

технический продукт, необходимый обществу. И здесь очень ценным и практически не изученным инструментом позиционирования социального института в информационном пространстве становится пресс-служба. В связи с этим возникает необходимость предметного изучения информации, которую распространяет пресс-служба с точки зрения профессиональной и общественной значимости. Это будет являться предметом моих дальнейших исследований.

Ревуцький Костянтин Олексійович

магістр 2 року навчання,

Факультет управління,

Краківський економічний університет,

м. Краків, Польща

ПРОБЛЕМИ СОЦІАЛЬНОЇ МОБІЛЬНОСТІ

ПРОБЛЕМЫ СОЦИАЛЬНОЙ МОБИЛЬНОСТИ

SOCIAL MOBILITY ISSUES

Transformation processes in Ukrainian society have led to an increase in social mobility, both voluntary and forced. The main factors of increase, voluntarily social mobility were the development of forms of ownership, entrepreneurial activity, the current legislation, which facilitates the change in the place of work and residence of people. Gradually developing and developing forms of mobility, traditional for a market economy: territorial, sectoral, vocational qualification, internal and inter-firm. Migration processes have become noticeable as a special form of mobility, which is combined with the indispensable territorial movement of individuals, although it is still limited to the lack of a housing market, the institution of residence. Interprofessional mobility was restrained to a certain extent due to excessive specialization, a clear professional orientation of the workers, and the lack of opportunities for retraining the adult population. However, there are also limitations, including lack of necessary information, lack of funds for moving and buying housing, difficulties with advanced training and retraining, stereotypes of thinking, habits, etc.

The results of sociological analysis give an opportunity to

identify trends, trends, intensity of social movements, that is, objective indicators of the process of social mobility. In addition, there is an opportunity to find out the subjective factors of this process. On a concrete scientific level, as a rule, narrow local tendencies, branch and regional features of social mobility in the city's space are studied. Similar studies require and allow for a relatively stable in time configuration of positions and statuses. The peculiarity of the situation in Ukraine lies in the fact that not only individuals move between positions, but also positions themselves move with each other and try to create new stable configurations [1, p. 5].

Social mobility has recently been studied exclusively by representatives of social sciences, due to its great social significance. However, a significant disadvantage of studying mobility is one-sided consideration of this problem: either in economic or social terms. We have not developed a comprehensive system approach to this complex phenomenon. Extremely uneven study of individual forms of social mobility with almost complete absence of research that studies this process in general. Insufficiently studied mechanism of group and individual mobile behavior. At the heart of this behavior lies, as is known, the value orientations of the individual. The latter determine the structure and differentiation of the needs of individuals, which, in turn, are manifested in a certain conscious and unconscious motivation of behavior. Today, sociological science does not have enough information about the general features of this mechanism, and its specificity in various forms of mobile behavior.

The main research task is to develop theoretical and methodological approaches to comprehensive systemic study of this phenomenon, analysis of social mechanism and factors that determine social mobility and its directions, as well as obtain empirical knowledge at the regional level. The analysis of publications and studies on this issue shows that mobility in one form or another is being studied by economists, sociologists and social psychologists. However, a significant gap in its study is the lack of an interdisciplinary system approach to this complex phenomenon.

Economists consider mobility in terms of reproduction of labor potential, changes in the professional and qualification status of employees. The system of mobility research also requires a sociological and socio-psychological approach to this phenomenon.

Sociologists and psychologists note the limited conclusions of economic research to ensure the possibility of social mobility management. Social psychologists are mainly interested in mobility from the standpoint of relationships, relationships and interactions that exist between social and other groups, the belonging of individuals to different spheres of communication.

Social-professional mobility, on the one hand, ensures the requirements for the qualifications of individuals, on the other hand, it promotes the personality development by maximizing the correspondence between the structure of its individual needs and the socio-economic value of the place it occupies. The first of these functions is the subject of economic science, the second one – sociology and social psychology. This leads to two qualitatively different approaches to mobility research: firstly, as a de-personified social and economic process, and secondly, as a means of social promotion and development of the individual. In the first case, we are dealing with our own labor mobility, and in the second, with the so-called labor career of workers [2, p. 129]. Mobility as a depersonalized process is characterized by the volume, intensity and direction of the most important flows of movement, a certain social mechanism, driving forces, direct consequences for society.

Economists consider labor, professional mobility of individuals, taking into account changes in the number and quality of jobs. Their interests are mainly focused on the study of the economic aspects of job mobility, and hence on the migratory capacity of workers (for example, the costs of retraining and moving). Consequently, mobility of individuals is studied by economists as a factor in economic processes. Sociologists, unlike economists, focus primarily on movements of individuals, career chances, as well as the facts of its awareness, on the goals and motives, and economic phenomena are analyzed as factors of the formation of labor mobility [3, p. 21].

Social mobility as an interdisciplinary concept, which is expressed in the professional, qualification, social, sectoral, territorial, and other movements of individuals, is a peculiar form of their adaptation to new technological and economic conditions of functioning. The constituent components of the mechanism of social mobility are the objective factors that act on this process, as well as the subjective relation (motives of mobility) of individuals to change the status of the group. Information on the possibilities and probable effectiveness of various forms of mobility is refracted

through the consciousness of individuals. Differences in the typology and structure of the individual, along with the objective factors of mobility, have an influence on their subjective attitude towards it, which are reduced to the following main types:

1) active mobile, real type of mobile behavior - those who relatively recently changed the place of work (position, profession, lifestyle, etc.) that meet the new requirements of the time and do not intend to change anything in the near future;

2) the potentially active mobile type is those who have not changed anything but have appropriate plans, opportunities that will be implemented in the near future (graduation, retraining, etc.);

3) passive, actually stable type - those who are satisfied (or to some extent satisfied) with those at the present time (work, profession, level of life, etc.), therefore, they are not going to change anything;

4) forced-active mobile type - those who were forced to change their lifestyles under the influence of certain circumstances (due to the release, loss of the main place of work for various reasons, family circumstances, etc.);

5) potentially passive mobile type, "desperate" - those who do not have work, are ready to proceed to it, but stopped the search for work, because for a long time they can not find it and have exhausted all opportunities for its obtaining [3, p. 64].

The considered approaches to studying the process of social mobility make it possible to conclude that the economic, sociological and socio-psychological aspects of the problem should be considered as the stages of consistently concretizing the idea of mobility, from the analysis of its place in the economic life of society, gradually including the analysis of existing in this area non-economic relations, and ending with research on the impact on the mobility of personality types, their relationship with the micro-environment, and others like that. Problems of mobility need to be investigated both in the theoretical aspect and through empirical research. In particular, the study of the features of social mobility at the regional level, the identification of modern types of mobile behavior, the analysis of internal and external, ascending and descending mobility, the ratio of real and potential mobility, the detection of hidden, forced mobility, etc.

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***Куц Ірина Ігорівна,
Серостанов Валерій Олександрович***

студенти 1 курсу, групи ЮД-849,
Юридичний факультет,
Дніпропетровський державний університет внутрішніх справ,
м. Дніпро, Україна

РІВЕНЬ ЗАДОВОЛЕННЯ ЖИТТЯМ НАСЕЛЕННЯМ УКРАЇНИ: ЗАХІД ТА СХІД (ПАРАЛЕЛІ МІЖ МІСТАМИ ДНІПРО ТА ЛЬВІВ)

УРОВЕНЬ УДОВЛЕТВОРЕННОСТЬЮ ЖИЗНЬЮ НАСЕЛЕНИЯ УКРАИНЫ: ВОСТОК И ЗАПАД (ПАРАЛЛЕЛИ МЕЖДУ ГОРОДАМИ ДНЕПР И ЛЬВОВ)

LEVEL OF SATISFACTION WITH THE LIFE OF THE POPULATION OF UKRAINE: EAST AND WEST (PARALLELS BETWEEN THE CITIES OF THE DNIEPER AND LVIV)

Останнім часом у інформаційному полі з'являються штучні меседжі про напругу у відносинах між мешканцями Заходу та Сходу України. Не відкидаючи гіпотези про наявність розбіжностей у світоглядних орієнтирах та повсякденних практиках, ми спробували подивитись на це з огляду соціально-економічних та емоційних факторів.

Нами було проведено опитування, метою якого – визначення різниці між задоволенням своїм життям громадян у двох регіонах України (Дніпрі, Львові та їх областях). Опитування, статистика якого приведена нижче, було проведено в березні 2019 року. В бланку опитування містилось