domain. The role of the political choice in two interrelated dimensions of political interaction is politics and policy. Firstly, it is about the struggle of individual and collective political actors for votes in the electoral process. Secondly, it is about the process of public administration, where the choice is an important component of political decision-making. It is noted that the post-Soviet model of political choice is characterized by certain pathologies originating from the Soviet period: formation of the «party of power», centralization, orientation of the informational influence «top – down», lack of the dialogue and traditions of parliamentary debate, populism. Among the newest political choice pathologies the mediatization of politics and the emergence and development of medi-

acracy are observed. In the globalized environment the informational space becomes an arena of political infighting and the mediatization of politics threatens the subordination of political debate and the broad political dialogue in visual media format, especially in the TV. It is well-reasoned that one of the possible ways of overcoming the political choice pathologies is rationalization of the electoral process and public administration. Using the theory of public choice, the recipes of facilitating of rational choice model formation in the public domain are stipulated.

The rationalization recipes include the necessity of debate implementation as the element of the parliamentary activity and the electoral process, the determination of its rules based on the scientific model of argumentative discussion and the transfer of these rules to the media space and everyday lives of citizens.

European dimension values and legal support of electoral process public monitoring

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The analysis made in the article and generalization of democratic standards of elections at the national and the international levels indicate that the purpose of public monitoring of the election process in Ukraine has become not only the compliance with existing rules of elections, but also the development of proposals to improve the regulatory framework that applies to election process for further dissemination and strengthening European democratic values.

It was revealed as the result of the study the Constitution of Ukraine stipulates the basic standards for democratic elections. In particular, the elections to bodies of state power and local self-government in Ukraine are free and are held on the basis of universal, equal and direct suffrage by secret ballot. These standards have found their consolidation in

the Ukrainian laws that directly regulate the conduct of elections at various levels in our country. However, the legal framework related to holding the elections, needs to be improved, taking into account not only existing democratic standards generally accepted by community, but also the specific features of elections in our country.

Considering the fact that proposals of such improvements can (and should) be formed as a result of public monitoring of the election process, because the public itself is the subject of this monitoring activity, primarily interested in democracy, transparency and objectivity of the process.

Considering the mentioned-above information, the issue of the practical implementation of public monitoring of elections and the formation of proposals require further study.

Lobbyism as a political activity in Ukraine

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The autonomy of civic society and, on the other hand, its involvement into political processes are among basic characteristics of a democratic political regime and political culture. In a political language notions “non-governmental organizations”, “non-commercial organizations”, “public organizations”, “public associations”, “third sector” are being used as almost equivalents.

Operating as formal or informal “groups of pressure”, structures of civic society join into political processes, with their demands towards government and general public, thus playing the role very similar to political parties. That kind of socio-political activism of civic society structures was investigated by some scientists. However exactly the question of competition between political parties and civic society structures still remains poorly explored. That allows us to set the next tasks of the article: a) to define the exact place of civic society structures acting as groups of pressure in the political process of Ukraine and b) to show differences and interactions between pressure groups and political parties in Ukraine.

Since the beginning of 1990s, the absence of strong parties, supported by substantial society segments, caused the situation, when the government of Ukraine conducts a dialogue not with the political parties, but with former Soviet trade unions and directorial corpus of big state-owned enterprises (Ukrainian Union of Industrialists and Entrepreneurs). The majority of political parties turned helpless in creating their own vertical and horizontal structures, in coping party bureaucracy, because party leaders have monopolized all internal channels of communications.

An important place in modern political systems is occupied by such actors as “pressure groups” or “groups of special interest”, that carry out lobbying activity and establish effective links between government, business and society, provide huge volumes of necessary information to government and thus play a considerable positive role.

However, Ukraine as well as other post-Soviet countries is specific in that sphere that differs from Western practices. The Soviet ideology did not tolerate independent association of any groups of people around their particular interests. A term “gruppovshina” of Soviet political lexicon meant an intolerable separation of own interest by some group of people. The pressure groups of this period were bureaucratic ones. Lobbying mechanisms that arose then is being used presently, it is enough to mention the advancement of interests of “coal-mining sector” in modern Ukrainian history.

The lack of development of pressure groups is evidently demonstrated by their mixing with political parties. In democratic political system the main goal of a political party is a struggle for power, not the realization of pressure. But in Ukraine that difference becomes an artificial to some extent. Sometimes, being a political party, an organization acts as a typical pressure group. Sometimes a pressure grows on groups into a political party. There is no tradition of legal lobbyism, especially of the personal one. Usually a certain person becomes a lobbyist, when he or she meets a certain problem, and stops that activity when the problem is solved.

Thus, it is possible to draw a conclusion, that absence of mature political parties in Ukraine causes a certain vacuum in political process, which opens possibilities to pressure groups. Their reaction to that vacuum is an aspiration to fill it, to stand close to political power and to solve the problems, which in mature democracies are solved by political parties. Some groups of pressure, mainly oriented by shadow interests of some oligarchs, are so strong that try to dominate the main political parties and parliamentary factions, their representatives occupy the important positions inside the state mechanism. Such mixing of pressure groups with political parties and state apparatus contradicts the abovementioned Soviet practices as well as practices of modern democracies.

Representativeness of parliamentary representation institute in modern European states

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The institute of parliamentary representation in European countries has been formed in modern times as a result of a number of the bourgeois revolutions and the emergence of representative bodies which are parliaments.

There are two approaches to understanding the parliamentary representation in political science which are the actual and geographical ones. According to the first approach, each of the popularly elected deputies represents the entire population of the country and its interests in representative bodies - parliaments. According to the second approach, each member represents the interests of its territorial units, the interests of citizens - residents of their geographically defined part of the country. Both of these approaches are still relevant today and are being implemented by establishing differences in the methods of forming the upper and lower chambers of the Parliament of modern states. However, nowadays a theory of political representation has received the highest recognition as the principle of the forming the parliaments in modern European countries.

The institute of parliamentary representation is closely connected with the institution of elections and voting rights. Such things as the electoral quality and definite delimitation for participation in the elections have impacted significantly on the quality of the formation of authorities.

At the beginning, castes-property qualification was set as an electoral qualification. It prevented universal suffrage and is not currently used. A gender has been an electoral qualification for a long time. Women only gained the right to vote in the middle of the XX century.

Nowadays universal suffrage is one of the basic conditions for democratic political process, the presence of electoral qualifications as obstacles or restrictions on political participation is considered as a violation of law and democracy. However, to get rid of electoral qualifications is impossible today. They

significantly affect the quality of the representation in government elected bodies, enhancing their effectiveness.

There are age-limiting (18 years old), citizenship and resident qualification among the modern electoral qualifications in all countries. Not all other restrictions on the formation of the deputies of modern parliaments are supported.

One of the recognized criteria of parliamentary representation quality is the introduction of the population according to various criteria of its structuring (gender, age, political interests, income level, etc.).

This article analyzes the main demographic features of the population which are sex and age. By the gender criteria, the quality of parliamentary representation in European countries and in Ukraine does not respond to the state's gender-structure of population, as well as within representative authority. Almost in all European countries, a number of women and men varies within 50:50, but the number of women deputies in the parliaments of these countries is in the range of up to 20 %, and there are only 43 women of 450 deputies in parliament in Ukraine, where women outnumber men.

In accordance with the age criteria, the quality of parliamentary representation in Ukraine looks even better than in many European countries. We gave two measures of parliamentary representation - general and electoral, which showed us the dangers of reducing the number of voters and their aging in the near future, that has a negative impact on the quality of parliamentary representation for a detailed analysis of this electoral quality.

In conclusion, we can admit that all of electoral qualifications contribute to the quality of parliamentary representation at the stage of formation of elected authorities. However, we should remember that too many of them can be dangerous for universal suffrage, which is a sign of nondemocratic political process.

Problems of counteraction of administrative resources in the context of the current lustration process

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The article highlights the problems of resistance to the use of administrative resources in the context of modern lustration process. Large-scale use of administrative resources in modern election practice causes the growing interest of scientists who try to analyze this political phenomenon. Some general aspects of administrative resources used during elections are distinguished in modern scientific literature. Special elections to the Verkhovna Rada took place in Ukraine in October 2014.

This actualized journalistic, scientific and public discussion of administrative resources issues and it caused resistance. Parliamentary election campaign has shown that much of society requires an update of the political elite and the political system as a whole. It is noted that socio-economic conditions that existed in the post-Soviet society have become fundamental ones for the use of administrative resources. At the same time, we must not forget that the administrative resource is always in the hands of the authorities. In other words, the bureaucracy possesses this resource at any level, of any status, and direction.

The former Soviet nomenclature has become the basis for the formation of the modern Ukrainian elite. There hasn't been a change of elite in Ukraine, as well as in other post-Soviet states. Penetration of the former Soviet nomenclature to authorities became a factor that has led to the formation of new post-Soviet authoritarian regimes in the former Soviet republics.

The main sources of origin and use of administrative resources in the Ukrainian election practice include the following ones:

1. The lack of systematic society structure, clan-oligarchic groups which have authority caused by high level of administrative resources used in political technologies.

2. Absence of middle class formation as the basis of civil society.

3. Holding on to the principles and methods of Soviet administrative-command system.

4. The Soviet party-economic nomenclature and the Komsomol leaders have become the foundation of the Ukrainian political elite. They brought the old rules and behavior into the political struggle.

5. The use of the client power (friends, colleagues and proteges) which has become the norm in society. The system of power in Ukraine contributes greatly to this situation.

6. Administrative resource is one of the most effective political technologies.

7. Lack of unbiased media.

8. The political consciousness of citizens is characterized by a low level of political culture. It increases the possibility of administrative resources.

Lustration procedure must be the only one way to change administrative resources. But some questions remain: Will the lustration methods and means correspond to the social goals and objectives? Will the lustration serve as the mean of political opponents punishment? Due to the lack of lustration we did not have the change of political elite. Ukrainian authorities should pay attention to the international experience of lustration process in order to avoid past mistakes. Ukrainian authorities should make certain conclusions and begin to develop effective legal means to struggle with administration.

Hybridization of the Ukrainian system of local government: positive and negative effects

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The basic models of local self-government (horizontal or continental, and dual or Anglo-Saxon) that are classic in Europe are considered in the article. The positive and negative results of the development of local government in Ukraine are analyzed.

The increase of the efficiency of ensuring the masses participation in the management process remains an urgent issue of socio-political development of any society. The purpose of the article is to analyze the classic experience of developed countries and its creative expression in Ukrainian political realities.

The administrative reform aimed at increasing the efficiency and improve governance, the proposed constitutional changes, unfortunately, remain superficial, unsystematic, not able to restore structural balance between the public administration and a local government.

Thus, a local government is an independent activity of citizens on the regulation, management and solution formed either directly or through their local governments of a considerable part of local issues in the interests of the population of this area considering the development of the whole society.

Types and forms of international collaboration

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Negotiations have become important in today's society. Even in the second half of the twentieth century the negotiation issues in the Western world stood sharper because there was a serious problem in coordinating the behavior of different social groups and interests, compared to those in Europe. The socialist countries which used to live by inertia conquest opinion "control person" and any variation on "political views and divergence of political arrangements" for a long, were unacceptable for the life of both an ordinary citizen, and for newly established political forces. But Ukrainian society movement for democratic values requires knowledge and skills align interests between political forces branches. The only civilized agreement in the modern world is negotiating.

Problem negotiation takes relatively independent significance in the western Conflict since the mid 60's. According to the national experts there are two following directions to work with international negotiations mind: on the one hand, this development problems of the world, and on the other the idea of "power approach." Accordingly, if the first trend contributed to the formation of an idea of negotiation as means of resolving international conflicts and peace, the second one was designed to develop the best ways to achieve a goal in the negotiations. However, the end of the Cold War and global confrontation leads to new trends in the state of negotiations.

Overall, these trends are as follows:

Firstly, international negotiations are the main form of interaction between states. They actively influence the further reduction of the role of the military factor.

The second one is the volume and the number of negotiation. They become the object of new areas of international cooperation (environmental, social and political processes, scientific and technical cooperation, etc.).

Third, the growing negotiating role of international organizations.

Fourth, the scope of the negotiations involved experts with no diplomatic experience, but possesses the competence in the field of complex scientific, technical and economic problems, which is necessary in the analysis of new areas of cooperation between states.

Finally, fifth, there is a need of radical revision process control negotiations, highlighting the most important issues for senior public management; definition of the competences of different working levels; developing a system of delegation of responsibility; improving coordination role of diplomatic services, etc.

Particular attention is paid to advisable conversations that can be considered as preparation for negotiations or the beginning of their talks. The question of what the conversation is, what kind of laws and regulations there should be, have been the subject of scientists for many centuries.

The question of the difference between conversations and other forms of interaction still remains. The main difference between them is the principle of "no-no need to argue." During the conversation, politicians, diplomats consider it necessary to safely convincingly prove their innocence, not wrong interlocutor, in addition, they refrain from criticism, having to defend themselves from a partner.

One of the forms of political negotiations can be called as the political debate.

Debate is a reasoned debate in which the parties (usually two) are aiming to convince anyone of anything. In assessing the controversy, primarily arguments are used, but various rhetorical techniques, ability to work with the audience, expressive language, and so on are also captured.

One of the forms of political negotiations can be called as the political debate.

Foreigners, who work behind the scenes and are one of the essential elements of career, a source of valuable information, opportunity to establish informal relations with colleagues. The purpose of backstage work is to personally meet with partners in negotiations, meetings, conferences, enter them in informal contact, which is often very useful for obtaining or transmitting information, discuss previous proposals, presenting arguments to influence the position of partners and more.

Of course, like any classification given above is rather arbitrary. The same can be classified as negotiations for various reasons, a list of criteria for the typology negotiations can always continue.

CHAPTER 3. POLITICAL CULTURE AND IDIOLOGY

Normative value orientations of the main political currents of our time

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The article analyzes the normative value orientations of the main political currents of our time, namely, liberalism, conservatism and social democracy. The characteristic of the results of the mutual correction of the synthesis and their ideological attitudes, ideas, positions, otherwise have also been analyzed.

History of ideologies and modernization processes indicates that each current public political thought in a pure form only exists in the classical theoretical design. There is a combination of the most important elements of liberalism, conservatism, social democracy, etc. and of their interdependence in practice and this is a characteristic feature of the whole global system generally focused on universal ideas, ideals and principles.

Certainly, in terms of objective reality theory and practice do not always overlap. The political philosophy of every ideology has a certain level of independence in relation to specific political parties, political parties relevant programs, positions and statements of politicians. So, considering the ideological trend of mutual values and normative enrichment conservative, liberal and social democratic ideology in the modern world, above all, must be based on the fact that each of them is imagined as a kind of belief system, ideology in relation to existing reality, as some ideal-typological structure of political and ideological orientations. And yet, every ideology in its units, outlook, political activity by certain values and principles must be considered also.

For liberalism the values and principles of freedom, individualism, equality are essential. Freedom, justice and solidarity constitute the basis of the social democratic phenomenon. The principles of "fairness" and "solidarity" are the main features of social democracy in relation to liberalism and conservatism. Based on scientific papers that give an idea of the wide range of conservatism and its value range, Stability, law and order tradition appear to be the main principles.

Each of ideologies has its own vector awareness of social life, which is based on its common values, priorities, roles and tasks, and each of them is quite structured, therefore, they can not match and create a whole ideological field.

However, it should be noted there are some basic values that are recognized by most people united democratic societies and ideologies that are analyzed that among the wide range of values of each of ideologies in reality. They are freedom, equality, order.

Today more similarities than differences are observed at the international level in these ideological phenomena, they advocated freedom of the individual, economic freedom, inviolability of private economic initiative and private property, free market economy, constitutional government, the rule of law and their value more. Freedom for them is not an absolute value, or the existence of them is only permitted within the required limits and responsibilities.

When the ideological balance of a certain ideology is distributed, depending on the degree of comparability of theoretical concepts and actual practice violate spiritual archetypes and stability of society, therefore, other ideology is included in the process, demanding first restriction in its actions and change values.

Trends mutual ideological and normative values and ideologies enrichment in question occur at the level of mutual adjustment and deterrence. These displays are only achieved if each of ideologies enters into a relationship with this kind of ideology as another opponent, based on the specific needs and conditions of the state of society and civilization. Thus the internal motives of every ideology are equally important, based on a reaction to modernization processes and their results (both positive and negative), the degree of efficiency and impact on the political and overall spiritual climate global system, sustainability authority of their own ideology and competitiveness; awareness of their situation and determining of the ideological hierarchy in a particular historical period.

The analysis of current normative ideologies of considered values leads to the conclusion that many principles, attitudes, values, ideological structures complex norms that used to be a battlefield in the development of human civilization have undergone some significant historical changes and nowadays are closely intertwined with each other and have a common heritage, resulting in extremely difficult and sometimes impossible way to determine the vector direction of current political subjects.

Informational wars as the danger to the national security of state

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It's considered the questions about interrelation of informational attacks and national security of state. It's shown that state can not be considered democratic if it has the restriction to the access to free information. At the same time, state is falls under the serious influence of external environment and should be ready and able to the answers of informational attacks.

It's usually that the best possibilities and resources about the decreasing of danger of informational war are located in the jurisdiction of state. But the informational policy of Ukraine is still not oriented to the quality protection of Ukrainian society from the destructive influence of informational war. One of the reasons of

this is the inability of Ukrainian society to oppose to the any tries of manipulation.

It's understandable that informational war at this stage of society development can't be destroyed. Informational policy of Ukraine should be adapted to the modern conditions for the control of all equal social dangerous with the help of state regulation.

In a way, with the purpose in promotion of positive image of Ukraine abroad, it's necessary the directed-on-goal, consistent and systematic work. Ignoring of informational providing of external and politic activity may cause losses of international positions of Ukrainian state.

Classical political ideology, basic principles and essential differences

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The article is dedicated to exposing the basic criteria of comparing fundamental principles of classical political ideologies: liberalism, conservatism and socialism. Specificity of every ideological doctrine approaches concerning the understanding of the emphasized parameters has been displayed.

There are three general types of selection of classic political ideologies in a political science: conservatism, liberalism and socialism. Priority one of ideologies, or a combination of any two of them occasionally led to the predominance of a particular ideological perspective, the determining originality of the specific political space.

In our view, the basic ideologeme conservatism stands for the category of "order", "freedom" stands for liberalism and "justice" stands for socialism.

According to I. Wallerstein, the emergence of political ideologies in the era of modern times is associated with a positive attitude towards the idea of change, and, this was the French Revolution. The shift of emphasis in political discourse to a positive perception of the idea of change replaced the idea of the priority of political stability to the back. The appearance of three ideological doctrine was reaction to this idea which are conservatism, liberalism and socialism, each of which gives its response to the idea of "normality" changes. If conservative ideology became the first (and negative) reaction to this idea, liberalism and socialism would have had a positive attitude towards a change. The difference was in understanding the nature of the change process. The ideology of liberalism, which entered the historical arena second (after conservatism) contains a thought that changes must be inherent in the nature of reform, they should be gradual and rational meaningful. On the contrary, the ideology of socialism says that changes need to be revolutionary.

However, there is some difference in the perception of change between liberalism and socialism. Liberals do not care whether their rate of change in length, it's primarily interested in heading. This area should be reasonably sensible, and changes should be gradual, evolutionary and should be of a reformist character. Instead, the question of velocity of light to the future that is the problem of the dynamics of change is very important for a socialist. Changes should be both meaningful and efficiently laid out, but should take place as soon as possible which is a revolutionary way.

So, focus on the rational ordering of the world unites liberals and socialists. However, if the Socialists equate rationality of planning, for liberals such position is unacceptable. Rationalism liberal world-view involves embedding in circumstances (a conformism) and the recognition and acceptance of spontaneous entities (systems of values, morals, etc.). In a way, such views are brought together with liberalism, conservatism. But if the Liberals support the retention and further adaptation to changing social and cultural conditions of spontaneous formations that led to the survival and success of a group, the Conservatives inherent irrational intention (bordering on mysticism) to complete preservation of existing values or moral dogmas.

Position to limit state intervention in the economy leads to selection of the market economy as liberalism and conservatism. The base case acts on the assumption that self-regulated free market forces create mechanisms to adapt to new economic conditions. The Conservatives welcome the free market in the economic sphere, although they are in favor of protectionism, uniting them with the Socialists in some areas.

As opposed to liberalism and conservatism a priority is prescriptive acts planned economy for socialism

If the liberal values of individualism are in the foreground, the collectivist values are a priority for socialism. Regarding the position of the conservatism of the problem collectivist or individualist priority values it should be noted that some correlation with nationalism, conservatism conservatism are committed to make collective tendencies.

The liberals and the conservatives believe that private property is inviolable. The property must be nationwide for socialism as an advocate of collectivist ideas.

If a person believes that the causes of problems are those who surround in circumstances beyond the control of it, it can become a fan of socialist ideas. If the causes of their problems is looking for a man, and in their actions, it is an adept of the liberal principles. That is, one liberal is able to adapt to circumstances, to fit in the circumstances, but not fundamentally and radically change them.

The common position of ideological doctrines is not often observed due to changes in ideological priorities and goals through their resemblance to understanding certain trends in patterns of human activity.

Freedom of religion in contemporary world: theoretic-methodological aspect

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This article provides a political analysis of the phenomenon of religious freedom, which is one of the fundamental principles of a democratic society in the context of globalization. The essence of three main theoretical approaches to the issue of freedom of religion in domestic science which includes the ethical-centric, the religion-centered and the man-centered one, have been revealed.

Freedom of religion has both internal and external aspects of manifestation, namely the freedom to choose a particular religious belief and the public confession of religion. The "external confession of faith" is important for a believer due to the fact

that Christianity considers it as an essential feature of Christian worship and sees it as a necessary condition for staying in Christianity. By the way, the Christian church believed that the true religious conscience "can not be secret, but it must manifest itself outside" even in the first decades of its existence.

Freedom of religion reveals itself both at the personal level and at the level of religious communities. In this respect M. Babiychuk identifies three structural components of the concept of "religious freedom" which include the creed freedom, the church freedom and the religion freedom.

The image of the state and national branding, concepts of interdependence

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The essence of the concept of “country brand”, “national branding” have been revealed in the article, Ukraine’s place in the rankings of some of the brands have been clarified, some important communicators potential and brand communication channels of Ukraine have been considered, the most perspective directions of Ukraine branding campaign have been determined.

The purpose of the article is to examine some key communicators and communication channels of national branding. There are the following objectives coming from this purpose: to clarify the essence of “country brand”, “national branding” concepts, to clarify Ukraine’s place in some brand rankings of other countries, to consider the important potential of

communicators and communication channels of the Ukrainian brand, to identify perspective directions of Ukraine branding campaign.

The brand concept is more stable than the image one is, if we compare the first notion with the second one. The image of the state is a variable component of the brand, that is a change in vision that has an innovative or an informative nature. A country brand is being formed for decades, even for centuries. A country brand differs from the national brand stereotypes in being closely associated with persistent forms of life within this culture (clothes, kitchen, manner of treatment). It is important for the tourism business, which is the main private customer in shaping national brands.

Political performance as a form of actionism

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The article explores the concept of performance as a form of political action-game in postmodern reality. The political performance is analyzed as a new technology of communication in the system "power-society" that appeared in response to the loss of potential by traditional technologies of political communication. It is being proven that performance ideally fits the sociocultural matrix of the present time. It is stressed that political performance has already been embedded as a form of social protest in Ukraine and its effectivity as a technology of interaction (influence) has already been proven.

Virtually all connotations of a performance indicate the existence of an active setout, which engenders the creative act. Generally the creativity of the performance's subject is oppositional to the political government, that's why it doesn't fit within its political stratagems and tactics. The performance should be understood as a creative act of a subject, which is realized in a certain place and at a certain time, carries public and demonstrative character, and is being realized through a peculiar dramatized action, visually registered by the audience. The performance is a creative act of a subject, its self-presentation through the conception and action, addressed to a particular audience.

We prove that, though the performance appeared in XX century, its elements have been present in all historical epochs, beginning with the most ancient civilizations. It is argued in the paper that protoforms of the performance were present already in the Antiquity, that means that dramatization has always been an important part of public politics. Thus, we suggest the existence of a profound interconnection between politics and theater.

It has been emphasized that the primary goal of political performance is not the communicative act itself, but the achievement of the audience's attention, since the political choice is often done under the influence of emotions.

It has been specifically stressed on the importance of distinguishing between political performance and political ritual. If there is a border between the performer and the spectator in political rituals (parades, inaugurations, etc.), such border is consciously eliminated in the performances and the accent is laid upon the interaction between the scene and audience. It is being proven that the performance is a complex communicative action, in which the role of both the performers and the audience is equally important. The essence of performance manifests itself in its function as a way of manifestation of political ideas and demonstration of the role of its supporters.

Visual appeal physical parameters in the image of political leaders: diachronic aspect

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The specific of perception of such physical a component image of political leader is considered in the article, as an external attractiveness, taking into account the diachronical aspect of question. Importance of this parameter is conditioned that a virtualization and personalisation of political processes and transformation of mass-media on an active political actor entailed the value of image of politician to growth. Wide development of this problems in domestic political science does not mean the absence of themes, plenitude of research of which is insufficient. To the last, to our opinion, the analysis of such physical component of image belongs, as an external attractiveness, in particular, in diachronics. Accordingly, the purpose of the article is to consider the diachronical aspect of value of external attractiveness as a visual component image of political leader.

On the first stages of development of humanity of picture of beauty of a man were related to specific attitude towards a body, incident to mythological consciousness. A body of a man is a part of universe, one of its endless elements, and the universe is reproduced in a person, as the sea is reproduced in a drop of water. Therefore a body is sacred, and all his constituents are filled with a deep symbolic value. Harmony of body is associated with harmony of universe, and vice versa is any deformity or invalidization come forward exhortation of misfortune, by the sign of belonging to forces of chaos.

First philosophical subsoil under mythological presentations was brought by old greeks. The ascending principle of their reasonings was a faith in a connection of perfect body. The term «kalos agatos» was meant by the synthesis of corporal and spiritual perfection and means the combination of all tints of external and internal beauty, thus the criterion of internal beauty was a capacity for implementation of civil

debts. In ancient days exactly an external attractiveness came forward as one of constituting elements of image of political leader, and the beauty was examined as the phenomenon of spiritual plan. Civil virtues acquired aesthetically beautiful descriptions and considered such social attributes of free citizen wonderful, as glory, dignity, honour, property, freedom, from humiliating labour.

Analysis of external attractiveness as a visual component of image in time of dark Ages was impossible without an address to the specific for that time pictures of power of monarch and its nature. Beginning from the epoch of Karolingiv, examined and as an individual, and as an extraordinary creature, participating to sacred power. Accordingly, he had two bodies: a earthly, physical, natural body and a a political body which can not be seen or touched, which is deprived failings and illnesses.

Both perfect bodies – real and symbolic – must have had the harmonious unity, that is why one of basic moments of representation of power was an exterior of a king. The portraits of medieval monarchs were deprived individual lines: they had to look like an ideal appearance of ruler, using proof, confessedly picturesque templates. The principles of construction of verbal portraits were analogical. The external attractiveness was an obligatory line offense of ideal monarch. Accordingly, ascription of deformity was one of facilities of producing a negative image of a monarch (Marharyta Maultash, Richard III).

Thus, in any society of any historical period an external attractiveness did not belong to the little meaningful factors of appearance of a political leader, in the opposite, coming forward and being one of key parameters of image, although this perception of a parameter differs in accordance with the aesthetically beautiful standards of a certain culture.

CHAPTER 4. POLITICAL PROBLEMS OF INTERNATIONAL SYSTEMS AND GLOBAL DEVELOPMENT

Subsidiarity as basis of modern power system construction in Europe

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European Charter of Local Self-Government in European legislation establishes the principle of subsidiarity as the one that determines the distribution of powers at different levels of public authority in the state. Subsidiarity citizen approximates as closely as possible to the decision-making process, indicating its increased role in the management process.

The concept of «subsidiarity» means supporting the activities of larger social structures for individual or small social groups in a relation to society.

Application of subsidiarity is only possible in the hierarchy, outside of which it exists, but loses its meaning. However, there can not be a question of using in highly centralized hierarchies. Modern humanity has come to the necessity of criticism and condemnation highly centralized state systems in order to understand that the goal of progress is a concern of the state alone but also of everybody. This is why excessive centralization of power and fabrication laws quickly lead to resistance power.

Subsidiarity related to the principle of hierarchy, considering the state-management system as a multi-requiring separation of elements. Today many countries legally stay on the path to a modern multi-level governance, the recognition of its value to the departure from the principle of «all or nothing», characteristic of the Soviet power vertical type, the need to harmonize the interests of different levels of state and local government. An attempt to lay the legal basis of the principle of subsidiarity in many cases is faced with great difficulties and is not logically developed and is a serious problem of interaction among existing levels of government in the state.

The principle of subsidiarity is an element of democracy. It is a recognition of the existence of a hierarchical distributed systems of heterogeneity, which determines the existence of various qualities of interconnected system levels. The principle of subsidiarity is inseparable from the principle of democracy, which focuses on the need for broad public partici-

pation in decision-making. The principle of democracy is to develop programs based on mastering the mechanisms of public involvement in current affairs of the state, separation of powers zones organized by civil society groups in the territories. The ability of the individual to make their share in solving social problems should always be provided at the lowest practical level. In this sense, subsidiarity is an expressed opposition regarding the concept of centralized state control.

The subsidiarity is related to the principle of economy and efficiency management. An important criterion for classifying a function to a certain level is the efficiency of this function. The effectiveness of the management at local and regional level is directly related to the decentralization of public administration and deconcentration of power and resources in accordance with the principle of subsidiarity.

Bringing the level of service provision according to local preferences can and should help reduce transaction costs (especially the cost of providing the information), increase efficiency and create incentives for the local economy. But the advantages and disadvantages of decentralization in the provision of the same services may vary depending on conditions. Experience shows that decentralization is unlikely to be helpful unless effective institutional and fiscal restraint as local authorities and national government come to power.

The current perception of the principle of subsidiarity intersects with philosophy, political science, economics, law, sociology, it lays in the history of the European Community, in the legal and organizational structure of the European Union, its ideals. Taking into account the nature and interconnectedness of the subsidiarity principle with other principles of public administration will help CEE countries achieve global standards of living, overcome internal divisions and political differences that have caused the tragedy of the people in the past century.

Problems of civil society actions consideration at the construction of prognoses of threats of political process stability

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The purpose of the article is to analyze the methodical problems of modifying the prognoses for stability of the political process on the basis of synergetic models associated with the growing influence of the factor of civil society actions. The prognostic properties of the models which take into account various options of the demographic order parameter that is most used in modern synergetic models of socio-political dynamics are analyzed.

There is another approach to the selection of information about a particular process for analysis and modeling in synergy in contrast to the "standard" system approach. Instead of a large number of factors that affect the state of the system during ordinary simulation, the synergetics considers nonnumeric order parameters, on which the components of the state vector of the system depend and that affect the order parameters. In the transition from the components of the states vector to a nonnumeric parameters of order is one of the fundamental principles of synergy which is the principle of subordination of the state vector components to the order's parameters. Inverse dependence of the order parameters from the components of the state vector leads to the appearance of the circular causality or feedback.

The content of "structural-demographic cycles" models was defined and synergetic model of Earth population dynamics throughout world history, developed by S.P. Kapitsa was analyzed. One of the main conclusions of this model is the derivation about the demographic imperative principle that describes the synergistic order parameter and defines the life of all mankind, including its political component.

Comparison of S.P. Kapitsa and T. Malthus models proves that S.P. Kapitsa's model paradoxically indicates global independence of socio-political processes from external resources throughout the history of mankind. A significant result of S.P. Kapitsa's model is the presentation of the kinematic transformation of the effective historical time's duration as self-acceleration growth of mankind. Analysis of S.P. Kapitsa's

model shows that humanity is undergoing through a critical era of changing a development paradigm.

Analysis of structural and demographic the S.A. Nefedov, P.V. Turchin, L. E. Grinin, S. Yu. Malkov, A.V. Korotaev models and the models of structural-demographic cycles of J. Goldstone prove the thesis about the decisive influence of demographic development on the socio-political development of the country.

The results of the author's studies of the dynamics of socio-political and demographic development of modern Ukraine are summarized, what allowed to prove that it advisable for modern democratic transitive countries the actual order parameter, that defines the stability of their political process, to consider the annual young people growth rate with predominantly higher or incomplete higher education in large and medium cities against the background of extremely rapid annual growth of coverage by means of effective communication, not mediated by government intervention (mobile telephony and, primarily, the Internet). Actual indicator of this order parameter for Ukrainian political process for the first and second decade of XXI century should be considered as an annual growth rate of urban youth in age range from 21 to 25 years.

At the same time it was determined that the analysis of political stability prognoses in world and Ukraine implemented with models of J. Goldstone. A.V. Korotaev and M.A. Polyovyy, allows to claim about a lack of accurate synergistic models to predict the political stability, which is used as an order parameter of urban youth growth rate dynamics. It was determined that civil society actions cause significant political transformation in response on pressure from the authorities. This fact does not negate the possibility of rising of the political instability in a period provided by our model which is the second half of the 20-es of the XXI century, but at the same time makes to formulate the problem of finding other algorithms to constructing the prognoses of political stability, which could take into account the influence of civil society on it.

The combating information terrorism as a component of government anti-terrorism policy

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This article examines the phenomenon of information terrorism nowadays. The greatest attention is focused on such concepts as the media-terrorism and cyber-terrorism, which are the main components of information terrorism. In this article the essence of this phenomenon is reflected, as well as the degree of legal regulation and the prevention of terror information at both the international and national level are characterised. Also, the recommendations for the prevention of information terrorism in Ukraine are provided.

Talking about the information nature of terrorism, we should notice that it is different from the general concept, primarily because that the political objectives are achieved indirectly. The violence serves as a cause for manipulation. Terrorism always has an informative character, regardless of whether it is a global event, or the localized event, so that the main task is the manipulation (for example intimidation of the population for the emergence of panic or in the form of direct threat, etc.).

Thus, fundamental difference of terrorism from other kinds of violent political struggle is that it is on the edge, because for achieving political goals still using violence against civilians.

International terrorism is one of the most dangerous and difficult to predict phenomena, which conveys a sense of dynamism and diversity, as well as the ability to adapt and modernization in the context of globalization and informatization. So, information terrorism becomes one of the threatening manifestations of international terrorism, based on the manipulation of consciousness of the masses, distribution of informational and emotional effect, which is designed for the majority of terrorist acts, attracting supporters among members of the society, the impact on the power structures that make political decisions. In this respect, the phenomenon of information terrorism is a prerequisite for the formation of a clearer understanding of the essence of modern international terrorism, prevention of threats that can destroy state institutions, foundations stability of the state, as the basis of national security of democratic countries in general.

Information terrorism is the merger of physical violence with criminal misuse of information systems, and intentional misuse of digital information systems, networks and their components in order to facilitate terrorist operations or actions.

The ideological component “hybrid war”

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The ideological struggle in the world for the people's minds moves to a new level. Meanwhile, as the humanities in higher education system in Ukraine will be decreased, the formation of a scientific civil and patriotic outlook among youth is going to be absent in our country. Sometimes it seems that Ukraine still has not developed an effective state concept of civic education of the younger generation, although it is one of the requirements of the Council of Europe documents in the education system.

Meanwhile, the Ukrainian population, apparently as exposed, and will be subject to massive propaganda attack by the enemies of Ukraine. Indeed, this impact has been going on for quite some time, and the proper counter-propaganda work, unfortunately, is almost not

visible. Whether the point is that the information channels are corrupted by financial and industrial business sharks, most of whom consider the media as a business project, but not as a mean of political education of the population of Ukraine. Whether the matter is that the state apparatus of Ukraine withdrew from the development of the national idea and from the planned and progressive patriotic education, as the experience of the last decade shows. Meanwhile, not only the Russian propagandists but also their American counterparts, as E. Luttwack, who was mentioned in the beginning of the article will broadcast that “... Ukraine must accept the loss of the Crimea, if it does not want to lose even more, and give more autonomy to its Russian-speaking regions.”

CHAPTER 5. ETHNIC POLITOLOGY AND ETHIC POLITICAL SCIENCES

Reflexive structure of identity

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The phenomenon of social identity formation is explored in the article. The model of the reflective structure of the identity process is offered. It is shown that the proposed model is suitable for the analysis of ideological notions.

Self-identification is also a psychological, a cultural and a political phenomenon. And the specificity of postmodern culture is that this phenomenon is reliably construct, i.e. it can be established arbitrarily or randomly offset. However, it should be noted that identity is an arbitrary construct. And is such state-

ment possible outside the postmodern culture? Of course, it's not.

The modern culture clearly delineates the social structures, rejecting the possibility of hybrids. But the situation in the postmodern culture is completely different. Of course, the tendency to erase the limits of social modernism is launched by modern. However, only postmodern has finally legitimized potential (i.e., construction) cultural hybrids shifting cultural conflicts mainly in a comic plane. Finally it says about any limits removal, and hence, about the rejection of any criteria in general.

Analysis of theoretical and methodological approaches to the political participation of ethnic actors on the West-Ukrainian lands

Monolatii I.S.,

On the basis of analysis of theoretical approaches aimed at defining the essence, forms, factors and patterns of political participation of citizens formed in the world and in the Ukrainian political thought, the author concludes that political participation is one of the main categories which is used to explain the logic of the political process in a stable democratic transition and political systems. It is noted that the use of this tool allows you to define categories of the essential characteristics of political relations, to study the evolution of interaction between the main political players during the politicization of ethnicity. It was revealed that despite the modern analytical studies of theoretical and applied dimensions of political participation of citizens, as well as the existing set of scientific theories, many questions that arise in the analysis capabilities of citizen participation in the institutions of the political system in a multi-ethnic society still remain without any reply. The system tools of a modern political science, political participation are understood as an institutionalized mechanism for citizens to influence the political system, the formation of political institutions and policymaking process by which they are implemented as articulated social and political interests. Most of the theories of political participation, formed to analyze the political process in the multi-ethnic society, have adaptive capabilities to analyze characteristics

of the implementation of the political participation of ethnic political actors.

In modern political science political participation is one of the main categories and is understood as the way for citizens to influence the political system, the formation of political institutions and policymaking process. Therefore it involves actions of citizens to delegacy of authority; efforts in support of candidates and parties in the electoral process; participation in the activities of political parties and interest groups; political subjectivity among citizens in the electoral political discourse. Today a number of classical theories of political participation are singled out in a political science, which, as a methodological basis of our study can be adapted in order to identify the main principles of interaction among political actors in terms of ethno-national unity and diversity.

Tool use categories of political participation can determine the essential characteristics of political relations, they can also carry out the study of the evolution of interaction among the main political players during the politicization of ethnicity. However, despite the existing analytical studies of theoretical and applied dimensions of political participation of citizens, as well as the existing set of scientific theories, there is a lot of open issues that arise in the process of analyzing the possibilities of citizen participation in the political institutions of the system in a multi-ethnic society today.

Verbal and visual positioning context Ukrainian euroregions

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Euroregions have been examined as an important element of the information space of Ukraine. Their development perspectives are connected to effective positioning and formation of a stable and attractive image that reflects the cross-border cooperation of Ukrainian regions and relates to verbal and visual positioning of their programs and projects practices. The attention is focused on verbalization of both verbal clearance of the experience, transforming feelings into a language form, and information visualization, the basis of which is to create images of certain models and introduction perception. The experience of the European Union, which provides compelling examples of effective verbal-visual support of regional projects, has been characterized. In our mind, information and communication support of cross-border

cooperation between the Ukrainian and the European regions requires an appropriate regulation of verbal and visual projects positioning at the level of the European regions, which actually does not exist.

Information and communication support of cross-border cooperation between the Ukrainian and the European regions requires an appropriate regulation of verbal and visual projects positioning either at the level of agreements with the neighboring countries or at the level of the European regions, which actually does not exist. We should use the EU experience in this area, presented in the documents and in the practice of verbalization and visualization of EU programs, the use of which makes the implementation of the principles of transparency in the European Euroregions logical, consistent and systematic.

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