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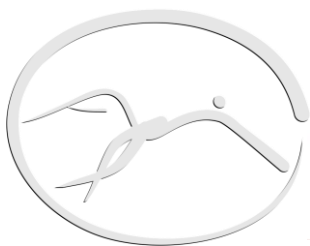
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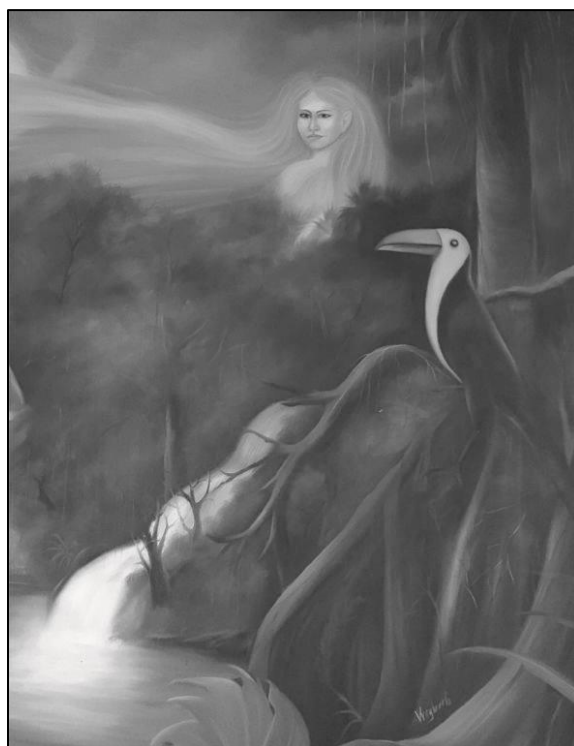


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Obra del maestro Wilberto Ramírez

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## Understanding the importance of service (Hizmet) movement schools in the instruction of Turkish to non-native speakers

### Yabancılarla Türkçe Öğretiminde Hizmet Hareketi Okullarının Rolü

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#### Abstract

The Hizmet movement schools, which set out to achieve universal peace, attempted to increase methods of communication between nations and cultures by teaching more languages to students, in light of the proverb "One language is one person, two languages are two people." They also taught Turkish as a second language in schools. The Hizmet Movement schools, which teach Turkish in more than 170 countries, have teachers spend time with students outside of class. By incorporating Turkish into every day, they increased its use. They exposed Turkish to their parents and others through projects and studies. In their countries, they have made sure Turkish lessons are taught by Turks.

This paper explains the function of Hizmet Movement Schools in teaching Turkish to foreigners and shows how they go to world peace using Turkish steps. This research is a descriptive qualitative study in which data is acquired by approaches such as investigation, observation, interviewing, and source scanning. Studies on Teaching Turkish to Foreigners and Service (Hizmet) Movement schools were utilized throughout the collection of data, as well as expert opinions were contacted, and observation-based assessments were carried out.

**Keywords:** Foreign language, Turkish, Teaching Turkish to foreigners, Hizmet Movement schools.

#### Özet

Evrensel barışa ulaşma amacıyla yola çıkan Hizmet hareketi okulları, "Bir lisan bir insan, iki lisan iki insan" atasözünün ışığında daha kültürlü ve daha donanımlı bireyler yetiştirme hedefiyle öğrencilere daha çok dil öğretmekle milletler ve kültürler arası iletişim yollarını artırmayı amaçlamışlardır. Okullarda kaliteli bir eğitim ve öğretimin yanında ikinci bir yabancı dil olarak Türkçe'yi öğretmişlerdir. 170'den fazla ülkede eğitim vererek Türkçe öğretimini, Türkiye sınırlarının çok ötesine taşıyan Hizmet Hareketi okulları, öğretmenlerin, öğrencilerle ders dışında vakit geçirmeleriyle de sınıfın dışına taşımışlardır. Böylece Türkçe'yi hayatın içine yerleştirerek, daha çok kullanılmasını sağlamışlardır. Takdir edilmesi gereken proje ve çalışmalarla öğrencilerin dışında velileri ve çevrelerindeki insanları da Türkçe ile tanıştırmışlardır. Buldukları ülkelerde Türkçe öğretimini bizzat Türkiye'den gelen öğretmenlerin yapmasıyla Türkçe dersinin daha sağlıklı öğrenilmesini sağlamışlardır.

Bu çalışmada, Hizmet Hareketi Okullarının Yabancılarla Türkçe öğretimindeki rolü anlatılarak, nasıl bir yol izlediği gösterilmiş ve dünya barışına Türkçe adımlarla nasıl gidildiği gözler önüne serilmeye çalışılmıştır.

**Anahtar ifadeler:** Yabancı dil, Türkçe, Yabancılarla Türkçe öğretimi, Hizmet Hareketi okulları.

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## Introduction

Language holds nations together and transfers customs and values to the next generation (Barin, 2004; Celik & Yildiz, 2019). Today, one must know their native language well and at least one foreign language. Learning a foreign language has become mandatory for many reasons, including education, trade, travel, business, research, visas, and getting to know different cultures. It's almost the first step to take in order to attain the goal (Dayan, 2020). Over the past few years, many secondary and higher education institutions throughout the world have had little choice but to prioritize the use of online distance learning tools and resources (Celik et al., 2022). Therefore, the rise of international contacts and technology has also enhanced the importance of foreign language acquisition as the sign of modernity (Özer & Korkmaz, 2016).

Turkish has lately risen to the top of foreign language education, although some languages have been there for years. Hizmet Hareketi schools educate Turkish to students from primary school through university, reaching a wide audience. In the same years, Hizmet Movement schools overseas and modern Turkish instruction spread. On January 11, 1990, 11 Hizmet Movement members entered Georgia through Sarp and founded schools in Batumi and Tbilisi (Turgut, 1988).

As the Hizmet Movement schools opened to the outside, the number of Turkic Republic students traveling to Turkey to study at the university increased. Such students took Turkish at state-run TOMER centers in Turkey (Muradova, 2012). Many private or state-owned institutes and organizations now teach Turkish to foreigners due to increased demand. Turkology departments, academies, cultural centers, institutes, private schools, courses, embassies, associations, and the internet teach Turkish overseas (Dolunay, 2005).

Students who want to study Turkish go to most institutions that teach Turkish to foreigners. Most of them live in surrounding nations with Turkish people, Balkan countries with ties to Turkey after the Ottoman Empire, Europe, America, and Oceania, and the Turkic Republics. Already, Turks in nearby Iraq, Syria, Cyprus, Greece, and Bulgaria speak Turkish, as do Turks who migrated to Europe, America, and Oceania, and Turks in the Turkic Republics in Central Asia (Ercilasun, 1997).

The Hizmet movement institutions have grown all over the world and become a center of

attraction with outstanding educational activities. They have taught Turkish to students who didn't want to learn it and brought it to enormous masses.

The study's goal is to provide a foundation for future research into the field of teaching Turkish to non-native speakers and to demonstrate that Hizmet movement schools, which have taught Turkish to millions of students in 170 countries over 32 years, are the largest practitioners of Turkish teaching to foreigners. The purpose of this research was to determine how effective Service Movement Schools are at teaching Turkish to non-native speakers.

## Methods

### Research Model

It is a descriptive qualitative study in which data is acquired by approaches such as investigation, observation, interviewing, and source scanning.

### Research Field and Sample

This study will focus on the topic of teaching Turkish to people from other countries. The research sample consisted of Turkish classes being taught in Service Movement Schools to international students.

### Data Collection

Studies on Teaching Turkish to Foreigners and Service Movement schools were utilized throughout the collection of data, as well as expert opinions were contacted, and observation-based assessments were carried out. After conducting a thorough qualitative analysis on all of the data that were acquired, the essential facts and explanations are incorporated.

## Results and Discussion

The following form was used in the interview with the teachers.

In which school (elementary, middle, high school) do you teach?:

Where are you from? (Country and City):

What is your mother tongue?:

How many years have you been teaching abroad?:

What are the foreign languages you know?:

Education status (Bachelor's, Master's, Doctorate):

1. Why do you think Turkish lessons are given in your schools?
2. How do your students, parents, local staff and the people around you view Turkish teaching?
3. What kind of preparation process did you go through before you started teaching?
4. Have you been able to learn the language of this place and the language of the country you were in before? Do you make an effort to learn?
5. Do you have any information about how the process of preparing your textbooks works? If so, can you explain it?
6. What kind of a path do you follow in and out of school for the development of students' Turkish?
7. What kind of activities do you do throughout the year related to Turkish?
8. How does the Turkish community work?
9. Has your school been organizing trips to Turkey before?

Interviews were conducted with ten instructors from a variety of Turkish provinces. During the course of our interview, these educators shared with us that, prior to beginning their careers as educators, they had to complete numerous stages of training. They explained that the in-school group met once a week, the intra-provincial group met once a month, and the domestic group met several times a year. During the process of preparing the textbooks, the individuals who were representing the state or the nation declared that they had contributed to the committee that developed the books by taking the thoughts of other educators into consideration. These educators claimed that they normally knew at least two languages, that they had learned or were in the process of learning the language of the country they were in, and that they were better able to adapt to the people of this place as a result of knowing the language of this place. Throughout the course of the year, they planned events and activities such as Turkish week, contests, Turkish club meetings, Turkish culture week, and preparation for Turkish Olympiads (albeit on a smaller scale than in the past). Students were taken on field trips to Turkey in order to familiarize them with Anatolian culture and to help them enhance their Turkish language skills. The majority of these journeys consisted of standard vacations, although a few of them were excursions organized by the student's educational institution. For this reason, an attempt has been made to compile a body of

information that would be useful to students who are considering attending a university in Turkey.

Other opinions of teachers are as follows:

1. Why do you think Turkish lessons are given in your schools?

**Teacher A:** Our students are similar to our own children. We want them to be fluent in both their native tongue and English, since the latter is rapidly becoming the language of communication on a global scale. In addition, we teach Turkish in order to broaden our students' cultural horizons, widen the lines of communication we have with them, and cultivate more authentic relationships with them. While they are studying Turkish, we are attempting to become fluent in their language. This interaction improves our ability to communicate with one another.

**Teacher B:** Learning a second language is becoming increasingly important in today's world. However, proficiency in a single foreign language is not sufficient. We do our best to make use of opportunities to instruct in a second foreign language, such as Turkish, whenever we get the chance. By teaching children Turkish, we are able to enhance the relationship that exists between us. We have a responsibility to educate our pupils in every facet. While we are taking care of them, we are able to explain ourselves more clearly by using our own tongue.

**Teacher C:** The people who opened these schools are originally from Turkey. The staff members are all qualified educators hailing from Anatolia. Turkish will unavoidably be included in the curriculum as a third language option. People tend to appreciate and respect one another more when they have a common language that they can communicate in. Our interlocutors educate themselves about our language and culture at the same time that they educate themselves about our language and culture.

2. How do your students, parents, local staff and the people around you view Turkish teaching?

**Teacher A:** The fact that their children are learning a second language has given the parents a sense of fulfillment. They regard it to be very usual for teachers to also instruct in their own tongue. If it were another foreign language, there might be some cause for concern about its accuracy. Instead of being used in the classroom as the primary language of instruction, Turkish is

typically taught as a second foreign language. They are attentive to their Turkish education and have nothing but praise for the teachers and administrators at the school. The majority of the time, we wait until we receive a request from them to open a Turkish course at school before we really go ahead and open the course.

**Teacher B:** They have a positive impression of the school as a result of the positive relationships that exist between the teachers and the students. The teaching of Turkish is positively impacted as a result of this. There is no shortage of local parents and staff members who are working harder to learn their language than we are trying to master it.

**Teacher C:** The general public has a very favorable impression of Turkey and Turkish. They are generally positive about the quality of education provided by the institution as well as the human and scientific level of the faculty. As a consequence of this, students have a favorable attitude toward the Turkish lesson. I believe that their affection for the school as well as the professors is shown in their use of Turkish. Because Turkish is not the language that is used for education in the school, but there are certain people who care about it almost as much as if it were the language of instruction.

The findings that were collected as a consequence of taking the opinions of the teachers who are currently working in the schools are interpreted and reported below after the resource screening and observation has been completed.

The Hizmet movement has opened schools both in Turkey and in other countries in order to cultivate educated individuals who have spiritual values, who love their own nation and homeland, and who also look at all the nations of the world with these feelings of love, respect, tolerance, and dialogue. This was done in an effort to foster love, respect, tolerance, and communication between different cultures and nations (Alliance for Shared Values, n.d.). The educational expertise of the Hizmet Movement has been exported to Turkey, where its schools have swiftly become the most prestigious in their respective communities. They began by establishing educational institutions in Central Asia, and as those institutions became increasingly successful, they expanded their operations to include the establishment of schools in other regions of the world. They made it possible for Turkey to establish non-state institutions in Africa for the first time since the

fall of the Ottoman Empire by establishing schools affiliated with the Hizmet Movement and opening them across the continent (Ergil, 2012). These schools, which are located all over the world and offer a high-quality education in the field of science (Çelik, 2014), have implemented a universal education in order to push the limits of their humanitarian aspects and achieve their goals of bringing their students to the highest level possible in science and scientific fields. Service schools are considered to be on par with elite institutions in every country in which they are located and generate students who go on to have successful careers. In most cases, English is used as the language of teaching in schools, and kids who attend these institutions typically acquire at least three additional languages during their time there (Ecevit, 2005). Even though English is used as the primary language of instruction and Turkish is taught as a second foreign language, they have made an effort to also teach the native language of the country in which they are located. This is done to ensure that the quality of education provided by the school does not fall below that of other schools that teach in the local language.

In order to accomplish its goals on a global scale, the Hizmet movement has made the provision of high-level education and instruction a guiding principle. Hizmet movement established the teaching of foreign languages as the cornerstone of its objective and worked its way up from there. The languages that are taught in the schools that are associated with the Hizmet Movement are broken down into two stages. One was languages like English, which became the global language necessary for discussion with the whole world, and the other was Turkish, which was on its way to becoming the world language. English became the world language necessary for dialogue with the whole world. They wanted to recruit students by utilizing the versatility of the English language, and once they had them, they planned to provide an education that places an emphasis on morality in accordance with its principles (Kılıçbay, 2005). The Hizmet Movement, which desired to cultivate cultured and well-equipped individuals who would be beneficial to both their own nation and the nations of the world, was attempting to produce a work whose fruit was human through education (Achenbaum, 2009), and it would write it in a language that it knew best, which would naturally be Turkish. This was done because the Hizmet Movement wanted to raise cultured and well-equipped individuals who would benefit both their own nation and the nations of the world. They have taken the matter very seriously and worked very hard to build

universal peace on the pillars of the language that they are most fluent in. They have also implemented a well thought out and carefully planned method of learning Turkish by falling in love with the language.

Doğu Ergil (2012), in his book "The Gülen Movement In 100 Questions", stated that he believes that teaching Turkish in schools abroad and thinking in Turkish will bring friendship in a wide circle, and he believes that the importance of language in these schools is "He believes that the most effective of the teaching tools put into operation in schools abroad is language. "The Gülen Movement In 100 Questions" Because there are many different religions in the nations that were visited, he contends that the primary bridge that will transfer the culture should be the language, which in this case would be Turkish. Because of this, the teaching of Turkish is accorded a high priority at each and every one of the "Gülen schools." In point of fact, the Turkish language spoken by young people of various colors, religions, and nations at the annual Turkish Olympiads is more advanced than the Turkish language spoken in the underdeveloped rural regions of our own country." (Ergil, 2012).

In madrasas and other educational institutions that focus on religious instruction, teaching Arabic serves the objective of providing students with a deeper comprehension of various religious sources (Shareef & Dayan, 2020). In a similar vein, seeing as how English is the language that is used in the scientific community, it is imperative that all scientific research be conducted in English. Because the dietary resources that are utilized by teachers in service schools to guarantee universal peace are Turkish, it is simpler and better for them to express their opinions and thoughts in their native tongue. This also helps them maintain a healthy mental state.

Teachers from all across Turkey (Bulac, 2005) work at the schools run by the Hizmet Movement all over the world, and most of them are able to communicate in at least two tongues. The goal of teaching Turkish in these schools, which strive to produce students who are more cultured and more equipped by teaching multiple languages, has not progressed beyond the sharing of feelings and opinions so far. These schools, which have no political agenda and serve both the nation in which they are located and the nation of that country as a whole, have endeavored to promote Turkey in a manner that is most beautiful while doing so in foreign countries (Karpal, 2005). In this discussion, neither the concept of assimilation nor that of building a cultural

dominant were brought up. By becoming fluent in the languages of their students' homelands, educators have demonstrated that they have genuine feelings. The fact that the participants of the Movement include not only Turks but also people from all walks of life, such as Turks, Kurds, Arabs, and Bosniaks from all over Turkey is the biggest proof that teachers and the Movement cannot engage into notions such as Turkism. It is not reasonable to ask people who bring love, respect, and tolerance to humanity to teach Turkish with the idea of nationalism in mind. In point of fact, the vast majority of students, parents, and members of the local staff are more or less aware of which region of Turkey is home to the teachers who interact with true feelings. According to Ögün (2005), teachers are often the faces that students see as idealized and stereotypical representations of clean Anatolians. People in the communities where the teachers go have reported feeling more confident as a result of the fact that the teachers come from different parts of Turkey and have communicated this information in a relaxed manner. Because those who coexist peacefully and in relationships that go beyond that of brothers and sisters can only hope to teach others tolerance. These educators, who were chosen as suitable individuals and educated with the purpose of representation in mind, have been a source of moral guidance everywhere they have gone (Çelik, 2014; Yildiz & Dayan, 2022).

Teaching a youngster to talk is similar to teaching a foreign language to an older child. It is far simpler to instruct someone in a language such as Arabic, which is the language of the world in either English or Islamic terms, than it is to instruct someone in a language such as Turkish. Because there is a good chance that the student has some background knowledge in one or both of these languages. However, there is an extremely great chance that the pupil does not know even a single word of Turkish. This is always the case. In order to effectively impart the material to the student, the instructor will need to assume the role of a stage actor. When teaching Turkish to non-native speakers, it is important to give each of the fundamental and overarching rules their own level of significance and attention (Barın, 2004). Additionally, it is necessary to determine and adapt teaching strategies to the context of the class without deviating from the principles. The fact that the teacher of Turkish is going to begin teaching without first having received the essential training and equipment is going to put the instructor in a difficult position and make the student less interested in the class. A student who does not have a cause to study at

a university in Turkey has to have a teacher who will make every effort to teach Turkish to them and win their affection. Before beginning their careers as educators at service schools, all instructors are required to complete a training course led by more seasoned educators. The importance of these courses cannot be overstated, particularly for those who teach Turkish. After the teacher has completed these courses and attained the requisite level of qualification, he must next pass a second course in the nation in which he will teach. These courses, which cover both teaching and the teaching of Turkish, are taken to ensure that the teacher gets the required level of competence without starting from scratch. As soon as the teacher begins working, he immediately begins teaching in his own school, beginning with the more fundamental classes, but always under the watchful eye of a more seasoned colleague who works in the same department. Aside from these studies, meetings were held throughout the year in the form of in-school, intra-provincial, and in-country groups to ensure that Turkish education will continue in a healthy manner in the future.

To create a productive organizational structure, dedication to one's vocation is crucial. When we consider teaching as a profession in its own right, we see that dedicated educators not only have a greater impact on their pupils but also on the larger communities in which they operate and on their peers in the workplace (Yildiz, 2017). Due to the fact that they are committed to a particular cause, these educators concentrate more on their responsibilities than on themselves (Kılıçbay, 2005), and they make an effort to spend as much time as they can with their pupils in settings other than the classroom. Teachers of Turkish should make an effort to communicate with their students in the target language during all activities that take place outside of class time. This will guarantee that students get the most out of their time spent learning Turkish. If there is the possibility to stay in a dorm at one of the colleges, you should make an effort to speak Turkish as much as you can while you are there. When pupils behave in this manner, it makes both their parents and their teachers happy. Because their children's Turkish is improving even though they have never been to Turkey and do not spend any additional time studying it.

The instruction of Turkish to non-native speakers was not restricted to pupils at these schools. Parents also had the opportunity to take Turkish classes alongside their children's numerous initiatives and academics. Because there is no option to study Turkish in any other course, such

as English, and because it is learnt from people who speak that language, such courses have become a unique possibility for parents in the majority of countries. The advantages of this opportunity are as follows: These kinds of studies have also contributed to the growth of the partnership that exists between schools and their pupils' parents. In addition to the parents, the local staff at the school also has the opportunity to take Turkish classes.

The achievement of students is directly correlated to the patience and understanding of their professors (Sezer, 2018). This, in turn, makes it possible for the student and the teacher to cultivate their relationship with one another. Students and their families made efforts to learn and understand one another's languages, cultures, and worldviews in an effort to get to know the teachers who had developed positive relationships with the students and their families. The initial step in this process is the strong desire that they have to become fluent in Turkish. In addition to the fact that there is a transfer of culture in the teacher-student connection through unseen means, when a student loves his instructor, it is inevitable that he will sympathize with the culture represented by the teacher and want to take it of his own accord (Ates et al., 2005). People grew interested in and fascinated about Turkey and Turkish as a result of the environment that was established by the teachers, and the students and their families displayed an example of loyalty by learning the languages of these teachers so that they could communicate with them.

Throughout the course of the year, a variety of activities are carried out, including preparation for the Turkish Olympiads, language days that serve as a support for Turkish courses, Turkish club, culture week, and a variety of festive activities. Through participation in such events, individuals are exposed to not only the language and culture of the nation in which they are now residing, but also to Turkish and Anatolian culture. The primary impact of these institutions may be seen in the propagation of Anatolian culture as well as the Turkish language (Karpat, 2005).

Students now have the opportunity to learn Turkish in their own countries thanks to the establishment of schools in other nations that teach the language. In addition, these schools have encouraged students to pursue higher education in Turkey. When a student's expectations are met or exceeded by the

university they attend, they report feeling satisfied (Khan & Yildiz, 2020).

Turkey has been the destination of many holiday and instructional trips arranged by schools. They urged international students who visited Turkey to enroll in one of the universities there and further their education there. Only for the Turkish Olympiad, thousands of students traveled all the way to Turkey. However, as a result of the events that have occurred in Turkey during the past few years, travel to Turkey and university education in Turkey have been disrupted.

Publishing houses such as "Dilset", "Anadolu DKM", and "Nevlisan" were founded and they issued source books for teaching Turkish to foreigners (Öztürk & et al., 2000; Öztürk & et al., 2008; Öztürk & et al., 2017). This was done in order to address the book demands of these schools. The assistance provided by teachers who have held positions in other countries has ensured that the books will achieve their objectives in a timely manner that is also secure and conducive to good health. The books have been compiled by a knowledgeable staff and are on par with publications that have been used to teach English to non-native speakers for a significant amount of time. These volumes, which are comprehensive and organized according to broader levels, have been written with the intention of appealing to readers of all educational backgrounds, from elementary school to university.

### Conclusion

The fact that teachers from Turkey teaching Turkish to foreigners in 170 countries to such a large number of people is both a great success and a model that doesn't exist in any other languages (Kara, 2017). When teaching a language, it's better to teach about the culture of that language as well as the language itself. Students benefit a lot from the fact that the language is taught by native speakers. Learning the language on the spot costs both money and time. This is hard for everyone, but especially for kids and teens. It is a great educational achievement that these schools teach Turkish so consistently abroad.

When they taught Turkish, Hizmet movement schools did not try to reach a national goal. But they have done more for the world and Turkey than a lot of groups that only serve for their own country benefit. Whatever the main goal of schools in Turkey is, that is also the goal of

schools in other countries. When Hizmet movement educators went abroad, they used language as a tool, not a goal. By teaching Turkish to all students, whether they need it or not, the language has grown and reached a large number of people. By taking Turkish out of the classroom and even out of school, they have made the country where they live more like Turkey. With the things they did in school, they taught both about the country they live in and about the culture of Anatolia. They won the love of the students and their parents, which made sure that the students learned Turkish. They've grown up in the eyes of students and parents by standing up for their cause the right way. This has made them teachers with a lot of compassion. Because of this, people are even more interested in learning Turkish. Since Turkish is the language of their service, they treat the teaching of Turkish as if it were a holy language. Because they could give what they wanted to give, which was best in this language. They wanted to improve the world's people. In the name of beauty, they tried to teach their students what they knew, and Turkish was no exception. They were so serious about teaching Turkish that the teacher had to go through a lot of training before his first class. They made their own textbooks because they wanted the ones that students who taught Turkish seriously with their own hands would use to be better. They tried to learn the language of the country they were in without thinking about where it was in the world. This has made it harder for both parents and students to learn Turkish. Due to recent problems, a lot fewer teachers are coming from Turkey. This has made it harder for people outside of Turkey to learn Turkish. Some places have had trouble getting Turkish out of the classroom because the number of teachers from Turkey has gone down.

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## Standardization of English language spellings used in textism: A viewpoint of undergraduate learners in Pakistan

ٹیکسٹیزم میں استعمال ہونے والی انگریزی زبان کی املاء کی معیار کاری: پاکستان میں انٹرگریجویٹ طلبہ کا ایک نقطہ نظر

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### Abstract

### خلاصہ

The purpose of this quantitative research is to explore the perspective of students in Pakistan if they prefer the English language standard spellings to be changed in accordance with the texting spelling structures for properly matching pronunciation with spellings. A sample size of 100 students was randomly selected from among the undergraduates of colleges in Lahore; 50 male students and 50 females. Using a questionnaire, students were asked about their opinion if a particular set of spellings used in texting becomes formally accepted; which spellings they would prefer if given a choice; if learning and mastering the English language be improved with this advancement; and if they find the same spelling and pronunciation mismatch in their own language too. The texting word forms included words from the category of short forms and vowel deletion. Using SPSS, the responses were evaluated and the hypotheses were tested. The results show that students hold the same firmness as the other language trainers and researchers i.e. the preservation and correct practice of standard English language, and that SMS slang does not interfere with the standard norms of English language.

اس فوئنڈیشنو تحقیق کا مقصد پاکستان میں طالب علموں کے نقطہ نظر کو تلاش کرنا ہے اگر وہ انگریزی زبان کے معیاری ہجے کو متن کے ہجے کے ڈھانچے کے مطابق تبدیل کرنے کو ترجیح دیتے ہیں تاکہ ہجے کے ساتھ تلفظ کو درست طریقے سے ملا یا جاسکے۔ لاہور کے کالجوں کے انٹرگریجویٹس میں سے ایک سو طلباء کے نمونے کا سائز ریٹڈم طریقہ کار پر منتخب کیا گیا تھا؛ پچاس مرد طلباء اور پچاس خواتین۔ سوالنامے کا استعمال کرتے ہوئے، طلباء سے ان کی رائے کے بارے میں پوچھا گیا کہ آیا ٹیکسٹنگ میں استعمال ہونے والے ہجے کا ایک مخصوص مجموعہ رسمی طور پر قبول ہو جاتا ہے، اگر کوئی انتخاب دیا جائے تو وہ کون سے ہجے کو ترجیح دیں گے، اگر اس پیشرفت کے ساتھ انگریزی زبان سیکھنا اور اس پر عبور حاصل کرنا بہتر بنایا جائے؛ اور اگر انہیں اپنی زبان میں بھی ایک ہی ہجے اور تلفظ کی مماثلت ملتی ہے۔ متن بھینچنے والے لفظ کی اقسام میں مخفف اور حرف حذف کے زمرے کے الفاظ شامل تھے۔ ایس پی ایس کا استعمال کرتے ہوئے، جوابات کا جائزہ لیا گیا اور مفروضوں کی جانچ کی گئی۔ نتائج سے ظاہر ہوتا ہے کہ طلباء ویسی ہی مضبوط رائے رکھتے ہیں جو کہ دوسرے تربیت دہندگان اور محققین رکھتے ہیں، یعنی معیاری انگریزی زبان کا تحفظ اور درست استعمال، اور یہ کہ ایس ایم ایس کی بول چال انگریزی زبان کے معیاری اصولوں میں مداخلت نہیں کرتی۔

کی ورڈز: کمیونیکیشن، مورفولوجی، سوشل میڈیا سلیگ، ہجے کی ساخت، ٹیکسٹنگ۔

**Keywords:** Communication, Morphology, Social media slang, Spelling structure, Texting.

### Introduction

The world is changing very fast and it is no surprise if language is also changing its norms. In 1828, Webster published a comprehensive dictionary changing many spellings. Some of them became the standard spellings in America like 'color', 'center' and 'traveler' (Webster, 1806). In 1828, Webster published two volumes

of "An American Dictionary of the English Language"; alone in U.S., 2500 copies were sold and 3000 copies were purchased in England (McDavid, 2022). The reformation, change and amendment in the spelling structure of English language is not a new phenomenon. There have been many English language spelling reforms.

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The previous researches on the language in social media and textism focus majorly on the negative effects on English language whereas the current study initiates a new outlook.

Textism, also known as Text Message Slang (TMS) does not include text only, it has the addition of symbols, special character keys, digits, emoticons and smileys. According to the present time, social media applications like WhatsApp, Twitter, and Facebook have added too much depth and expanse to communication like memes, videos, audio clips, and images. Being a second language speaking nation of English, Pakistanis are very much conscious about language use. All the researches done on SMS languages encompass areas of English Language Teaching (ELT) and survival of language reforms from the perspective of training and education. The focus of these studies is to preserve the standard language, and limit (or stop) the influence of TMS on teenagers, school goers and youth. It is because this group of users usually get more influenced while passing through the phase of learning a language. The gap lies in knowing the perspective of students how they interpret these effects, if they support the change in standard spellings that teachers and researchers view negatively, or if they have the same viewpoint the language trainers and researchers have regarding the preservation and sustenance of formal use of English language. So, a selected group of words, which does not include any digits or other symbols, was presented to the participants so as to see if they accept the slightest of change in letters. Other elements of communication like emoticons were excluded because those are not related to reformation of spelling structure or ease of pronunciation.

There is a case study from Sindh, Pakistan that focuses on the negative effects of SMS text language upon students (Khatoun, Abidin, Abdullah, & Shah, 2018). The researchers have very clearly analyzed the five categories of SMS expressions (vowel deletion, alphanumeric homophony, graphones, short forms, and emoticons) habitually used by students in their formal assessments. Vowel deletion in words causes one or more vowels in a word to be omitted, like *cn* for *can*, or *gv* for *give*. Second category, alphanumeric homophony, is an interesting combination of alphabets and numbers which approximately matches the actual pronunciation, like *f9* for *fine*, or *g8* for *gate*. Another category is graphones which replaces the entire word with a single letter, like *r* for *are*. Short forms include abbreviations and acronyms

like *LOL*, *BRB*. Last one is a group of emoticons and smileys which are facial expressions made with keyboard characters and facilitated small images, like *:-)* for a happy face. The current study also followed the same division of textism as categorized in this research.

Linguistics, unlike language teachers, does not marginalize language variety from the perspective of prescriptivism. Its role is to objectively observe and identify how language evolution and its practice takes place throughout human history. There are many ELT researches which have presented the deficiencies, drawbacks, and after effects of getting accustomed to textism. For instance, "SMS Texting and Its Potential Impacts on Students' Written Communication Skills" (Dansieh, 2011), "Effects of SMS on Writing Skills of the University Students in Pakistan" (Yousaf, 2013), "The Effects of Text Messaging and Instant Messaging on Literacy" (Verheijen, 2013), "Mobile Phone: Calling and Texting Patterns of College Students in Pakistan" (Kamran, 2010), and "A Study on the Negative Effects of Social Networking Sites (SNSs) on Students Language in Pakistan" (Hina & Kouser, 2018). These researches are not within the scope of current research because the study does not set any bar to approve or disprove any kind of language use. Rather, objective observation has been the key to explore the research questions.

There have been many English language spelling reforms including "De Recta et Emendata Linguae Angliæ Scriptione" (Smith, 1568), "An Orthographie" (Hart, 1569), "Booke at Large for the Amendment of English Orthographie" (Bullock, 1580), "Logonomia Anglica" (Gill, 1903), "English Grammar" (Butler, 1634), "The New English Grammar" (Howell, 1662), "Spelling Progress Summer Bulletin" (Tune & Bisgard, 1977) and so on. The proposals given previously were implemented to a small extent as either some were applied on a limited population or due to parliamentary rejection, the process of spelling reforms was stopped, or some were not accepted. Webster, in 1828, succeeded in reforming English spelling structure to some extent but with much criticism.

The objectives for conducting the research include exploring the reasons for a different English text slang, finding out the perspective of students about the effects of textism on language, exploring the positive side of SMS language from the viewpoint of SL speakers, and lastly, determining if text talk provides better matches for pronunciation than the Standard English (SE).

However, the research does not aim to explore how to remove the influence of textism. It does not aim at providing any learning model for correcting student's habit of using short forms of words because the primary goal is to objectively learn the students' perspective about language change. Furthermore, the literature that focuses on improving or removing the traces or effects of textism has not been included as the study encourages language evolution and development.

The study tested the following hypotheses about the general opinion of students in Lahore regarding texting spelling structures:

H1: There is a positive relation between the confidence of communicating in English and use of texting language.

H2: Second language speakers of English support standardizing texting language.

H3: The spelling structure of texting language is more adaptable than Standard English.

### Literature Review

The previous studies in literature focus on either the perspective of language trainers, or the ones who strive to maintain the standard language unharmed like language puritans. Furthermore, there has been much emphasis on making the students of English language realize the negative impact textism has on their writing and typing skills. This study aims to explore the perspective of students in Pakistan if they prefer the English language standard spellings to change in accordance with the texting spelling structures to facilitate proper matching pronunciation with the spellings of words.

In the research article, "The Impact of TMS or Chatroom Slang on Students' Academic Performance", researchers conclude that both positive and negative effects of textism exist. The positive effects are not linguistic but social like, saving money by texting and not calling, whereas negative effects hinder a better performance in continuous assessment and examination (Ochonogor, Alakpodia, & Achugbue, 2012). In another study, Al-Qomoul explored the impact of English Short Message Service (SMS) usage on the verbal communication skills of first year students from Tafila Technical University (2011, as cited in Mahmoud, 2013). The conclusion of the study was that communication using SMS in English with friends as well as family improves oral and written skills.

A Saudi researcher mentions the use of SMS language in classroom allowed by the teachers for writing first drafts or rough outlines before writing the formal composition. It is because of the everyday unrestricted use of SMS (Mahmoud, 2013). Some researchers do find SMS language as a learner-friendly way to promote and improve English. For instance, an article mentions that a language teacher, Michael Nilson (who owns a language learning company), teaches through SMS due to ease of access and use (Hashemi & Azizinezhad, 2012). The following quote elaborates how different teachers perceive use of SMS in class:

In their response to the effect of SMS on writing, educators fall in three groups: On one hand, some teachers believe that abbreviations used in SMS are assaulting written English; students' papers are full of punctuation mistakes, bad grammar and inappropriate abbreviations. On the other hand, some claim positive effect of SMS as students are exposed to writing in a more relaxing and less stressful atmosphere. A third party says that SMS, like slang, has its own language that has no effect on Standard English. (Russel, 2012 as cited in Mahmoud, 2013)

Many researches have been done in Pakistan regarding the social media slang and SMS language but all cover a variety of angles from the perspective of preserving Standard English. One such research presents the effects of using social network on the university student's academic performance of Lahore, Pakistan. Using cross sectional survey technique, a questionnaire was distributed among 260 students. The results confirmed the negative effects of textism (Waqas, Afzal, Zaman, & Sabir, 2016). The researchers confirm that the university students get negative influence from social media, and so their academic performance is badly affected. This is a thoroughly researched study, but its focus is on effects of SNS (Social Networking Service), not on SMS (Short Message Service). Another research explores the presence of SMS language in academic writing. The results of the study show a different view as compared to most of the ELT pedagogic researches. The absence of punctuation and grammatical features are due to carelessness or lack of knowledge which the students admitted nullifying any effect of SMS slang. Also, many participants easily switched to a particular register whether SE or SMS according to the contextual situation of communication (Aziz, Shamim, Aziz, & Avais, 2013).

The most recent published researches conducted in Pakistan also concentrate significantly on the negative effects of textism and social media communication tools and channels by observing its influence on academic performance, behavior, and interpersonal communication. In a comprehensive study, the effect of smart phones on academic performance and learning behavior is tested. The focus of this study is not on the usage of spelling and sentence structures, but on the addiction and excess of use for the purpose of information access. However, the study concludes that there are positives results of this usage at university level, after quantitatively assessing 150 students in Islamabad (Shakoor, Fakhar, & Abbas, 2021). There is another study which also examines the impact of social media on university students in terms of their academic performance. The study concludes that social media has some positive uses like access of data and removal of communication barriers. The study further encourages to investigate the true mechanism between the variables; academic performance and social media usage) in the light of students' goals and university policies (Hasnain, Nasreen, & Ijaz, 2015). Furthermore, a study gives emphasis to the morphological and syntactic alteration and suggests for students to be essentially careful about unconscious slips in writing (Khatoon, Abidin, Abdullah, & Shah, 2018). This shows the perspective of language trainers and professionals, not the viewpoint of students who are major users of textism.

So, the above mentioned researches present the perspective of teachers and language reformers who aim to maintain the prescriptive rules and regulations of English language in writing. The students in these studies are passive receivers of amendments and urgency of improvement in meeting the language standards. However, there is no research that explores the viewpoint of Pakistani learners. Thus, the current study aims to explore their perspective. Further research can be done in the areas of Phonetics and Phonology, lexicography and second language learning issues.

## Methodology

It is a quantitative study which falls under the Positivist paradigm. Objectivist approach has been applied to validate the results of the study. Stratified Random Sampling, with two strata of girls and boys enrolled in undergraduate programmes, was used. The study was applied to the undergraduate students of Lahore from various disciplines as SMS language is used by every person now. The colleges include Concordia College, SKANS School of Accountancy, CAPS College, and RISE School of Accountancy in Lahore. The reason for selecting undergraduate student body was that they use English as a standard language in formal communication, and also, as an informal language in SMS slang more actively than the others. Additionally, the data collection from undergraduate students was more accessible. Primary data was collected from 100 participants in the research, 50 in each group. The study focused on vowel deletion and graphemes as identified in the study mentioned earlier (Khatoon, et. al, 2018). The reason for not selecting the other three categories is that those do not pertain to alphabets only, and also acronyms and abbreviations are not full spellings. After the questionnaires were collected from the participants, the data was entered in SPSS and hypotheses were tested quantitatively.

## Results and Discussion

The data was analyzed using statistical tools. There were randomly chosen candidates to fit in the strata of male and female groups so the division of age group has been unequal. The table and graph show that in both gender groups, the percentage of students 20 and above was more as compared to the teenagers.

Cross-Tabulation of Genders and Age Groups along with a Bar Graph

### GENDER \* AGE\_GROUP Cross-tabulation

Count		AGE_GROUP		Total
		UNDER 20	20 AND ABOVE	
GENDER	MALE	19	31	50
	FEMALE	24	26	50
Total		43	57	100

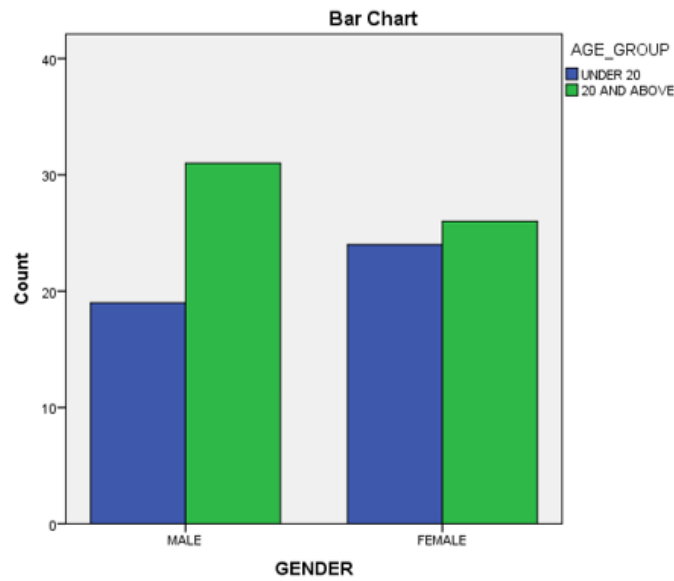


Figure 1.1. showing the number of participants according to age groups

The question, do you think that SMS language helps less educated people to communicate, was asked to determine if the population finds it easier to communicate as a second language as well as if they think it is more understandable for

less educated people. So both variables given below show an agreement by the majority of participants that it does help the less educated.

Bar Graphs about Students' Opinion on Textism

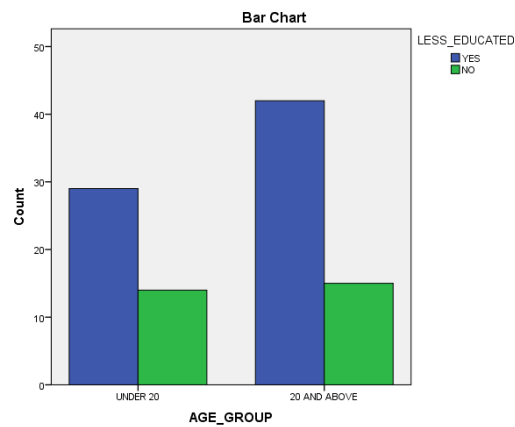
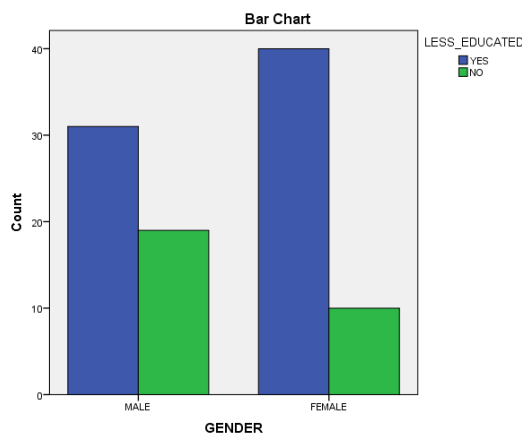


Figure 1.2. Showing percentage of students regarding the opinion if textism helps less educated people in communication

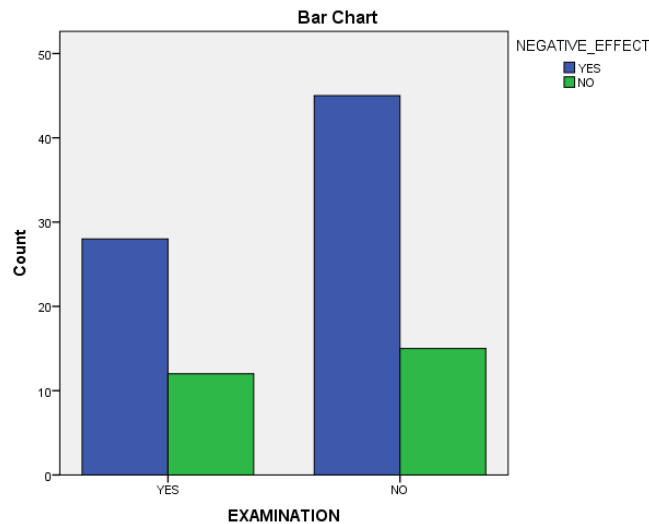
Two questions were specifically asked to verify the claims of the previous researches about the negative effects of textism. These were; first, while writing the examination paper, do you ever use the short form of words, and second, do you think that SMS language negatively affects the spellings used by students? The first variable is labelled as 'examination' and the second as 'negative'. The observation of the results show that researchers' perspective from a teaching

point of view is not different from the students. Contrary to the expectation of the present research, majority of the students claim to have used the short forms in examination and also they accept it to affect their language skills of Standard English. Following are the results:

Cross-Tabulation of Examination and Negative Effects along with a Bar Graph

**EXAMINATION \* NEGATIVE\_EFFECT Cross tabulation**

Count		NEGATIVE_EFFECT		Total
		YES	NO	
EXAMINATION	YES	28	12	40
	NO	45	15	60
Total		73	27	100



**Figure 1.3.** Showing clustered bar graph and cross-tabulation about the negative effects of Textism and its use in examination

On a given scale from ‘always’ to ‘never’, some most common SMS words were given. The student had to choose how much they use those words.

A Frequency Table Showing the Number of Occurrences of Usage According to the Participants.

**Table 1.1**

*Showing the frequency of using SMS word forms according to the scale*

Use of Words	u	r	hve	wao	Thnx	frend	bcoz	Gud	n	plz
Always	52	32	31	33	44	30	40	41	44	56
Mostly	12	25	11	28	21	22	14	18	18	17
Sometimes	11	17	21	8	18	20	17	19	9	15
A Few Times	10	8	6	12	6	9	12	9	8	7
Never	15	18	31	19	11	19	17	13	21	5

**Hypothesis Tests in SPSS**

Hypothesis 1: There is a positive relation between the confidence of communicating in English and use of texting language.

Do you think, SMS language improves the confidence of writing in English? (Variable 1: Confidence)

Do you use SMS language? (Variable 2: More\_Use)

To find out the relation between the confidence of communicating in English and the use of texting language, Correlations test was applied. The responses for the following questions were used:

A Table Showing Correlation Between Confidence and Usage of SMS Language

**Table 1.2.**  
Showing Pearson Correlation for testing hypothesis 1

<b>Correlations</b>			
		<b>CONFIDENCE</b>	<b>MORE_USE</b>
	Pearson Correlation	1	.260**
	Sig. (2-tailed)		.009
<b>CONFIDENCE</b>	Sum of Squares and Cross-products	22.440	5.180
	Covariance	.227	.052
	N	100	100
	Pearson Correlation	.260**	1
	Sig. (2-tailed)	.009	
<b>MORE_USE</b>	Sum of Squares and Cross-products	5.180	17.710
	Covariance	.052	.179
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

As the correlation is significant at the 0.01 level, it shows that since 0.26 is greater than 0.01 yet much distanced from 1, there is a positive relation but student find it to be weak.

Hypothesis 2: SL2 users of English support standardizing texting language.

Here, variable, Correct\_Spelling, represents the question; do you think, the most used texting

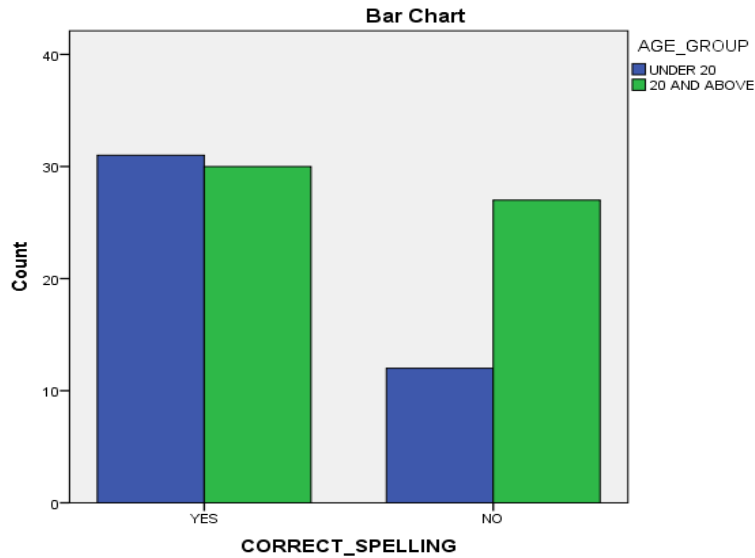
forms of words should be accepted as correct spellings? The responses have been analyzed age-wise and also gender-wise for a better understanding that would also answer the question if females are more inclined towards language purity than males.

Cross-Tabulation of Correct Spelling and Age Groups along with a Bar Graph

#### **CORRECT\_SPELLING \* AGE\_GROUP Cross tabulation**

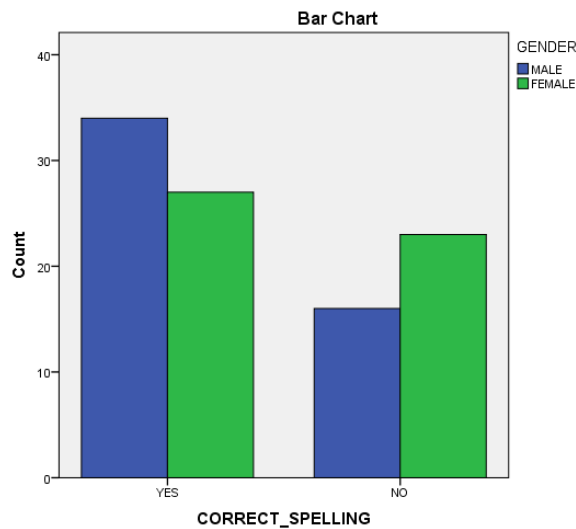
Count		AGE_GROUP		
		UNDER 20	20 AND ABOVE	Total
<b>CORRECT_SPELLING</b>	YES	31	30	61
	NO	12	27	39
<b>Total</b>		43	57	100





**Figure 1.4.** Showing comparison between the age groups in acceptance of short forms as Standard English  
Cross-Tabulation of Correct Spelling and Genders along with a Bar Graph

<b>CORRECT_SPELLING * GENDER Cross tabulation</b>				
Count		GENDER		GENDER
		MALE	MALE	
CORRECT_SPELLING	YES	34	27	61
	NO	16	23	39
<b>Total</b>		50	50	100



**Figure 1.5.** Showing comparison between the gender groups in acceptance of short forms as Standard English

Another question for testing the hypothesis was; will it be right, if the confusing spellings of English are replaced with texting spellings? It was included so as to reach the closest accuracy. The variable is labeled as Confusing\_Words.

Following are the responses age-wise and gender-wise:

Cross-Tabulation of Confusing Words and Age Groups along with a Bar Graph

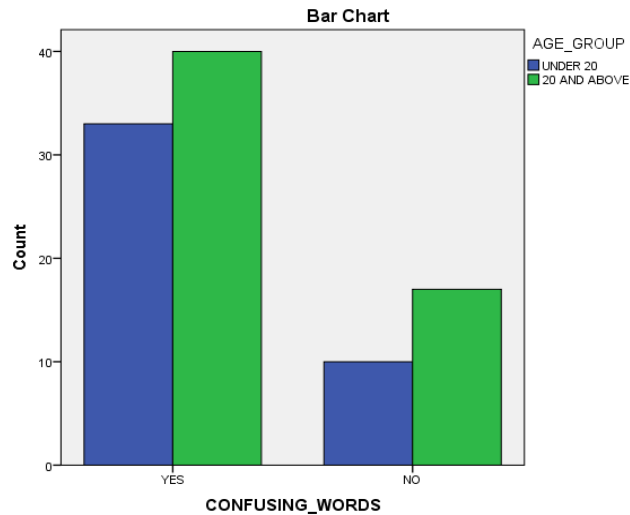
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**CONFUSING\_WORDS \* AGE\_GROUP Cross tabulation**


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Count		AGE_GROUP		
		UNDER 20	20 AND ABOVE	GENDER
CONFUSING_WORDS	YES	33	40	73
	NO	10	17	27
<b>Total</b>		43	57	100

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**Figure 1.6.** Showing comparison between the age group in replacing confusing words with SMS short forms

Cross-Tabulation of Confusing Words and Genders along with a Bar Graph

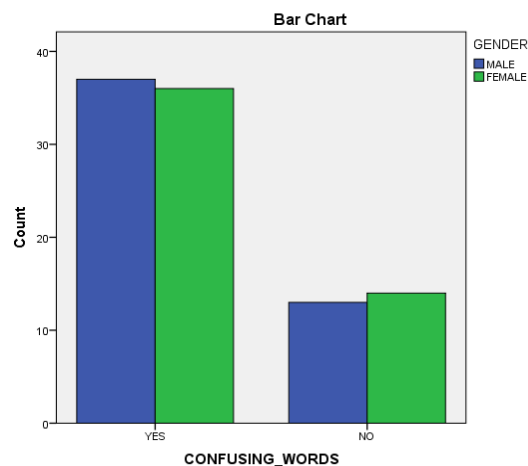
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**CONFUSING\_WORDS \* GENDER Cross tabulation**


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Count		GENDER		GENDER
		MALE	FEMALE	
CONFUSING_WORDS	YES	37	36	73
	NO	13	14	27
<b>Total</b>		50	50	100

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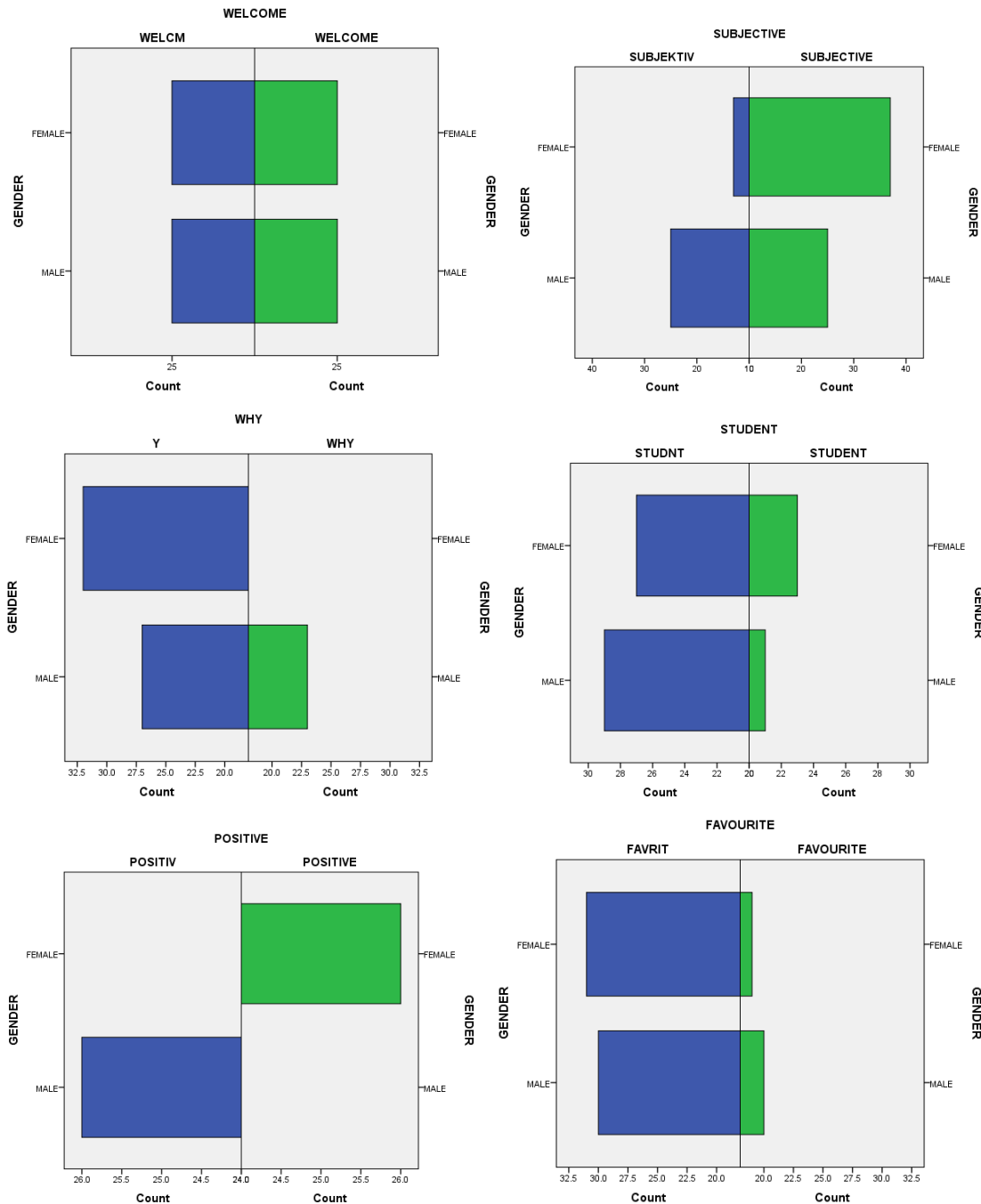
**Figure 1.7.** Showing a grouped bar chart as a comparison between the gender groups in replacing confusing words with SMS short forms

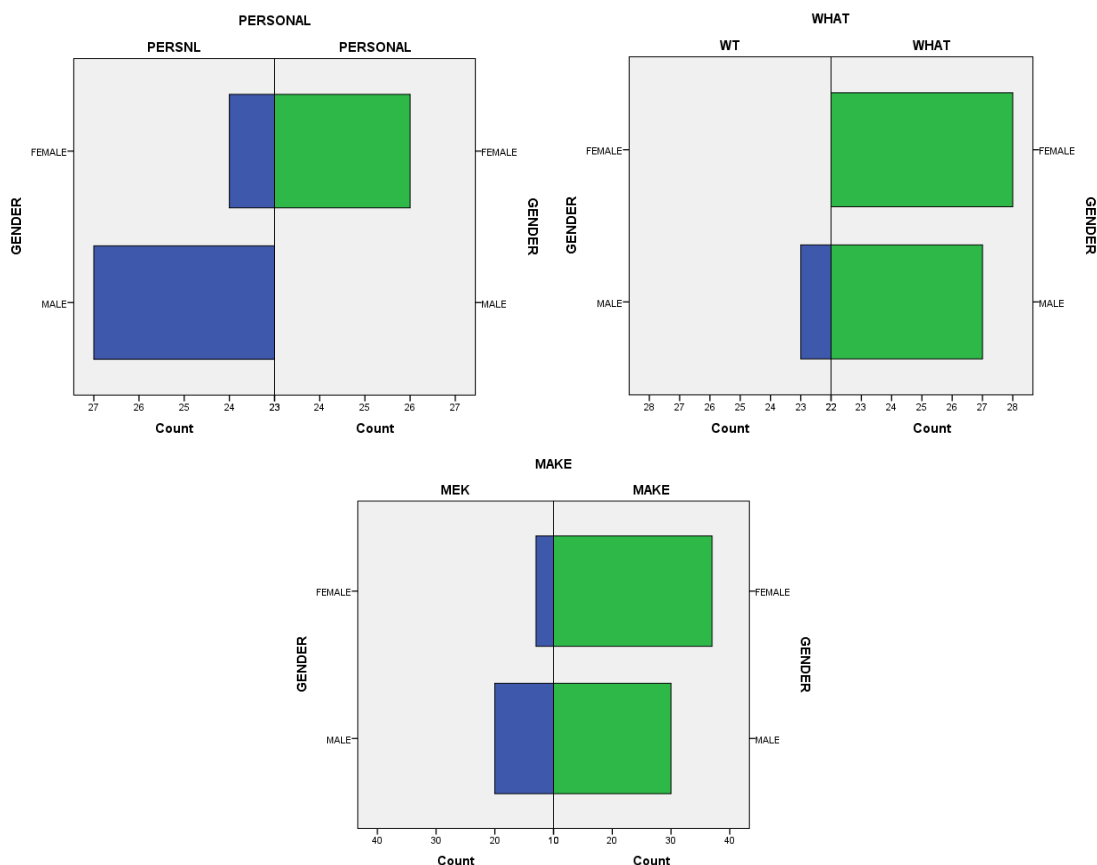
Hypothesis 3: The spelling structure of texting language is more adaptable than Standard English.

Here, students were given a list of words to choose in each which form they would like to become permanently used if given a chance to modify Standard English, one being the short

form and the other being the correct spelling. The division has been done gender-wise. The data is presented below for each word in a Population Pyramid graph (Histogram).

Histograms Showing Gender-wise Choice of Spellings about Nine Given Words.





**Figure 1.8.** Showing gender-wise the choice of given words each in a Population Pyramid graphs (Histograms)

The data shows that where the letters have been changed (like the c of 'subjective' has been replaced by 'k'), the population rejects the short form but where the spelling is very different from its pronunciation, students opt for short version which is easy to read like 'favourite'. Also, make is shortened as 'mek' and what as 'wt' by very few showing the most used easy short words which the people are in a habit of using almost daily, need no change.

### Conclusions

The results show that students are very well conscious about the demands of Standard English as a second language. Most of the statistical results show that even though majority of participants use SMS language in texting and social media, they exclude and disallow its use in place of SE even if given a choice. They do not mix various forms of communication and are as judgmental about the decisiveness of correct English as the teachers and other researchers are. Using SMS and social media slang, however, does bring a change in communication level of shifting from rigid rules to comfort zone which is comparatively easy and accessible in learning, improving, and communicating. So, just like

speakers easily shift from informal to formal use of language, SMS also does not pose any threat since the learning body of our society is quite well aware of its importance and shows a responsible attitude towards its pros and cons.

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## Digital technologies and information translucence in healthcare management: An institutional theory perspective for adopting electronic incidence reporting systems

التقنية الرقمية وشفافية المعلومات في إدارة الرعاية الصحية: نموذج النظرية المؤسسية لتبني نظام الإبلاغ الإلكتروني عن الحوادث

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### Abstract

خلاصة

The purpose of this study was to provide an institutional theory perspective on the adoption of electronic IRS technology for healthcare management. This research employs institutional theory to investigate the adoption of electronic IRS for healthcare management. The study's conceptual analysis demonstrates that coercive, normative, and imitative forces influence the adoption of electronic IRS for healthcare management. International healthcare regulations and standards reflect the presence of coercive forces. International healthcare societies and professional networks mirror normative forces. Imitative forces exert pressure on smaller enterprises and developing nations to adopt electronic IRS. This research contributes to the literature and theory by extending the application of institutional theory to the adoption of digital technologies such as the electronic IRS. In addition, the study has practical implications because it demonstrates the importance of digital technologies such as electronic IRS for information translucence and healthcare management. Small businesses in developing nations can learn from large businesses in developed nations to adopt electronic IRS for efficient and effective healthcare management.

تهدف هذه الدراسة لتقديم الجانب النظري المؤسسي حول اعتماد تقنية IRS الإلكترونية لإدارة الرعاية الصحية. يستخدم هذا البحث النظرية المؤسسية للتحقق من إمكانية تبني واعتماد تقنية IRS لإدارة الرعاية الصحية. تشير للدراسة أن القوى القسرية والمعايير والمحاكاة تؤثر على اعتماد تقنية IRS الإلكترونية لإدارة الرعاية الصحية. تعكس لوائح ومعايير الرعاية الصحية الدولية وجود قوى قسرية. كما تعكس جمعيات الرعاية الصحية الدولية والشبكات المهنية القوى المعيارية وتمارس القوى المقفلة ضغطاً على الشركات الصغيرة والدول النامية لاعتماد IRS الإلكترونية. يساهم هذا البحث في الأدبيات والنظرية من خلال توسيع تطبيق النظرية المؤسسية لتبني التقنيات الرقمية مثل IRS الإلكترونية. بالإضافة إلى ذلك، فإن لهذه الدراسة تطبيقات عملية لأنها توضح أهمية التقنيات الرقمية مثل IRS الإلكترونية لشفافية المعلومات وإدارة الرعاية الصحية. حيث يمكن للشركات الصغيرة في الدول النامية التعلم من الشركات الكبيرة في الدول المتقدمة لإعتماد تقنية IRS الإلكترونية لإدارة الرعاية الصحية بكفاءة وفعالية.

الكلمات الدالة: التقنيات الرقمية، النظرية المؤسسية، شفافية المعلومات، إدارة الرعاية الصحية، أنظمة الإبلاغ عن الحوادث الإلكترونية.

**Keywords:** Digital technologies, Institutional theory, information translucence, healthcare management, electronic incidence reporting systems.

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## Introduction

Digital technologies have considerably altered the way modern institutions operate and have added significant value to business processes (Gregori & Holzmann, 2020). Digital technologies have transformed data collection, information and knowledge creation, and decision-making processes (Singh & Alshammari, 2021). Digital technologies enable dynamic decision-making in the information age (Klonoff, 2013; Gopal et al., 2018) and enable sustainable development (Singh et al., 2022a). Information translucence is one of the most significant benefits of digital technologies. Information translucence results in information availability, information clarity, decreases errors and eliminates impediments (Albu & Flyverbom, 2016). Information translucence eliminates superfluous secrecy and provides the necessary lucidity, awareness, and effectiveness (Danker, 2013). Information translucence is about accessibility, communication, cooperation, liaison, and concerted decision-making (Barth & Schipper, 2008). Thus, information translucence significantly aids professionals in the decision-making process (Winkler, 2000). As a result, digital technologies are increasingly being used in banks, educational institutions, and hospitals, among other places.

Digital technologies are transforming medical practices in the field of healthcare. Using new tools and the creation of new types of information, digital technologies enable the collection of rich and real-time medical data. They contribute to the creation of novel and distinct knowledge for healthcare management. The use of digital technologies enables the remote storage, analysis, and prediction of healthcare data. Thus, the application of digital technologies to healthcare has established itself as a critical enabler of the digital health revolution (Klonoff, 2013). Healthcare institutions can get up-to-date and streamlined information using digital technologies (Gagnon et al., 2016). Digital technologies are playing a vital role in healthcare transformation during and post COVID-19 (Wang et al., 2021; Mbunge et al., 2022; Singh et al., 2022b). Thus, digital technologies can enable effective healthcare management.

The incidence reporting system (IRS) has emerged as a crucial healthcare technology. IRS is widely acknowledged as a crucial system to facilitate healthcare learning and improve patient safety (Kumari & Singh, 2022). An effective IRS catalyzes health safety practices (Pfeiffer, 2010).

IRS gathers information regarding the safety of patients, which forms a backbone for creating learning capabilities in organizations for patient safety (Stavropoulou et al., 2015). IRS help to create new healthcare policies and practices to stop the repetition of earlier incidents (Braithwaite, 2008). Prior research suggests that IRS is utilized less due to a variety of reasons, like high workload, fear of liability, inability to judge reporting usefulness, etc. (Pfeiffer, 2010; Hwang et al., 2012). Electronic IRS overcomes many of these challenges (Uyob, 2020). The increase in adoption of the internet (Alshammari & Singh, 2018; Alhamad & Singh, 2021a) and web-based technologies (Alhamad & Singh, 2021b; Singh & Alhamad, 2021) have propelled the adoption of digital technologies in healthcare, resulting in the adoption of electronic IRS. Electronic IRS eliminates the paper-based recording of hospital incidents and avoids manual data entry delays and errors (Walsh et al., 2010). Electronic IRS can be web-based or incorporated along with an electronic health records technology (Walsh et al., 2010). Literature suggests that electronic IRS adoption improves incident reporting (Elliott et al., 2014), however, the majority of the studies have employed technology adoption theories such as user experience and social influence (Shin & Biocca, 2018), Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003; Venkatesh et al., 2016), Technology Acceptance Model (TAM) (Davis, 1989). Institutional theory can provide a novel perspective and decipher forces that lead to the adoption of digital technology like electronic IRS for effective healthcare management. However, prior research has not made enough efforts in this regard. This study endeavors to bridge these research gaps. In this research, we explore the influence of coercive, normative, and imitative forces of institutional theory on the adoption of digital technologies such as electronic IRS for information translucence and healthcare management.

## Review of Literature

IRS provides critical insights into patient safety at a healthcare organization. The use of IRS in healthcare organizations is relatively recent, but they have long been utilized in other industries (such as railways, aviation, and nuclear power) (Pham et al., 2013; Allen, 2021). The IRS provides a mechanism for identifying hazards so that hospitals can take steps to mitigate them (Ramírez et al., 2018). IRS provides useful

information for identifying risks and learning opportunities for healthcare professionals (Wu et al., 2007; Laurenza et al., 2018; Tortorella et al., 2021). The traditional IRS, on the other hand, has some drawbacks, such as difficulty monitoring error rates, inability to track changes over time, development of overlapping and contradicting reports, lack of in-depth patient safety evaluations, excessive time, and cost, and so on (Padilla et al., 2019). There is evidence to suggest that traditional IRS has been less effective in reporting and reducing preventable harm (Shearer et al., 2012; Pham et al., 2013; Al-Rayes et al., 2020). Because of these limitations, healthcare providers are debating whether the traditional IRS has supported the goal of patient safety.

Traditional IRS constraints are being bypassed with the use of electronic IRS. Electronic IRS improves tracking, comprehension, and privacy of incident reporting (Elliott et al., 2014). The use of electronic IRS minimizes the number of missing incident events (Elliott et al., 2014). Electronic IRS enables decision-makers to view the status of incidents in real-time and analyze incident reports to discern incident patterns (Levtzion-Korach et al., 2009). Electronic IRS provides healthcare providers with larger access to the required information, enabling them to take remedial action (Herchline et al., 2022). Effective IRS is user-friendly and provides the necessary privacy for safeguarding sensitive patient information. Electronic IRS provides these features and results in increased patient satisfaction and improves system usability and security (Alrub et al., 2021). Electronic IRS can automate clinical processes and play a pivotal role in clinical governance (Ubogagu-Israel et al., 2022). Electronic IRS improves hospital quality management, which leads to improved patient outcomes (Hewitt et al., 2016). Electronic IRS can play a pivotal role to improve patient safety in high-risk situations and improve error resilience (Stavropoulou et al., 2015; Howell et al., 2016). Electronic IRS supports the voluntary reporting of incidents by physicians and other support staff, which can lead to significant improvement in patient safety and provide valuable insights to prevent the recurrence of incidents (Lurvey et al., 2021). Electronic IRS provides a lucid and structured framework for incident reporting and evaluation to promote patient safety (Dhamanti et al., 2020; Awad et al., 2021).

Various theories have been employed in prior research to explain the user adoption of technologies. Some popular theories include user

experience and social influence (Shin & Biocca, 2018), Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003; Venkatesh et al., 2016), Technology Acceptance Model (TAM) (Davis, 1989). However, we are interested in the adoption of technology (electronic IRS) by healthcare institutions in this study. Institutional theory can serve this research goal. So, we propose to employ institutional theory in this study.

### Theoretical Framework

In the current research, we would employ the institutional theory model of DiMaggio & Powell (1983). According to this model, businesses gradually adopt similar practices and behaviors. DiMaggio and Powell (1983) identified three forces that contribute to this convergence: coercive, normative, and imitative forces. The origin of coercive forces is political power and legitimacy by businesses. They can be conveyed via legislations, rules, procedures, standardization, supervision, or compliance requirements of an external agency (Kim et al., 2016). The normative forces are associated with professional values. They can result from gaining knowledge from others through professional networks (Appari et al., 2009). Imitative forces involve emulating or copying the other's behavior. These actions result from a business's response to uncertainty (Safa et al., 2016). According to DiMaggio and Powell (1983), coercive, normative, and imitative forces shape businesses' convergence toward standardized practices and recognized behaviors. Therefore, the institutionalization of businesses is guided by coercive, normative, and imitative forces.

Teo et al. (2003) have applied the institutional model to the firm-level espousal of financial electronic data interchange (FEDI). Shi et al. (2008) have taken the institutional model and applied it to the adoption of Internet banking by individuals. Ugrin (2009) has applied the institutional model to the process of adopting enterprise resource planning (ERP) at the firm level. Sherer (2010) used the institutional model to analyze how doctors adopted electronic health records (EHRs). The institutional model was utilized by Burnett et al. (2015) to investigate how hospitals in five different European nations responded to external financial and quality demands. Singh & Alshammari (2020) applied institutional theory model of DiMaggio & Powell (1983) for developing a cyber-security legal framework.



The preceding discussion demonstrates that institutional theory has been applied to digital technologies and the healthcare industry. Therefore, we would use institutional theory in this study.

**Conceptual Analysis**

The previous discussion elucidates that the institutionalization of firms is guided by

coercive, normative, and imitative forces. We endeavor to decipher these forces in the international healthcare industry context.

Therefore, we employ conceptual analysis to investigate the role of coercive, normative, and imitative forces in the adoption of electronic IRS (Table 1).

**Table 1.**  
*Institutional Theory for Adopting Electronic Incidence Reporting Systems*

Force	Electronic IRS Adoption Framework for Healthcare Industry (Conceptual Analysis)
Coercive	In the healthcare industry, coercive forces are reflected in international health regulations and standards. International Health Regulations (IHR), 2005 have been ratified by 196 countries across the globe and oblige countries to detect and report public health incidents (WHO, 2019). International Organization for Standardization (ISO) has developed several standards to monitor the vital signs of patients and prevent the occurrence of incidents (ISO, 2019). Healthcare professionals across the globe rely on these standards to contain incidents and provide quality healthcare. Electronic IRS facilitates compliance with international healthcare regulations and standards by healthcare institutions.
Normative	In the healthcare industry, normative forces are reflected in healthcare societies and professional networks. The most prominent international society in healthcare is the International Society for Quality in Health Care (ISQua) (ISQua, 2022). ISQua seeks to enhance the quality and security of healthcare by fostering international collaborations and soliciting the cooperation of healthcare stakeholders. ISQua has an institutional and professional network of members worldwide. ISQua promotes healthcare innovations, information translucence, digital technology adoption, and knowledge sharing. Electronic IRS satisfies these ISQua objectives, so healthcare providers get encouragement to adopt this digital technology. There are other noticeable professional networks like the global health network (GHN, 2022) and the global network for simulation in healthcare (GNSH, 2022), which encourage the adoption of digital technologies like electronic IRS.
Imitative	Developed nations have taken the lead in adopting electronic IRS while developing nations lag behind (Kumari & Singh, 2022). In developing countries, large hospitals are more likely to adopt electronic IRS than smaller hospitals. Since hospitals are part of a larger healthcare ecosystem (Aubin & King, 2018; Viswanadham, 2021), the adoption of electronic IRS by larger enterprises creates imitative pressure on smaller enterprises to do the same. Healthcare in both developed and developing nations is a component of the global healthcare ecosystem (Asakura et al., 2015), so the adoption of electronic IRS by developed countries encourages developing nations to do the same.

**Results and Discussion**

The electronic IRS is a crucial digital technology for healthcare management, as it facilitates information translucence, information accessibility, information clarity, and error reduction (Danker, 2013; Albu & Flyverbom, 2016). Understanding the forces that lead to the

adoption of digital technologies such as electronic IRS for healthcare management can be greatly aided by institutional theory. According to institutional theory, coercive, normative, and imitative forces (DiMaggio and Powell, 1983) influence the adoption of digital technologies, such as the electronic IRS. Therefore, the role of coercive, normative, and imitative forces in the

adoption of electronic IRS is conceptually analyzed in the present study.

The institutional theory perspective demonstrates that coercive forces are reflected in laws, rules, procedures, standardization, supervision, and compliance requirements (Kim et al., 2016). The present study's conceptual analysis shows that coercive forces are manifested in international health regulations (e.g., international health regulations (IHR), 2005) (WHO, 2019) and standards (e.g., International Organization for Standardization (ISO) (ISO, 2019). Such coercive forces lead healthcare organizations to adopt digital technologies like electronic IRS for healthcare management.

Institutional theory suggests that normative forces are mirrored in professional networks (Appari et al., 2009). The current research conceptual analysis shows that normative forces are manifested in international healthcare societies (e.g., International Society for Quality in Health Care (ISQua) (ISQua, 2022) and professional networks (e.g., global health network (GHN, 2022) and global network for simulation in healthcare (GNSH, 2022). Such normative forces encourage healthcare organizations to adopt digital technologies like electronic IRS for healthcare management.

The institutional theory posits that imitative forces manifest themselves in emulating or copying the behavior of others (Safa et al., 2016). The present study's conceptual analysis shows that imitative forces create imitative pressure on smaller enterprises (Aubin & King, 2018; Viswanadham, 2021) and developing nations (Asakura et al., 2015) to adopt electronic IRS.

### Conclusions

The emergence of digital technology like electronic IRS serves the critical need for information translucence in the healthcare industry. Electronic IRS technology facilitates healthcare management, improves patient safety, and promotes health safety practices. Electronic IRS technology overcomes the limitations of traditional IRS and improves tracking, comprehension, and privacy of incident reporting. The current research employs the institutional theory model of DiMaggio & Powell (1983) to study the adoption of electronic IRS for healthcare management. The present research uses institutional theory as it has been applied to digital technologies and the healthcare industry. The present study examines the role of

institutional theory's coercive, normative, and imitative forces in the adoption of electronic IRS.

The current research conceptual analysis shows that coercive, normative, and imitative forces guide the adoption of electronic IRS for healthcare management. Coercive forces are reflected in international health regulations (e.g., international health regulations (IHR), 2005) (WHO, 2019) and standards (e.g., International Organization for Standardization (ISO) (ISO, 2019). Normative forces are manifested in international healthcare societies (e.g., International Society for Quality in Health Care (ISQua) and professional networks (e.g., global health network). Imitative forces exert pressure on smaller businesses and developing nations to adopt electronic IRS.

### Implications and Limitations

The current research has important implications for theory and practice. One, it deciphers the role of institutional theory for adopting digital technologies like electronic IRS. Prior research proposes the use of technology adoption theories like user experience and social influence, Unified Theory of Acceptance and Use of Technology (UTAUT), Technology Acceptance Model (TAM), etc. in adopting digital technologies. The conceptual analysis of the current research demonstrates that organizational theory, such as institutional theory, can provide an appropriate theoretical lens to decipher coercive, normative, and imitative forces in the adoption of digital technologies such as electronic IRS. Second, the current research demonstrates the role of digital technology like electronic IRS for information translucence and healthcare management. The small enterprises in developing nations can take learnings from large enterprises in developed nations to adopt electronic IRS for efficient and effective healthcare management.

Though this study has important implications, however, there are some limitations. The study employs conceptual analysis to depict the role of institutional theory's coercive, normative, and imitative forces in guiding the adoption of digital technology like electronic IRS for healthcare management. Empirical analysis can validate the research findings. The current research employs an international perspective to build its case. However, every country can have its own set of institutional forces that guide the adoption of digital technology like electronic IRS. Therefore, future research can be conducted on a country-by-country basis and can provide a thorough knowledge of the role of digital technologies

such as electronic IRS in effective healthcare management in accordance with local conditions.

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## Problems of investigation of medical crimes in Ukraine

### ПРОБЛЕМИ РОЗСЛІДУВАННЯ МЕДИЧНИХ ЗЛОЧИНІВ В УКРАЇНІ

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#### Abstract

In the article, the authors identified the main reasons for the low level of investigation of medical crimes in Ukraine based on the analysis of 78 criminal cases of medical malpractice considered by courts since 2013, the study of statistical information, scientific literature on the problems of investigating medical crimes, national legislation. It was concluded there are significant problems with the investigation of medical crimes in Ukraine. Less than one percent of the number of initiated criminal cases is sent to court. Most of the cases sent to court end with a guilty verdict, however, medical workers are released from real deprivation or restriction of freedom for various reasons. According to the specialties of medical workers, the most criminogenic are obstetrics and gynecology, surgery, anesthesiology, and emergency care for injuries and internal diseases. Methods of committing medical crimes are associated with using incorrect methods of providing medical care and with the untimely or incorrect diagnosis of the disease. The problems of investigating medical crimes in Ukraine are due to a number of reasons, including the closeness of the results of the post-mortem examination of the corpse to relatives of the deceased, the lack of independent forensic medical examination institutions in Ukraine, and gaps in the legal regulation of the protection of medical records from unauthorized access. This greatly complicates the establishment of a causal relationship between the actions or inaction of medical workers and the negative consequences that have occurred.

**Keywords:** Medical errors. Medical crimes. Medical malpractice. Problems of proving medical malpractice. Investigation of medical crimes.

#### Анотація

У статті автори визначили основні причини низького рівня розслідування медичних злочинів в Україні на основі аналізу 78 кримінальних справ щодо медичної недбалості, розглянутих судами з 2013 року, вивчення статистичної інформації, наукової літератури з проблем розслідування

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медичних злочинів, національного законодавства. Зроблено висновок, що в Україні є суттєві проблеми із розслідуванням медичних злочинів. З-поміж розпочатих кримінальних справ до суду направляють менше одного відсотка. Більшість справ, направлених до суду, закінчуються обвинувальним вироком, проте від реального позбавлення чи обмеження волі медичних працівників звільняють з різних підстав. За спеціальностями медичних працівників найбільш криміногенними є акушерство та гінекологія, хірургія, анестезіологія та надання невідкладної допомоги при травмах та внутрішніх хворобах. Способи вчинення медичних злочинів пов'язані з використанням неправильних методів надання медичної допомоги та з несвоечасною чи неправильною діагностикою захворювання. Проблеми розслідування медичних злочинів в Україні зумовлені низкою причин, серед яких закритість для близьких померлого результатів патологоанатомічного дослідження трупа, відсутність в Україні незалежних установ судово-медичної експертизи та прогалини у правовому регулюванні питань захисту медичної документації від неправомірного доступу. Це значно ускладнює встановлення причинно-наслідкового зв'язку між діями або бездіяльністю медичних працівників і негативними наслідками, що настали.

**Ключові слова:** Медичні помилки. Медичні злочини. Медична недбалість. Проблеми доведення медичної недбалості. Розслідування медичних злочинів.

### Introduction

Unskilled criminal actions of medical workers, negligent attitudes to the life and health of patients, and careless performance of professional duties, unfortunately, remain quite common. According to Ukrainian legislation, medical crimes include a wide range of torts provided for by various articles of the Criminal Code of Ukraine. Among them, in investigative and judicial practice, the most common crimes are related to medical malpractice, that is, intentional or reckless socially dangerous acts that violate the rules for providing medical care established by regulations in the performance of professional or official duties and entailed death or other serious consequences for life and health of the patient. The acts under Art. 140 of the Criminal Code of Ukraine "Improper performance of professional duties by a medical or pharmaceutical worker", based on statistics, occupy the most significant share in the structure of crime in the medical field.

Medical crimes are among the most difficult criminal cases to investigate. This is primarily due to the specifics of the mechanism of offenses. They are committed to the field of professional activity of medical workers, which, in turn, is aimed at helping a person with various diseases, injuries, and physiological processes. The problem of detecting medical crimes is exacerbated by the fact that a significant part of medical procedures leads to the risk of an unfavorable outcome for the patient, regardless of the doctor's fault (Hārātāu A., 2017, p. 171). Therefore, in most cases, it is difficult to identify and establish a causal relationship between the actions or inaction of physicians and the resulting harmful consequences for the life and health of the patient. The problem of prevention and investigation of medical crimes is global and requires constant attention from those sciences that develop methods for their prevention, detection, and investigation.

There is a significant level of latency of medical crimes, low efficiency in the investigation of revealed facts, as well as cases of unreasonable closure of criminal proceedings and failure to bring medical workers to criminal liability in Ukraine. For example, according to official statistics for 2021, 565 criminal cases were registered in Ukraine on the facts of improper performance of official duties by a medical or pharmaceutical worker (Article 140 of the Criminal Code of Ukraine). Of these, suspicion was reported to two persons, no cases were sent to the courts with an indictment, the proceedings on 310 cases were discontinued, and investigations on the rest are ongoing. Thus, the effectiveness of the work of law enforcement agencies in conducting a quick and objective investigation of such criminal offenses cannot be called high. Therefore, for investigative practice, it is important to find out the typical difficulties and obstacles inherent in this type of criminal proceedings and to determine ways to overcome them. Today, investigators need to develop and use a methodology for investigating medical crimes, which includes algorithms for establishing circumstances proving or refuting the guilt of a medical worker, a list of medical documents necessary for proving, determining the range of questions that need to be answered by forensic experts, tactical features of conducting investigative actions, etc.



## Literature Review

Research has been carried out in Ukraine to determine the demographic and occupational profile of healthcare professionals who have been prosecuted for medical crimes, as well as to obtain information about the criminal penalties applied to them (Franchuk & Trach Rosolovska, 2018; Danchenko & Taran, 2020).

To improve the situation of bringing medical workers to criminal liability for improper performance of their professional duties, it was proposed to develop a legal mechanism for investigating cases of medical malpractice (Gutorova, Zhytnyi & Kahanovska, 2019).

Also, domestic scientists developed the basics of a forensic methodology for investigating medical crimes (Danshyn et al., 2019; V.V. Topchiy, 2020).

In addition, the problematic issues of appointing and conducting forensic medical examinations in criminal cases of iatrogenic crimes were considered in the scientific literature (Grytko et al., 2018).

The previously obtained research results require further development to determine the most criminogenic areas of medical care, typical ways of committing medical crimes, systematizing the main reasons that make it difficult to prove in criminal cases, and possible ways to eliminate them. This should contribute to the development of effective measures to improve the situation with the detection and investigation of this type of crime.

## Methodology

According to the subject of the study, we analyzed and statistically processed open data on 78 criminal proceedings on medical malpractice for the period January 1, 2013, to August 1, 2022, of the state database, which contains records of all decisions of the courts of Ukraine (the Unified State Register of Judicial Decisions). Statistical information on the state of crime posted on the website of the Office of the Prosecutor General of Ukraine was also analyzed. In the course of the study, the data obtained were systematized into groups: the identity of the offender, the consequences that occurred, the method of the offense, the means of proof used, investigative errors, etc. The following data were collected: the number and date of the judgment, the date of death or injury, the characteristics of the medical malpractice, the medical specialty of the defendant, the length of the trial, and the outcome of the trial.

Domestic and foreign literature on the content and causes of medical crimes, the features of their investigation, the classification of medical errors, and the commission of which leads to negative consequences for the patient were studied. The criminal law, forensic and medical regulations of Ukraine were analyzed.

## Results and discussion

An analysis of literature data and judicial practice has shown that the most common causes of medical crimes are medical errors and malpractice of medical personnel.

Medical error is defined by the US Institute of Medicine as "failure to perform a planned action for its intended purpose or use the wrong plan to achieve a goal", i.e. planning or execution error (Institute of Medicine (US) Committee on Quality of Health Care in America, Kohn, Corrigan & Donaldson, 2000). Despite the best efforts of healthcare institutions, the prevalence of medical errors is still high (Tsigengagel et al., 2020, p. 157).

There is no unambiguous interpretation of medical errors in the domestic literature. Without going into a discussion about this concept, we note that only errors caused by subjective reasons lead to criminal liability when there is an unreasonable deviation of a medical worker from medical standards, an unreasonable risk of treatment, poor-quality examination, incorrect interpretation of clinical and laboratory data, not accounting or reassessment of the results of consultations of other specialists, etc. Malpractice, in turn, characterizes the subjective side of a criminal offense, which is a careless form of guilt and manifests itself in the criminal arrogance or criminal malpractice of a medical worker. Thus, an important problem in the investigation of medical criminal offenses is to establish the cause of death or harm to the health of the

victim, which could be the result of a medical error of subjective origin or the malpractice of a medical worker.

It should be recognized that most medical errors remain latent. Scientists point out that known court verdicts may represent only a small fraction of cases where the medical practice has been proven to be substandard in medical care (Dettmeyer, Egl & Madea, 2005). Proving the guilt of medical workers in committing medical errors is characterized by lengthy lawsuits, a significant number of acquittals, and almost zero punishment of doctors in the form of imprisonment (Wu et al., 2016). Although there are exceptions, such as in Japan, which traditionally has a higher level of court convictions than the rest of the world in all categories of crimes, including cases of medical errors (Starkey & Maeda, 2010, p. 4).

The investigation of medical crimes in Ukraine has some peculiarities. According to the previously published results of the analysis of the judicial practice of Ukraine in cases of medical malpractice for the period from 2007 to July 2019, it was found that in 96% of cases a sentence of imprisonment was not imposed, or medical workers were released from serving their sentences (Gutorova et al., 2019, p. 2165). The most severe was the punishment of a doctor in 2016 who was sentenced to imprisonment for a term of three years and deprivation of the right to practice medicine for two years (Danchenko & Taran, 2020, p. 256). According to our data, for the period January 2013 - July 2022, out of 78 criminal cases considered by the courts on the improper performance of professional duties by a medical or pharmaceutical worker, 12 (15.38% of the total number) acquittals were issued. Thus, the majority of sentences for medical workers were convictions. However, it should be taken into account that most of the investigated criminal cases do not reach trial. They are closed or remain for a long period at the stage of pre-trial investigation. In particular, during the specified period, according to official statistics, 5551 criminal proceedings were initiated in Ukraine on the facts of medical malpractice. Of these, only 33 (0.59% of the total) criminal cases were sent to the courts, 2,754 cases (49.61%) were terminated at the stage of pre-trial investigation, and the investigation continues in other cases. This testifies to the big problems in proving that do not allow investigators and prosecutors to conduct investigations within a reasonable time and send cases to courts with indictments.

Statistics show that the consequences of the events under investigation in 80.77% of cases were the death of the patient and in the remaining 19.23% serious harm to health. But among the guilty verdicts, punishment in the form of real deprivation or restriction of freedom was imposed in 16.67% of cases. In the remaining 83.33% of cases, the courts most often also imposed deprivation or restriction of liberty as the main punishment, but released the convicts from it before the end of the probationary period or after the statute of limitations for the crime expired, or applied amnesty acts.

Criminal cases of medical crimes are characterized by long periods of investigation and trial. Scientists have noted that from the moment the investigation is started to the final verdict in the case, on average, more than 7 years pass (Giraldo P. et al., 2016; Wu et al., 2016). According to our data, in Ukraine the duration of criminal proceedings was: up to 1 year - 5.3%, from 1 year to 3 years - 38.46%, from 3 to 5 years - 25.64%, from 5 to 7 years - 15.38%, more than 7 years - 15.38%. This does not mean that medical crimes are investigated faster in Ukraine than in other countries. It is necessary to take into account a significant number of criminal cases that are at the stage of pre-trial investigation.

The scientific literature presents the results of studies aimed at determining the professional scope of medical workers who are held criminally liable for errors and malpractice. With some differences in different countries, surgery, therapeutic areas (internal medicine, family medicine), emergency medical care, obstetrics and gynecology, anesthesiology, pediatrics, etc. are considered to be the most criminogenic. (Cakmak et al., 2017, p. 446-448; Alkhenizan, & Shafiq, 2018, p. 1078; Chen et al., 2019).

In Ukraine, in terms of medical specialties, age characteristics, and work experience, doctors who are held legally liable for medical errors are in line with global trends (Franchuk & Trach Rosolovska, 2018, p. 5). According to researchers, in 2020, obstetricians-gynecologists were prosecuted - 33%; surgeons - 20%; anesthesiologists - 12%; ambulance workers (paramedics) - 7.5%; paramedics - 5%; other specialties - 17.5% (Danchenko & Taran, 2020, p. 256). According to our data, the courts considered criminal cases on charges of doctors - 92.3%, nurses and paramedics - 7.7%. Among doctors, obstetricians-gynecologists - 28.21%, surgeons - 20.51%, anesthesiologists - 11.54%, traumatologists - 8.97%, general practitioners and family doctors - 7.69%, paramedics - 6, were brought to criminal responsibility. 41%. In other rare cases, infectious disease specialists, urologists, bacteriologists, psychiatrists, and neuropathologists were judged.

Despite some differences in the specialties of medical workers accused in court, there is a tendency for the greatest criminality in the areas of obstetrics and gynecology, surgery, anesthesiology, as well as emergency care for injuries and internal diseases.

According to studies conducted in Spain and the United States, the most common medical errors are the erroneous or late diagnosis of a patient's illness (Giraldo et al., 2016). Turkish scientists who have studied court decisions have found that the two most common causes of medical errors are the choice of the wrong method of treatment and surgical errors (Cakmak et al., 2017). Based on the results of our analysis, we state that in Ukraine the methods of committing medical crimes are most often associated with the use of incorrect methods of providing medical care to patients (54.68%) and with the untimely or incorrect diagnosis of the disease (34.64%). There were also cases of violation of the rules for the use of drugs (5.34%), leaving the patient without proper medical care (4%), and failure to establish an appropriate treatment regimen for a patient suffering from a mental disorder (1.34%). It should be noted that, based on the results of numerous observations in the scientific literature, the relevance of analyzing not only the risk factors for medical errors or medical malpractice but also the prosecution of a doctor for conflicts with patients is emphasized (Bernain, Rodríguez, Tissie & Gómez, 2019, p. 112).

We agree that the process of litigation of possible medical errors is the key to establishing fair, prompt, and effective access to justice (Alkhenizan & Shafiq, 2018, p. 1075). Therefore, the pre-trial investigation and trial of the facts of probable medical error and malpractice must be carried out within a reasonable time, as objectively, fully, and comprehensively as possible. This means that it is necessary to take into account the typical difficulties, mistakes, and blunders of the investigating authorities, which lead to delays in the pre-trial investigation and trial in such cases, as well as outline ways to overcome them.

Griffiths and Sanders (2012) analyzed the reasons for the low efficiency of the criminal investigation of medical crimes in the UK. They noted a large number of criminal cases closed by the police without collecting evidence, and only 5% of cases where the investigation was fully completed, but only half of them resulted in a conviction. Among the reasons for this situation, the authors name the lack of a medical worker's obligation to exercise caution in a certain professional situation; the inability of the investigation to establish a causal relationship between the act of a medical worker and the ensuing consequences, as well as to establish a "gross" threshold of gross malpractice (Griffiths & Sanders, 2012, p. 31-45).

Difficulties in investigating medical crimes in Ukraine are due to similar reasons. Some differences are due to the specifics of regulating the issues of professional and criminal liability of medical workers for the improper performance of their duties, the peculiarities of criminal law regulation, and criminal procedural proof under national legislation.

Almost always, a criminal investigation of medical crimes in Ukraine begins with complaints of inadequate medical care received from the victims or their relatives. There are few cases when the reason for starting an investigation is the reports of the health authorities based on the results of a post-mortem examination of the corpse of a deceased patient. This situation is explained by corporate solidarity in the healthcare sector and highlights the shortcomings of the domestic system for detecting and preventing medical malpractice at an early stage. At the same time, it is believed that post-mortem autopsies are quite a sufficient method for detecting cases of medical malpractice (Burkhard & Preuß, 2009).

In Ukraine, after the death of patients, routine autopsies are performed by regular pathologists at medical institutions. In general, this departmental procedure is regulated by the order of the Ministry of Health of Ukraine. At the autopsy, the attending physician or another representative of the department where the patient died is always present. The presence of relatives and friends of the deceased is prohibited. Based on the results of the autopsy, a protocol for a pathoanatomical examination is drawn up, in which the pathoanatomical and final clinical diagnoses are indicated, and the presence of discrepancies in them and their causes are assessed. This protocol and related documents are stored in the archive of the healthcare institution (Order No. 1877, 2021). Interested parties from the side of the deceased patient are not provided with them. If based on the results of the autopsy, signs of a possible medical error or malpractice are revealed, a commission is appointed with the participation of health officials to assess the guilt of medical workers through a departmental investigation. This happens extremely rarely, which is largely due to the corporate solidarity of doctors.

As a rule, the described procedure for post-mortem autopsy in the event of a conflict situation regarding the adequacy of medical care does not inspire confidence among the relatives of the victims, primarily because of its closeness. It contributes to the formation among interested parties of the belief in the bias of pathologists and other doctors, the inability to find out the true cause of death without contacting law enforcement agencies. The result of the described procedure is a significant number of applications for medical criminal offenses in their actual absence.

It is also important to note that the documents drawn up based on the results of a post-mortem autopsy are subsequently important sources of evidence in the investigation of medical crimes. Therefore, the consequences of their falsification are very difficult to overcome and restore the true picture of the event.

In this matter, we consider the experience of Japan to be useful, where a model for investigating a possible medical error has been in place since 2005. After the autopsy of the corpse, an assessment commission from among medical specialists draws up and submits a report on the causes of death of the patient and the necessary preventive measures to the medical institution and the family of the deceased. The report with the edited identifiers is then published (Leflar & Iwata, 2005, p. 223). Improving the domestic system of departmental investigations of possible cases of medical errors or malpractice by ensuring the openness of the results to interested parties, in our opinion, would help reduce the number of unreasonable appeals to law enforcement agencies about medical crimes. It could also increase public confidence in the quality of medical care.

Based on the results of the analysis of criminal cases on medical crimes, it can be stated that investigators and prosecutors in all cases carry out such actions as demanding and analyzing documents, interrogating witnesses, victims and suspects, and involving forensic medical experts.

In 97.44% of cases, suspected medical workers do not admit their guilt in committing an error or malpractice. They explain the resulting harmful consequences for the victim by unforeseen reactions of the body, atypical symptoms, violation of the prescribed regimen by the patient, imperfect equipment, violations by other medical workers involved in the provision of medical care, etc. Therefore, the investigation process implies the need for a thorough check of the arguments of the defense and is accompanied by the resolution of disputes of a professional nature both in the field of organizing the work of medical workers and regarding the direct provision of medical care in specific situations.

First of all, for the effective investigation of this type of crime, the investigator (prosecutor) needs to know the specifics of the functioning of the sphere of medical services, namely: what specific legal acts and rules governing the professional activities of a medical worker have been violated; what specific negative consequences were caused by errors or actions (inaction) of a medical worker; what is the mechanism for the development of an unfavorable process that arose as a result of an error or actions (inaction) of the subject; what is the nature of the cause-and-effect relationship between the factors that caused the onset of negative consequences, etc. When solving these issues, the investigators experience significant difficulties, which adversely affect the criminal-legal assessment and collection of the necessary evidence.

In each investigation of a medical crime, two types of legal documents that regulate the performance of professional duties by medical workers must be analyzed. These are the standards and protocols of medical care applied to a specific situation and the job descriptions of a suspected medical worker. The rules established in these documents are mostly general and are not always clear concerning the obligatory actions of a doctor in a given situation. It is practically impossible for an investigator, without the help of a specialist in the field of medicine, to assess whether the action or inaction of a medical worker complied with the established rules. Moreover, it is impossible to make an unambiguous conclusion about whether there is a direct causal relationship between the act of the subject and the socially dangerous consequences that have occurred without a specialist. It is noted that a causal relationship is more difficult to prove than the very fact of a violation of official duties by a medical worker, due to the uncertainties inherent in medical practice (Merry, 2009, p. 2165). With this in mind, the legal acts on forensic medical examination in Ukraine provide for a mandatory commission to conduct it in all cases of professional violations of medical workers (Order No. 6, 1995).

In general, the specific difficulties of the investigation force the investigator to shift the assessment of the collected evidence to medical professionals, and the main source of evidence of the guilt or innocence of a medical worker is the results of a forensic medical examination.

To draw reasoned conclusions about the guilt or innocence of a medical worker in each specific case of medical care that had adverse consequences, knowledge of the treatment process for a particular pathology is necessary. In the procedural form, this knowledge, as mentioned above, is implemented by the investigator, and the court in the form of the appointment of forensic medical examinations. It is possible to identify a number of typical problems that arise in the appointment and conduct of forensic medical examinations in the investigation of medical crimes.

So, the presence of the so-called "medical (corporate) ethics" causes the concealment of illegal acts of some doctors by others, as a result of which some examinations are carried out incompletely, not according to all medical documents, questions put to the permission of experts are not deeply and unscientifically investigated. The analysis showed that two or more forensic medical examinations were carried out in all criminal cases. Quite often the conclusions of different examinations contradicted each other, which hindered the possibility of deciding the case on the merits.

The Bureau of Forensic Medical Examinations of the Ministry of Health of Ukraine is a communal institution financed from the regional budgets. This circumstance may indirectly indicate the incomplete independence of a forensic expert conducting research on criminal proceedings against a colleague working in the same region, and even more so in a state medical institution. According to our observations, in cases where employees of commercial medical institutions were accused of medical malpractice, the conclusions of the forensic medical examination were more specific and confirmed the malpractice of the suspects. Therefore, an urgent issue for Ukraine is the creation of independent institutions for forensic medical examination. In turn, in today's conditions, when there are no such institutions, the investigator must take into account measures to ensure the objectivity of the expert's conclusions. To do this, scientists recommend appointing an examination to institutions of another region, attracting foreign experts to the commission, not allowing attending physicians, employees of the medical institution where the event occurred, and specialists participating in the internal investigation to participate in the examination (Grynko et al., 2018, p. 176-177).

The quality of a forensic medical examination harms the lack of methodological recommendations on the formulation of questions for experts and the list of documents required for a forensic medical examination. As a rule, the investigator, investigating the facts of improper provision of medical care, initially sends for examination as an object of study only medical documents filled out by medical workers whose actions will be evaluated. However, these records in some cases are added or rewritten by interested parties after the offense has been committed. There are also cases of destruction of medical records to prevent seizure by law enforcement agencies. In the forensic literature, measures are proposed to improve industry legislation aimed at minimizing the facts of falsification of medical records (Khizhnyak et al., 2018, p. 565-566). For an investigator and prosecutor in a specific criminal investigation, it is tactically correct to immediately seize all "medical" material at the disposal of a medical institution.

## Conclusions

There are significant problems with the investigation of medical criminal offenses in Ukraine. Less than one percent of the number of initiated criminal cases is sent to court. The rest, in approximately equal proportions, are stopped or considered for a long time at the stage of pre-trial investigation. Most of the cases sent to court end with a guilty verdict, however, medical workers are released from real deprivation or restriction of freedom for various reasons.

In the specialties of medical workers accused in court, there is a tendency for the greatest criminality of obstetrics and gynecology, surgery, anesthesiology, and emergency care for injuries and internal diseases. The methods of committing medical crimes are most often associated with the use of incorrect methods of providing medical care to patients and with the untimely or incorrect diagnosis of the disease. In addition, medical malpractice is manifested in actions (inaction) that violate the rules for the use of medicines, leaving the patient without proper medical care, and failure to comply with the proper treatment regimen for the patient.

The problems of investigating medical crimes in Ukraine are due to the following reasons: the specifics of the mechanism of offenses that are committed in the field of professional activity of medical workers aimed at helping a person with various diseases, injuries and physiological processes; closeness for relatives and relatives of the deceased of the results of the post-mortem examination of the corpse with a possible medical

error; the lack of proper knowledge of investigators about the mechanism of medical crimes, which leads to low efficiency in the collection and evaluation of evidence; denial by medical workers of their guilt and shifting it to unforeseen reactions of the body, symptoms, violation of the prescribed regimen by the patient, imperfect equipment, violations by other medical workers, etc.; the presence of corporate opposition of doctors who are involved as forensic experts or witnesses in the case; the absence in Ukraine of independent institutions of forensic medical examination and gaps in the legal regulation of the protection of medical records from unauthorized access. These reasons exacerbate the difficulty of establishing a causal relationship between a medical error, actions, or inaction of medical workers and the resulting negative consequences for the life and health of the patient.

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## The case-law from the ECHR regarding the compensation of moral damage to the employee

### Практика ЄСПЛ щодо відшкодування моральної шкоди, заподіяної працівнику

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#### Abstract

The purpose of the article is to study the practice by the ECHR regarding reimbursement for moral harm caused to the employee. The subject matter of research is moral damage. Methodology. The methodological bases for the Article are: general scientific, systematic methods, method of descent from the abstract to the concrete, sociological and legal research method, method of generalizing judicial practice, etc. Research results. The judgments by the ECHR on compensation for moral damage to employees, which was caused as a result of discrimination, dismissal due to a strike, because of the statement in the media, political beliefs, based on gender and due to illness, were considered. Practical meaning. It was proven that since the rights of the second generation (which include labor rights) are not reflected in the Convention, a person has no right to apply for their protection to the Court. This is possible only if other fundamental rights were affected during the violation of labor rights. Value/originality. The use of case-law from the ECHR in the process of researching the institution of compensation for moral damage to an employee will contribute to the development of its use in law enforcement activities and the dissemination of the experience of equitable reimbursement as a way to protect the violated rights and legitimate interests of workers in Ukrainian realities.

**Keywords:** ECHR, Convention, case-law, discrimination, dismissal, labor rights.

#### Анотація

Метою статті є дослідження практики ЄСПЛ щодо компенсації моральної шкоди, заподіяної працівнику. Предметом дослідження є моральна шкода. Методологія. Методологічною основою статті є: загальнонауковий, системний методи, метод сходження від абстрактного до конкретного, соціолого-правовий метод дослідження, метод узагальнення судової практики тощо. Результати дослідження. Розглянуто рішення ЄСПЛ щодо відшкодування моральної шкоди працівникам, яка була завдана внаслідок дискримінації, звільнення у зв'язку з участю у страйку, висловлюванням у ЗМІ, через політичні переконання, на підставі статі та у зв'язку з хворобою. Практичне значення. Доведено, що оскільки права другого покоління (до яких належать і трудові права) у Конвенції не відображені, звернутися за їх захистом до ЄСПЛ особа не вправі. Це можливо лише у разі, коли при порушенні трудових прав зачіпалися інші – фундаментальні права особи. Цінність/оригінальність. Використання прецедентної практики ЄСПЛ у процесі дослідження інституту відшкодування моральної шкоди працівнику сприятиме розвитку його використання у правозастосовній діяльності та поширенню досвіду справедливої компенсації як способу захисту порушених прав та законних інтересів працівників в українських реаліях.

**Ключові слова:** ЄСПЛ, Конвенція, прецедентна практика, дискримінація, звільнення, трудові права.

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## Introduction

The European Court of Human Rights is an international body that, under the conditions defined by the Convention for the Protection of Human Rights and Fundamental Freedoms, can consider applications submitted by the persons complaining of violations of their rights. The Convention is an international treaty, on the basis of which the majority of European States undertook to observe human laws and fundamental freedoms. These rights are guaranteed both by the Convention itself and by the protocols to it (Council of Europe, 1950), the consent of which is binding on States Parties to the Convention.

Many people who could not achieve the restoration of their legal interests in the area of labor relations in Ukrainian courts, ask themselves: is it possible to apply for their protection to the European Court of Human Rights? The answer to this question is both yes and no.

The fact is that the jurisdiction of the ECHR extends to all issues of interpretation and application of the Convention and its protocols (Article 32 of the Convention); the latter enshrines the fundamental freedoms, establishing the foundations for justice and peace in the whole world, such as: the right to life, the prohibition of torture, the right to freedom and personal integrity, etc.

Labor rights belong to the second generation of human rights, which includes social, economic and cultural rights. Although they are not the main ones, they allow ensuring a decent standard of living of an individual, his (her) well-being and comprehensive development.

Accordingly, the rights of the second generation are not reflected in the Convention, therefore a person cannot apply for their protection to the ECHR. This is possible only if other fundamental rights of a person were affected during the violation of labor laws.

Thus, the aim of the article is to study the practice by the ECHR regarding reimbursement for moral caused to the employee.

## Methodology

The methodological bases for the Article are: general scientific, group and special scientific research approaches, methods and techniques.

The philosophical and methodological framework for the study is the dialectical general scientific approach, which is applied, in particular, to clarifying the genesis of the institution of compensation for moral damage to the employee, to study the dynamics of the Court's legal views on this issue.

Among the general scientific methods, the systematic one played an important role, with the help of which, the analysis of the provisions of the Convention and the examination of the decisions of the Court is carried out. Method of descent from the abstract to the concrete serves to clarify the concretization of the provisions of the ECHR and the use of the legal positions of the Court in its decisions.

The sociological and legal group research method makes it possible to identify the rights, which are under protection of the Convention, for the breach of which the employee acquires the right to demand compensation for moral harm. Special scientific methods obtain special importance when interpreting the legal norms of Ukrainian legal instruments and the content of the Convention. The method of generalizing judicial practice helps to summarize the case law of the ECHR on the issue under investigation.

Clarification of the conceptual apparatus of the research ("moral damage", "discrimination", "second-generation rights", etc.) required the use of a number of formal and logical general scientific techniques – induction, deduction, analysis, synthesis.

## Literature Review

According to the law of Ukraine No. 3477-IV (2006) the courts apply the Convention and the case law of the Court as a source of law in their proceedings. In this regard, the well-known Ukrainian scientist Shevchuk (2011) emphasizes that the main feature of the precedent nature of ECHR decisions is the "immutability of judicial practice" (relative stability), which allows individuals to regulate their behavior in accordance with it. Therefore, one court decision of the ECHR, in the opinion of the scientist, cannot be a precedent, since it is not repeatable.

Metlova (2007) concludes that by implementing the interpretation of the Convention in a particular case, the Court also expresses its own legal view. The presence of such a circumstance

makes it possible to consider the decisions of the ECHR as the source of law.

According to professors Lushnikov and Lushnikova (2009), the acts of the Court occupy an independent place in the system of sources of law, as sources of law of a special kind (*sui generis*); they have complex legal nature, combining the properties of a legal instrument and a judicial precedent.

Fikfak (2020) analyzes the 13 years' practice of the ECHR to understand whether it awards equitable compensation for moral harm for the breach of fundamental rights, enshrined in the Convention.

Solomou (2014) investigated the issue whether the Court has contributed to the custom of just satisfaction in the Member States. She divided her research into 3 parts: 1) historical evolution of the international rule on just satisfaction; 2) forms of satisfaction; 3) compensation for moral damage.

Nowlin (2002) states that the ECHR is protecting morality and the individuals' right to compensation for moral damage despite the fact that there is no uniform approach to this concept in the States-signatories to the European Convention.

## Results and Discussion

### Discrimination

Most often, the fundamental right that is violated in the context of the problem under investigation is the prohibition of discrimination, enshrined in Art. 14 of the Convention. Discrimination is the most common violation of human rights, which results in neglect of people belonging to a particular group, intolerant treatment of a person as the highest social value, and some other violations.

According to the Law of Ukraine "On the Principles of Preventing and Combating Discrimination in Ukraine" (Law of Ukraine No. 5207-VI, 2012), discrimination is the situation in which an individual and/or a group of individuals suffers from the restriction on the recognition, exercise or enjoyment of rights and freedoms in any form established in this Law on the grounds of their race, skin color, political, religious and other beliefs, sex, age, disability, ethnic or social origin, nationality, marital and property status, place of residence, linguistic or on other grounds that have been, are or may be

actual or alleged (hereinafter – particular grounds), except for cases when such restriction has a legitimate, reasonably justified aim, which is achievable in an appropriate and necessary way.

According to the above-mentioned Convention, “*the exercise of rights and freedoms enshrined in this Convention must be ensured without discrimination on any basis – sex, race, color, language, religion, political or other beliefs, national or social origin, belonging to national minorities, property status, birth, or on other grounds*”.

As one can see, in order to prove the fact of discrimination, the victim should not only provide incontrovertible data and evidence of unlawful actions against him (her), but also the fact of the violation of another fundamental human right enshrined in the Convention.

### Dismissal due to a strike

Thus, for example, in the decision of the European Court of Human Rights in the case No. 44873/09 "Ognevenko v Russia" (2018), a violation of Article 11 of the Convention was established in connection with the dismissal of the applicant after participating in a strike organized by a trade union, which, in the opinion of the Court, was a disproportionate restriction of the applicant's right to freedom of association. First of all, the ECHR drew attention to the fact that Paragraph 1, Article 11 of the Convention provides for the freedom to establish trade unions as one of the forms or a separate type of freedom of association.

The Court also emphasized that “the right to strike is one of the ways in which a union can act to be heard; collective bargaining to protect workers' interests and strikes are protected by Article 11 of the Convention”.

The ECHR noted that when the applicant contested his dismissal in the national courts, the latter had to observe formal compliance with the relevant Russian laws in their analysis, and accordingly, they could not maintain a balance between the applicant's freedom of association and competing public interests (Paragraph 82 of the Resolution).

The Court concluded that the applicant's participation in the strike was perceived as a breach of discipline, which, along with the previous offence, resulted in the most severe punishment – dismissal. The ECHR has

previously emphasized that such sanctions inevitably have a "deterrent effect" on trade union members who take part in industrial actions (such as strikes), to protect their professional interests (paragraph 83 of the Judgment).

The Court summarized that the dismissal of the applicant after participating in a strike organized by the trade union, which, due to the legal ban on his participation in strikes (as he was a machinist) resulted in failure to perform his work duties, is a disproportionate restriction of the claimant's right to freedom of association. Therefore, in the opinion of the Court, there was a violation of Article 11 of the Convention.

The claimant sought EUR 2,000 and EUR 6,000 for pecuniary damage (wages for the period of forced absenteeism) and moral damages, respectively.

The Court believes that the applicant's claims for compensation for material and moral damages are well-founded, reasonable and related to the detected violation of the Convention. Based on considerations of justice, the Court decided that the applicant should be paid EUR 2,000 as compensation for material damages and EUR 6,000 – for moral damage, as well as any taxes that may be taxed these amounts.

#### **Dismissal due to statement**

In the case of *Marunic v. Croatia* (2012), the applicant, Mirela Marunic, who is a citizen of Croatia, complained that she was fired because of the statements she made in the media, in violation of her right to freedom of expression.

During the period from 2003 to October 2007, Marunich was the director of the municipal utility company, which belonged to the municipality of Kostrena. In September 2007, the daily newspaper *Novi list* published the article with public criticism of the way Marunich performed her job, which was made by the mayor of the municipality of Kostrena, M.U. Eight days later, Marunich responded to the criticism in another article in the newspaper *Novi list*. She complained that the problems with the company's operations were caused by the municipality's legal department, which allegedly required the public utility to act illegally. She demanded an audit of the company. Marunich was summarily dismissed by the decision of the company's general meeting of shareholders (chaired by M.U.) on the grounds that her public statements harmed the company's reputation.

Marunich filed a civil lawsuit for illegal dismissal. Although he was successful at trial, the Supreme Court rejected the claim, finding that her dismissal was based on her public statements. Her appeal to the Constitutional Court was also struck down.

Marunich complained that her statements in the mass media were made only to deny the unjust accusations against her, and that her firing was a violation of Article 10 (freedom of expression) of the European Convention on Human Rights.

Having considered all the circumstances of the case, the Court came to the conclusion that the applicant's articles in response to the acts by M.U. were not disproportionate and did not go beyond acceptable criticism. Accordingly, the Court considers that the intervention in the claimant's activities in the form of termination was not "necessary in democratic society" to protect the business reputation and rights of the company she headed.

Such a conclusion eliminates the need for further consideration of the nature and severity of the sanction imposed, namely the dismissal of the applicant, as factors to be taken into account in assessing the proportionality of the intervention.

Besides, it was proved that in this case there was indeed a violation of Article 10 of the Convention (the right to freedom of expression).

For the material and moral damage caused, the applicant demanded EUR 104,789.31 as compensation for pecuniary damage and EUR 57,320 – as compensation for moral damage, respectively.

Considering the nature of the applicant's complaint regarding the violation of Art. 10 of the Convention and the reasons, for which violations of this article were established, the Court decided that the most reasonable way to eliminate the consequences of this violation in this case would be reopening the proceedings. Since domestic law allows for such compensation, the ECHR considers that there is no reason to award the claimant any amount of compensation for material harm. Therefore, it rejected this request.

On the other hand, the Court came to the conclusion that moral damage was caused to the applicant. In the interests of fairness, the Court awards it €1,500 under this item.

### Dismissal due to political beliefs

The next case concerns the dismissal of a person due to his political beliefs (*Redfearn v. the United Kingdom*, 2012). The applicant, Arthur Collins Redfearn, who is a British national, was employed as a driver by a private company, Serco Limited, from 05 December 2003 until his dismissal on 30 June 2004, transporting children and adults with physical and/or mental disabilities in the Bradford area. Most of its passengers were of Asian origin.

During Redfearn's tenure, there were no complaints about its implementation, nor about the latter's behavior.

His boss, also of Asian, promoted Redfearn to the rank of "first class employee". However, following the publication of data in a local newspaper regarding the driver's political affiliation, a number of trade unions and employees raised the question of the possibility of continuing his work in the Serco Limited company. When, in June 2004, Redfearn was elected local councilor from the British National Party (BNP), he was immediately dismissed.

In August 2004 he brought a race discrimination claim to the Employment Tribunal under the Race Relations Act 1976. The Employment Tribunal dismissed the claim on the grounds that any discrimination against him was motivated by the need to ensure the health and safety of its passengers and accompanying persons, as there was a risk that Serco vehicles might be attacked by opponents of the BNP. In July 2005 the Employment Appeal Tribunal granted his appeal, including on the ground that the management had not considered any other alternatives to dismissal.

Having examined all the circumstances of the case, the ECHR came to the conclusion that in this case there was a violation of Art. 11 of the Convention (right to freedom of assembly and association). Firstly, the Court referred to its well-established case law that in a healthy democratic and pluralistic society the right to freedom of association should extend not only to individuals or associations, whose views are received positively or are considered correct, but also those whose views that do not correspond to generally accepted ideas about morality. Secondly, the Court noted that Redfearn was released at the age of 56, meaning he might have trouble finding a new job. In addition, the fact that there were no complaints from customers or

colleagues on the work of the driver; he was considered a "first-class employee".

The Court considers that the most appropriate domestic remedy for a person in Mr. Redfearn's position, dismissed on the basis of political beliefs or affiliation, is a wrongful dismissal claim under the 1996 Act. However, he was unable to avail himself of this remedy, having worked less than a year.

Such persons have the right to bring a claim to the Employment Tribunal for discrimination on grounds of race, sex or religion, but not on grounds of political affiliation or belief. With no other remedy available to Redfearn, he was forced to bring a race discrimination claim under the 1976 Act, which, however, does not regulate relationships in this situation. The UK was therefore required to take reasonable and appropriate measures to protect workers, including those with less than a year's service, from being dismissed on grounds of political opinion or affiliation, or by providing an additional exclusion from the one-year qualifying period under the 1996 Act year or by filing a separate lawsuit in connection with illegal discrimination based on political beliefs or affiliation. A legal system that allows dismissal solely based on the employee's political party membership is open to abuse and therefore imperfect.

According to Art. 41 of the Convention, if the Court recognizes the fact of violation of the Convention or protocols thereto and if the domestic law of the relevant Party provides for only partial compensation, the Court, if necessary, provides just satisfaction to the injured party. However, in the situation under consideration, the applicant did not submit any claim for compensation.

### Dismissal based on gender

According to the materials of the case "*Emel Boyraz v. Turkey* (2014) the applicant, Emel Boyraz, who is a citizen of Turkey, successfully passed the civil service examination in 1999 and was appointed as a security officer at a branch of the State Energy Company (TEDAŞ). On July 05, 2000, she was informed that she could not be officially employed, because she did not meet the requirements of "being a man" and "having completed military service". Emel Boyraz appealed this decision on September 18, 2000. On February 27, 2001, the Ankara Administrative Court ruled in favor of Ms. Boyraz, and TEDAŞ offered her a contract.

However, the company filed an appeal against this decision; on March 31, 2003, the Twelfth Chamber of the High Administrative Court found that the administration's decision was in accordance with the law, since the requirements for the post indicated that it was for men only, which was in accordance with its nature and public interest. On March 17, 2004, Ms. Boyraz was dismissed from her position and her case was closed.

The ECHR established that the Turkish courts did not see a violation neither Art. 8, nor Art. 14 of the Convention in this case, as they relate to a right not enshrined in this international instrument, namely the right to employment as a civil servant. The Court emphasized that Ms. Boyraz was appointed as a security officer on a contractual basis and was dismissed because of her gender. Such a radical measure as dismissal only because of gender has negatively affected the identity, self-perception and self-esteem of the person, and as a result, - on her private life. Therefore, the Court decided that the dismissal of Ms. Boyraz was a violation of her right to respect for her private life, as it also had consequences for her family and the possibility of having a profession that corresponds to her qualifications. The ECHR concluded that in this case there was a violation of Art. 8 and Art. 14 of the Convention.

For the violation of her legal rights, the applicant demanded 200,000 euros (EUR) and 50,000 euros as compensation for material and moral damage, respectively.

At the same time, the ECHR noted that Boyraz did not provide any documents in support of her claim for compensation for pecuniary damage, therefore the Court left this claim unsatisfied. However, it believes that the victim suffered pain and suffering, which cannot be compensated by confirming the fact that her rights were violated. Considering the nature of the established violations, the Court considers it appropriate to award her 10,000 euros as compensation for moral damage.

### **Dismissal due to illness**

According to the materials of the case "I.B. v Greece" (2013), the claimant has worked for a jewellery company since 2001. In January 2005, he told three of his colleagues that he feared he had contracted the human immunodeficiency virus (HIV); this was later confirmed by the relevant test. Shortly thereafter, his employer received a letter from these three

persons, in which they claimed that the applicant had AIDS and that the company should fire him. Information about the applicant's health began to spread throughout the enterprise, where 70 people worked. The staff demanded his dismissal. The employer invited an occupational health doctor to communicate with employees; he tried to calm them down by explaining the ways of transmitting the disease. On February 21, 2005, 33 company employees sent a letter to the director demanding the dismissal of I.B. with the aim of "preserving their health and the right to work". On 23 February 2005, the employer dismissed the applicant, paying him severance pay under Greek law. Shortly thereafter, the applicant was employed by another company. He appealed to the court of first instance of Athens. On June 13, 2006, the court found that the dismissal was illegal. It was established that termination of the employment contract is reasonably excluded due to the applicant's state of health, and such actions on the part of the employer are an abuse of his authority. In addition, the court ruled that it was not necessary to order the applicant to resume work, as he had found a new one during that period.

The employer and the applicant filed an appeal against this decision. On January 29, 2008, the appellate court recognized that, by dismissing the applicant, the employer yielded to pressure from the employees in order to preserve healthy working relations in the team. At the same time, it was stated that the fears of the company's employees were unfounded, as the occupational health doctor explained to them. The appellate court emphasized that if the employee's illness did not have a negative impact on labor relations or the smooth functioning of the enterprise, then it cannot serve as an objective reason for terminating the employment contract. However, the complainant has not yet been absent from work, and his absence due to illness could not be foreseen in the near future.

This decision was also appealed; I.B. emphasized that the Court of Appeal wrongfully dismissed his application for reinstatement to his former post in the company. By the decision of March 17, 2009, the Court of Cassation overruled the decision of the court of appeal and recognized that the termination of the employment contract with the applicant was not illegal, as it was justified by the need to restore harmonious cooperation between employees and the smooth functioning of the company.

According to the established precedent practice of the Court, discrimination is different from the

usual treatment of a person in similar or comparable situations without an objective and reasonable justification. The court considers that, under these circumstances, the applicant was treated with hostility because he was HIV-positive, although his diagnosis did not have a negative impact on labor relations and therefore cannot be considered an objective reason for terminating the contract. The employee's interests had to be protected in the same way as the interests of the company, especially given his HIV-positive status.

Commenting on the decision of the Court of Cassation in this case, the ECHR noted that the former did not provide an adequate explanation as to why the interests of the employer prevailed over the interests of the applicant, and could not find the correct balance between the rights of two parties. The applicant was the victim of discrimination on grounds of health, in breach of Article 8 in conjunction with Article 14 of the Convention.

The Court ruled that Greece should pay the applicant 6,339.18 Euros as compensation for pecuniary damages and 8,000 Euros for moral harm.

### Conclusion

Article 9 of the Constitution of Ukraine (Law of Ukraine No. 254k/96-VR, 1996) stipulates that international treaties that are in force, agreed to be binding by the Verkhovna Rada of Ukraine, are part of the national legislation of Ukraine.

The Convention on the Protection of Human Rights and Fundamental Freedoms, ratified by the legislator of Ukraine, is among them. This legal instrument establishes that the European Court of Human Rights is established to ensure compliance by the Contracting Parties with their obligations under the Convention and its Protocols.

The Court is a supranational international judicial institution, which considers complaints by individuals alleging violations of their rights by States parties to the Convention.

The jurisdiction of the ECHR extends to all matters related to the interpretation and application of the Convention and Protocols thereto. Accordingly, the Court does not perform the functions of a national court and does not have the power to overrule or modify the decisions of national courts.

The Court accepts applications for consideration only after all domestic legal remedies have been exhausted; therefore before bringing an action before the Court, a person should use all judicial remedies in the State, against which the application is directed; otherwise, you must prove that such means are ineffective.

According to Art. Article 41 of the international treaty, if the Court recognizes the fact that there has been a breach of the European Convention or the Protocols to it, and the domestic law of a Contracting Party allows only partial reimbursement, the Court, if necessary, provides the injured party with fair compensation. It should be noted that the European Convention does not reveal the essence of the concept of "fair compensation", enabling the ECHR, by virtue of its competence, to interpret the concept independently.

The use of case-law from the ECHR in the process of researching the institution of compensation for moral damage to an employee, its elements, criteria for determining the amount of just satisfaction will contribute to the development of its use in law enforcement activities and the dissemination of the experience of equitable reimbursement as a way to protect the violated rights and legitimate interests of workers in Ukrainian realities.

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## Ecosystem of tourist business in the context of regional tourism and hospitality industry development

### Экосистема туристического бизнеса в контексте развития региональной индустрии туризма и гостеприимства

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#### Abstract

The evolution and problems of the definition of such notions as “business ecosystem”, “business ecosystem model” and “business platform” in the scientific environment are overviewed and analyzed in this paper. Different strategies of the management of business ecosystem models are considered and conclusions about their efficiency at different development stages are formulated. In the paper, the particular attention is paid to digital platforms as a tool of management and development of business ecosystems in modern realities, the key cases of ecosystem business models in Russian economy are analyzed. The authors consider the digital platform creation as a perspective approach to the transition to the concept “Tourism 4.0” in the Republic of Bashkortostan. However, there are different opinions regarding the practicability of the realization of regional tourist platforms in comparison with the federal ones. The paper presents the overview of the main arguments of the parties of this discussion. As a result of the conducted research, the author formulated the conclusions on the perspective of creating cross-functional and multi-platform solutions for the realization of federal and regional platforms. That is, the construction of platforms based on the principle of mutual integration and realization of different but supporting functions, which would serve the whole chain of creation, promotion and realization of tourist product and realization of accompanying touristic services, will allow implementing not the competitive development environment but the ecosystem cooperation environment. Such principle is

#### Аннотация

В данной статье рассматриваются и анализируются эволюция и проблемы определения таких понятий, как “бизнес-экосистема”, “модель бизнес-экосистемы” и “бизнес-платформа” в научной среде. Рассмотрены различные стратегии управления моделями бизнес-экосистемы и сформулированы выводы об их эффективности на разных этапах развития. В статье особое внимание уделяется цифровым платформам как инструменту управления и развития бизнес-экосистем в современных реалиях, анализируются ключевые кейсы экосистемных бизнес-моделей в российской экономике. Авторы рассматривают создание цифровой платформы как перспективный подход к переходу к концепции “Туризм 4.0” в Республике Башкортостан. Однако существуют разные мнения относительно целесообразности реализации региональных туристических платформ по сравнению с федеральными. В статье представлен обзор основных аргументов сторон этой дискуссии. В результате проведенного исследования автором сформулированы выводы о перспективности создания кросс-функциональных и мультиплатформенных решений для реализации федеральных и региональных платформ. То есть построение платформ, основанных на принципе взаимной интеграции и реализации различных, но поддерживающих функций, которые обслуживали бы всю цепочку создания, продвижения и реализации туристского продукта и реализации сопутствующих

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relevant from the point of the broad-scale and deep mechanism of data aggregation, for building up effective development strategies at entrepreneurial, regional and federal levels.

**Keywords:** tourism industry, digitalization, business ecosystem, platform economy, regional tourism, digital platform.

## Introduction

Today, the tourism and hospitality industry in Russia reaches the new heights of development, which was influenced by a number of factors from the beginning of COVID-19 pandemic. It is known that Russians felt how their favorable international format is suffering. The internal tourist format does not always meet the needs of demanding tourists but it is much more predictable. Under current conditions, it is reasonable to take measures for the rest in Russia to become more attractive and comfortable for tourists with different interests, needs, preferences and financial possibilities. It is easy to see that the topic of Russian tourism is on everyone's lips. Great creative efforts are required from regions, especially from those, which have been satisfied with a little for decades not making a claim for large tourist flows but, at the same time, possessing rich tourist resources. The Republic of Bashkortostan is one of them.

The project team of the Department of Tourism, Hotel and Restaurant Services of Ufa State Petroleum Technological University considers the issue of the practicability of creating one of the tools of regional tourism development under current conditions – tourist business ecosystem in Bashkiria. The investigation is carried out in the frameworks of research project “Tourist-information ecosystem of user services “Yal” in strategic project “New life environment” of the strategic development program of Ufa State Petroleum Technological University.

Business press comments periodically that such initiatives are futureless because regional digital resources will not be able to compete with acting and developing federal digital resources (Korolev, 2020). But the final conclusion can be made after analyzing the nature of the concept “business ecosystem” or business ecological system. This is one of the most discussable terms in the theory of modeling business processes.

туристических услуг, позволит реализовать не конкурентную среду развития, а среду экосистемного сотрудничества. Такой принцип актуален с точки зрения широкомасштабного и глубокого механизма агрегирования данных для построения эффективных стратегий развития на предпринимательском, региональном и федеральном уровнях.

**Ключевые слова:** индустрия туризма, цифровизация, бизнес-экосистема, платформенная экономика, региональный туризм, цифровая платформа.

There are a lot of opinions about the essence of this phenomenon, therefore, it is reasonable to discuss it from the basic principles.

In this regard, the objective of the present research is to analyze such notions as “business ecosystem” and “platform”, as well as the development perspectives of these phenomena in Russian tourist industry. The following issues were analyzed during the research to reach the stated objective: origin of the terms and evolution of interpreting the notions, development of digital platforms in Russian business, specifics of development and expansion of platform services in Russian and regional tourism. The paper begins with the section devoted to the fundamentals of applying ecosystem approach in economy. After that the research methodology is described followed by the description of the analysis results of the current state of ecosystem approach and digital platform development in Russian entrepreneurship, including the tourism and hospitality industry, taking into account the existing barriers and drivers. As a result of the analysis carried out, the author answered the question whether it is necessary to apply ecosystem approach to develop the tourist industry in the Republic of Bashkortostan.

## Theoretical aspects of ecosystem approach in economics

The notion “ecology” (Greek οίκος – home, native land and λόγος – science) was introduced into the scholarly discourse by German biologist Ernst Haeckel in 1866 and since then this term, understood as “science about interactions of live organisms and their communities between themselves and habitat”, has been steadily linked with biology.

The term “ecological system” is younger – it was for the first time used by English botanist Arthur

Tansley in 1935, bringing ecology to a higher level based on the fact that system approach allows investigating the aggregate of organisms and habitat conditions in the self-regulation mode (Nazarenko, 2007; Mirkin & Naumova, 2011). At the beginning, this term was also studied only by the biological science. But with time, it also became relevant outside it.

In 1993 the representative of Harvard Business School James F. Moore published the article “Predators and Prey: A New Ecology of Competition”, in which he compared the mutual evolution inside natural and social systems, bearing in mind that in both of them interconnected participants are developing in the mutual cycle. Moore used the notion “ecosystem”, for the first time giving it an economic sense: “In order to extend the system approach to the strategy, I suggest considering a company not as a representative of one industry but as a part of the business ecosystem covering many industries. In the business ecosystem the companies develop opportunities around the innovation: they are working together on a competitive basis in order to support new products, satisfy needs of the clients and, eventually, introduce another round of innovations” (Moore, 1993). In other words, if the natural ecosystem unites live habitants of some habitat (for example, lake or taiga) interacting both with each other and the habitat, then in business, according to Moore’s theory, “the habitants” of ecosystem are the representatives of entrepreneurial world (a top company and other companies: suppliers, commodity flow channels, etc.), interacting on a competitive basis to complete the common innovative business task, as well as consumers.

Let us point out that Moore reasoned about the system approach to the company strategy and illustrated his reasoning with the experience of real companies, which had been actually building up ecosystems long before his publication and, apparently, not using the term “business ecosystem”, and, moreover, differently. Thus, Moore compared the strategies of such companies as Apple and Tandy, since 1970-s having launched the products based on microprocessors (the innovation of that time) onto the market, which were later converted into personal computers.

Obviously, Apple controlled its own basic developments, including software of the operation system, at the same time, the company stimulated cooperation with independent developers to write software for their computers.

The company also supported business relations with computer stores, educational institutions and independent magazines.

Tandy, on the contrary, had the principle of concentration of all business processes inside the company. The company purchased everything for computers (from programming languages to word processors), it dealt with teaching, sold the equipment through its own store chain and did not cooperate with independent magazines.

At the beginning, judging by the volume of sales, Tandy’s strategy looked more effective, but with time Apple’s sales indicators raised much higher that can be considered as a result of realizing the strategy implying the access of other participants to its business and, hence, providing partners with new growth opportunities and bringing talents to light.

Moore considered that both companies built up ecosystems, only Tandy controlled the ecosystem more tightly (Moore, 1993).

Another interesting model of the late 1970-s is mentioned in the publication. First, Digital Research developed the operation system CP/M compatible with any hardware, which gave the impulse to the development of the variety of small manufacturers of personal computers, and then Micropro developed a powerful word processor for any computers with the operation system CP/M, thus, still more stimulating the demand for these computers produced by small manufacturers. It would seem that it was the time of boom for the latter but they found themselves involved in the competitive struggle with each other, which resulted in price control, low profitability and lack of the possibility to thoroughly deal with the implementation of promotion programs. Having analyzed this experience, Moore stated that at the stage of forming the business ecosystem the correct assessment of the consumers’ needs is a necessary but insufficient step: “The leader of the business ecosystem must appear who is able to initiate the process of fast, continuous improvement, which attracts the whole business community” (Moore, 1993). This is the quality initially possessed by Apple and Tandy and which the ecosystem being formed, whose launch was conditioned by Digital Research’s development, was lacking.

Thus, in 1990-s James F. Moore formed the initial vision of the concept “business ecosystem”. But only the initial one, since in Moore’s theory, with all its consistency and

harmony, the effect of incompleteness was objectively observed, first of all, due to the fact that economic processes at different times rely on different technological capabilities, at the managerial level as well. We will return to this issue later but before that we will touch upon another important moment.

As pointed out by Ya.S. Matkovskaya who studied publications on the topic, the researchers have not reached the common ground regarding the nature of business ecosystems yet. The discrepancies are mainly connected with the fact that in the initial exposition the differences of ecosystems from other forms of cooperation and integration are not quite clear. Matkovskaya suggested her own approach to understanding the problem. First of all, she underlined that business models with ecosystematicity features are based on the system properties and should have the appropriate qualities. The participants' composition is important in the system. The author referred the initiator ("core"), orchestrator, partners and consumers to such, as applicable to business ecosystem model (Matkovskaya, 2021). Remembering the unregulated experience of companies placing the bet on the operation system CP/M, as described by Moore, we can agree that the lack of regulation is impossible in a system. We can also remind that A. Tansley revealed the self-regulation mode in a natural ecosystem, and the nature itself is the regulator. In an economic ecosystem the processes are organized artificially. Consequently, the mechanism imitating the self-regulation mode should be created artificially. The element called the orchestrator takes on this role.

Here we return to the issue about technological capabilities of business organization. Ya.S. Matkovskaya designated "the platform owner" as the orchestrator (Matkovskaya, 2021). A platform is a polysemic word. It is obvious that, in this case, we are talking about a digital platform. It should be indicated that this notion is understood differently. In numerous definitions, the authors call the software environment, information system, business model, enterprise, set of interconnected software and hardware, etc. as the determinative component. On the other hand, the explanations regarding the designation of platforms, as a rule, do not contradict each other. In different definitions the designation is explained as follows: provision of either "mutually beneficial interactions between third party manufacturers and consumers", or "direct interaction and execution of transactions between several groups of third party users", or

"execution of interrelation functions between market participants", or "facilitating exchanges between two or more interdependent groups of participants", etc. (Niyazova, Garin & Zlydnev, 2021). Here is an example of extensive definition of a digital program: this is "a digital form of organizing interactions between suppliers and consumers to minimize transaction expenditures when seeking partners, goods, services, executing payments, signing contracts, controlling fulfilled arrangements, evaluating reputation of sectorial participants, etc." (Styrin, Dmitrieva & Sinyatullina, 2019). In the frameworks of the investigation topic it is important to single out the relevant feature of the digital platform as applicable to ecosystem concept, therefore, having summarized the abovementioned, we will claim that a digital platform is, first of all, the tool for establishing the interaction between users interested in each other.

### Research methods

The present research is an overview in the frameworks of the selected topic and is based on objectiveness and systematicity principles. The objectiveness principle conditioned the use of only reliable facts and data presented in professional sources and scientific literature. The principle of consistency is based on taking into consideration in the context of the study of the socio-political and economic situation in the country and the region, technological trends in the development of the service sector and creative industries.

The indicated principles were realized with the help of general scientific empirical research methods: data collection from scientific and professional sources, analysis, synthesis and comparison of the information obtained. The use of these methods allowed conducting complex research of the factors under the influence of which the ecosystem approach in tourist industry is currently being developed in Russia and Republic of Bashkortostan. To answer the research question about the origin of the terms and evolution of interpreting the notices, scientific papers were studied and analyzed, which are the theoretical basis of the ecosystem approach in economics and the interpretation of key provisions under the conditions of the Russian market. In the analysis of the development of digital platforms in Russia, scientific works of Russian scientists on the trends in the development of digital platforms and professional thematic digests from industry leaders in Russia were used. The study and

analysis of the specifics of development and expansion of platform services in Russian and regional tourism was carried out on the basis of scientific articles by Russian scientists on the prospects of digitalization and ecosystem development in the tourism and hospitality industry, as well as thematic articles from periodicals with comments from industry experts to form an idea of the diversity of opinions and the availability of professional discussion about the immediate prospects.

## Results and Discussion

### *Evolution of digital platforms in Russia*

Digital platforms have been blended in many spheres of activity. Social networks and messengers (VK, Tik Tok, WhatsApp, etc.) have been widely spread and have transformed the arrangement of communications. The methods and mechanisms of trade realization of E-commerce platform, i.e. electronic commerce, are actively changing (Alibaba, Wildberries, Ozon, etc.). The sharing platforms (Uber, Avito, etc.) provide users with “anywhere access to assets instead of the need to possess them” (Geliskhanov, Yudina & Babkin, 2018).

Let us return to Ya. S. Matkovskaya’s publication where the differences in business ecosystem from other forms of cooperation and integration are explained. The author, having provided “platform owner” with orchestrator’s functions, did not only underline the importance of development of digital technologies but also singled out one of the distinctive features of business ecosystem model – minimized bureaucracy shortening the “time-to-market” period (speed of commercialization of innovations) (Matkovskaya, 2021), and we cannot help but agree with it. As we see, the today’s understanding about business ecosystems has changed from the times when James F. Moore stated his opinion. He paid attention to the system role of the control factor but could not relate it with digital platforms, which were developed several years later.

Let us also point out that the evolution of ecosystem models is going on, the understanding of ecosystem participants is also changing. In particular, in cases when the ecosystem’s aim is to optimize the transaction (deal) from the point of supply and demand, the digital platform owner can function not only as the orchestrator but also as the core (Matkovskaya, 2021).

Let us point out another important moment. A business ecosystem can be built up for the sake of meeting one or several needs, to rely on one platform or set of platforms. In the evolution process, large ecosystems emerged working to satisfy multiple human needs (Bank of Russia, 2021). With such approach a human, when solving any everyday problem, gets an opportunity to use the unified access system.

In this regard, the experience of PJSC “Sberbank” is demonstrative. Using the strategy of establishing companies from scratch and merging players of financial and nonfinancial markets, Sber has built up the ecosystem where, apart from the initial financial segment, a number of segments of nonfinancial business have been developed: 1) e-commerce (marketplaces SberMarket, SberLogistika, Samokat), 2) health, including telemedicine, online medical appointment booking or calling a doctor (service Sberzdorovie), 3) entertainment (online cinema Okko and other services), 4) FoodTech&Mobility, i.e. services of ready-to-eat food delivery, taxi and car sharing (Delivery Club, Citymobil, etc.), 5) B2B-services for legal entities (cloud service SberCloud to store and process information, Bi.Zone company rendering services for protecting personal and commercial data, etc.), 6) other nonfinancial services: job hunting, real estate transactions, virtual mobile operator services, etc. (Rabota dlya vas (work for you), DomClick, Sberdevices, etc.). The user gets access to the whole diversity of offers through the unified access system Sber ID (Sberbank, 2021).

But there are only a few giants like this in Russia. Apart from Sberbank, they include Yandex, Mail.ru, MTS (Serov, 2021).

There is no need to build up the ecosystem on such a large scale. It can be built up around a certain basic need, for example, need in real estate. When forming such system, it is important to wisely cover the range of required products and services, and these are not only the services for selecting and purchasing the real estate but also mortgage, design, repair works, cleaning, etc. (Bank of Russia, 2021).

### *Current state of development of tourist platforms in Russia*

Having formed the vision of the business ecosystem essence, we move to detailing the problem in the sphere of tourism and hospitality, which is based on interterritorial interaction and, obviously, cannot ignore digital technologies

opening ample opportunities both for business representatives and consumers (Morant-Martínez, 2019).

In recent years, tourists got used to services providing booking processes of travel tickets (AviaSales, Avia.tutu, etc.) and accommodation (Booking.com, AirBnB, Ostrovok.ru, etc.), search for excursion offers (Tripster.ru, Sputnik8, WeAtlas.com, etc.) and so on. At the same time, we now hear the proposals to create a national tourist and hotel ecosystem in Russia. In particular, in 2020 M.A. Morozov and N.S. Morozova gave voice for digitizing state services, i.e. to create a unified digital ecosystem of the state “instead of isolated separate information systems of federal departments, regional authorities and state services” and combine it with the national ecosystem of tourism and hospitality with different business proposals under terms of public-private partnership (Morozov & Morozova, 2020). The idea is clear as not only the services of transportation, accommodation, meals, entertainment, etc. are in demand in tourist and hotel sphere but also state services. Moreover, even then the Chairperson of the Committee on Social Policy of the Federation Council I.Yu. Svyatenko declared, “The government sees the need in unified digital tourist contour” (it was said about Russpass project). At the same time, Rostourism promoted the tourist website Russia. Travel (Korolev, 2020).

The situation became complicated in 2022 when a number of habitual foreign services left Russia (Booking.com, AirBnB, etc.). In business mass media we came across the opinion that 1) there is no point in letting them back to our market (“nobody will entrust again the data of Russian citizens to unreliable partners”), 2) there is no need to try duplicating the services, which left but it is better to create something that was created in no state of the world – own digital tourist ecosystem (this is “a difficult but quite realistic task”) (Golovina, 2022).

The endeavors in system tourist industry are realized. The service Russpass is being adapted to new conditions. In summer 2022 Russpass launched the project “We are opening Russia together” with SberStrakhovanie – Sber’s daughter company (Vedomosti, 2022). From the information website, Russia.travel has been converted into the interactive digital platform (Interfax-Tourism, 2022). Other participants of the service market are getting more active. For instance, a part of online platform Ozon, the service Ozon Travel, which has been rendering

the services of booking travel tickets for several years, has later started rendering insurance services, and in April 2022 declared about launching the hotel booking service “in the short term” (Chupanova, 2022). The services of booking travel tickets and accommodation are provided by the resource Yandex Puteshestvia. As we see, the process is going on, though there is room for improvement. Some experts affirm that digital tourism, despite the solutions for b2c-segment having emerged long ago, are still “in embryonic stage”, since all projects are concentrated on the limited number of one and the same functions (Solvyyova, 2022).

The digitalization of regional tourist industries is an important trend. Interesting projects exist. For example, the mobile reference guide “Altai Today” with a long list of services was developed in the Republic of Altai: booking of hotels and excursions, booking of transport and tours from travel agencies, assistance in working out walking, bicycle and automobile routes linked to the map, provision of information about sights, weather, recreation facilities, prices for services, etc. (Altai Today, 2022). This is an example of individual initiative. The ideas of bigger players are implemented. Thus, several cities and regions started building up the digital ecosystem based on the information web-portal, mobile application for iOS and Android and software for interactive city panels from the company “Rusatom Infrastructural Solutions” (RIS, a part of State Corporation “Rosatom”). As it is indicated in the project presentation, the information portal is “out-of-the-box” solution, i.e. the customer specifies the brand book content and decides himself what content should be uploaded into the system (Solvyyova, 2022).

The Republic of Bashkortostan participates in Russian digital tourist projects (Russpass, Russia. Travel, etc.) but there is no regional ecosystem of tourism and hospitality in the region. There can come up the question: Why do we need it, if the information about Bashkiria is accessible for millions of visitors of major digital resources? We think we need it.

First of all, the content from the region is prepared for the large system in compliance with the parameters set up in this system. In the regional system there can be own approach to forming the list of services and, consequently, to partners’ business offers (Markelova & Khairtdinova, 2022).

Secondly, digital technologies allow the system owner to receive data necessary for creating a

more precise vision of the regional tourist market and its players, about client preferences and correspondence of the rendered services with the expected ones, about social portrait of tourists, etc. It is important not only from the point of personifying offers and quality of targeted advertising but also for timely adaptation of the environment to changing needs of the tourists and correction of the regional strategy of tourism and hospitality development. However, in the situation of the region cooperation with a large resource, the information is concentrated not in the region but with the ecosystem leader whose vision specifies the evolutionary processes of the whole system. Therefore, we do not see contradictions in combining the already existing cooperation with the work in the frameworks of the regional ecosystem of tourism and hospitality created for the abovementioned reasons based on public-private partnership.

### Conclusions

Thus, it can be affirmed that with the existing state of tourism digitalization the regional tourist ecosystem of business can be considered as a perspective phenomenon. On the one hand, the region gains certain benefit from federal digital systems, for example, in view of attracting tourists, as well as revealing demand tendencies common for the country and adapting own resources to the demand. At the same time, large systems do not cover many local issues, they are not direct data suppliers who could surgically inform the region about strengths and weaknesses of providing and rendering services, expediency of embedding new services relevant for the region into the system, trends in tourist industry development perspective for the region. Russia is a large country distinguished by natural, historical and cultural, ethnic, gastronomic diversity, and there is a reason everywhere to think what resources can be developed and provided with the necessary infrastructure. And regional digitalization can help a lot here.

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## Markers of masculinity in Khanty, Russian, Kazakh and Chinese folklore: Pragma-Cognitive aspect

### Маркеры маскулинности в хантыйском, русском, казахском и китайском фольклоре: прагмо-когнитивный аспект

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#### Abstract

The article is devoted to the analysis of the psycholinguistic features of the male portrait in fairy tales in the different structural linguistic cultures: Khanty, Russian, Kazakh and Chinese. The choice is determined by the belonging of these peoples to traditional cultures with varying degrees of transformation of behavioral stereotypes. Traditional culture considers a man as the head of a large family, a protector, a breadwinner, a landowner with the competencies of a fisherman and a hunter, so a woman with children needs his help and care. In this regard, the purpose of this study is the need, based on the psycholinguistic features of personal characteristics, to reveal the masculine image in the tales of Khanty, Russians, Kazakhs and Chinese. The authors analyze the psycholinguistic and stylistic means of representing masculine traits in the fairy tales of these peoples. Kazakh, Khanty, Russian and Chinese fairy tales for the first time become the object of psycholinguistic characterization of

#### Аннотация

Статья посвящена анализу психолингвистических особенностей мужского портрета в сказках в разноструктурных лингвокультурах: хантыйской, русской, казахской и китайской. Выбор обусловлен принадлежностью этих народов к традиционным культурам с разной степенью трансформации поведенческих стереотипов. Традиционная культура рассматривает мужчину как главу большой семьи, защитника, кормильца, землевладельца, обладающего компетенциями рыбака и охотника, поэтому женщина с детьми нуждается в его помощи и заботе. В связи с этим целью данного исследования является необходимость, основываясь на психолингвистических особенностях личностных характеристик, раскрыть маскулинный образ в сказках ханты, русских, казахов и китайцев. Авторы анализируют психолингвистические и стилистические средства репрезентации маскулинных черт в

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personal characteristics on the example of the image of masculinity. The course of reasoning on the topic of the study leads the authors to the conclusion that the analyzed original texts of fairy tales contrast with a reliable representation of the ethnic group. The traditional male portrait is shown from the position of describing the psycholinguistic features of personal characteristics, through the relationship of the main characters, through their external and internal speech. This approach makes it possible to identify a set of ethnic, social, historical and geographical factors inextricably linked with language, on the one hand, and on the other – caused by psychological manifestations.

**Keywords:** psycholinguistics, fairy tales, male images.

## Introduction

Russian linguo-culture is a specific intersection of the interaction of the Slavic-Russian, Ugric-Khanty, Turkic-Kazakh and Sino-Tibetan language groups, which demonstrates the presence of overlapping images in folklore, as well as similar behavioral etiquette features of interpersonal communication. We understand the linguo-cultural concept as a linguo-mental unit in which language, consciousness and culture are closely intertwined. We believe that the concept actualizes the impersonal and objectivist concept of the ethno-semantic personality as fixed in the system of natural language of the basic national-cultural prototype of the native speaker of this language. Consideration of cultural concepts should be associated with the study of texts, primarily folklore texts. It is fairy-tale folklore that fixes and verbalizes these concepts as a kind of reflection of national culture and consciousness. Therefore, folklore texts, in particular, fairy tales, are attractive for linguo-culturology, because they are collectively anonymous, traditionally stable, and represent samples of national culture. Consideration of the interaction of the peoples of Siberia and China seems at first glance far-fetched. However, according to historians, the indigenous peoples of Siberia had close contacts with China in pre-Mongol times, which was confirmed in the material and spiritual culture of both peoples (Barinova, 2012; Gao, Tender, 2020). Before starting a comparative analysis, I would like to say that fairy tales contain indications of

сказках этих народов. Казахские, хантыйские, русские и китайские сказки впервые становятся объектом психолингвистической характеристики личностных характеристик на примере образа маскулинности. Ход рассуждений по теме исследования приводит авторов к выводу, что проанализированные оригинальные тексты сказок контрастируют с достоверным представлением об этносе. Традиционный мужской портрет показан с позиции описания психолингвистических особенностей личностных характеристик, через взаимоотношения главных героев, через их внешнюю и внутреннюю речь. Такой подход позволяет выявить совокупность этнических, социальных, исторических и географических факторов, неразрывно связанных с языком, с одной стороны, а с другой – обусловленных психологическими проявлениями.

**Ключевые слова:** психолингвистика, сказки, мужские образы.

Chinese-Khanty relations in the distant past. So, in Khanty folklore there is a fairy tale "Red Dragon", which tells about the love of a Khanty girl Ugra with a guy Scherka and an angry father. As a result, the father asked the shaman to summon a Red Dragon to separate the lovers. But nothing came of the shaman, as a result of the battle there was a Samara hill with a bridge over the river, which was popularly called the "Red Dragon". The very idea of the sacralization of petronyms and oronyms is not new in traditional culture (Islamova et al., 2021; Martazanov et al., 2021), while the euphemistic reinterpretation of the mountain as a man is associated with a stable universal association of something "sharp and jagged, but impregnable", or something "towering, outstanding, dominant", but at the same time a time of "impregnable, massive and awe-inspiring." As we can see, these comparisons practically coincide with the image of a man in a traditional patriarchal society. This and other fairy tales not only show the image of a man, but also the attitude towards other cultures within the framework of the "friend-foe" dichotomy.

Traditional fairy tales of the peoples of China and Ugra deserve special attention, because they help to understand the traditional role models of behavior that are reproduced in the Chinese and Khanty communities. Despite such a remote distance in space, the tales of these peoples reveal a number of unique parallels that allow us to pay

more attention to the question of the possible unity of the Ural and Sino-Tibetan peoples in the distant past. researchers. The study of the folklore of the Khanty people is very relevant today. Today, the Khanty people are more traditional, as they try to adhere to the usual way of life. However, both peoples are quite isolated from the general socio-cultural field of world culture, which is also of interest for in-depth analysis.

The purpose of the article is to analyze male role models in the traditional fairy-tale discourse of different structural languages, using the example of Russian, Kazakh, Chinese and Khanty languages, which represent different language families. The goal is set by the following hypothesis: the traditional fairy-tale discourse translates the behavioral universals of gender opposition.

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### Materials and methods

*The material of the study was the texts of Khanty folk tales "The origin of As Tyzhiki", "Mengki and giants and Ai Puhle", "The merchant's youngest grandson", "The boy from the side where the sun rises ...", "The Stories of the old Khanty" 1994; "The boy is the root", "Im-Hits and Voshing Urt", "Boy Ide", "Ermak", "Im-Hits". Kazakh folk tales are represented by such works of oral folk art as "Aldar-Kose and bai Shigaybai", "Atumtai and Nasharvan", "Daughter of the vizier", "Batyr Boran", "Golden Knife", "Zhigit and Rich Man". Russian folk tales: "The Frog Princess", "Prince Elisey and the Famously One-eyed", "Sister Alyonushka and Brother Ivanushka", "Ivan the Cow's Son", "Ivan the Peasant's Son and the Miracle Yudo", "About Ivan the Hero and the Evil Dragon". Chinese Fairy tales: "Immortal Great Shun", "In Search of Pleasure", "Yellow Stork", "Red Lily", "Magic Picture", "Kind Daughter-in-law", "Mountains of Immortality", "Mother and Son Bridge", "About how Cha turned into a dragon".*

*Methods of descriptive, comparative and linguistic analysis were used to obtain objective conclusions. When analyzing the personal traits*

*of masculinity and masculinity, the presented folk tales were considered using the methods of component analysis and structural-semantic.*

### Results

The psycholinguistic analysis of the personal characteristics of a collective male portrait in traditional folk tales is based on the following parameters: 1) portrait characteristics of the characters based on the author's speech; 2) markers of the external and internal speech of the characters; 3) extralinguistic background knowledge this allows you to describe the inner male world in linguocultures of traditional orientation and determine the role of men in society, in the family, in society. Thus, the reproduction of the ethnosociocultural matrix takes place (Jorgensen, 2018; Karabulatova, et al., 2021; Vykhrystyuk et al., 2020). The male portrait in traditional fairy tales has universal features for most cultures of the world, demonstrating the diversity of human character. We will meet naive simpletons, powerful villains, cunning adventurers, fearless heroes and selfless altruists. These masculine characteristics form a bizarre palette of masculine behavior. The motives and fabulous adventures of the characters vary depending on the given archetype of behavior. For example, in Chinese and Russian fairy tales we will meet the image of a poor student, an apprentice / pupil. And in Kazakh and Khanty fairy tales we will see images of an orphan shepherd, a poor young man. Such dichotomies as "rich man - poor man", "young man - maiden", "mother - son", "emperor - warrior", "wizard/shaman - simple man", "grandmother/grandfather - grandson" are ubiquitous. Such oppositions help the recipient of a traditional fairy tale to socialize.

The gender aspect of the consideration of the male portrait in the traditional folk tale of China and Ugra allows us to determine the dominant role of men in a patriarchal traditional society. The peculiarities of presenting a verbal portrait of a man's appearance in Khanty tales are due to the extremely harsh conditions of the Arctic Siberian climate. As a result, Khanty fairy tales do not focus on a detailed description of a man's appearance. As a rule, the representation of the main character goes through an indication of age and position in society: *puχ* 'boy, son', *χu, iki* 'man, husband', *asi* 'father', *urti* 'uncle (mother's side)', *jaj* 'brother', *pirs iki* 'elder', *χili* 'grandson', *λεχu* 'nephew', *χotkuša* 'the owner of the house', the owner of the taiga, the hero-sage etc.

The representation of a man in a Chinese fairy tale is similar. The emphasis is on social status: a poor man, an orphan, a monk, an old man, a husband, a young man. At the same time, the appearance turns out to be absolutely unrepresentative, therefore, the recipient of the fairy-tale discourse can model the appearance himself, since there is no description of the face, or it is given extremely briefly. Chinese fairy tales are classic fairy tales "田螺姑娘" ("Fairy of shells"), "后羿射日" ("Shooting the sun"), "女娲补天" ("Leaky sky"), "神笔马良" ("Magic brush"), "牛郎织女" ("Nylan and Zhi-Nuits"). In China, there is a proverb "A man gave birth to a man, and a werewolf gave birth to a werewolf." Each person has his own family, clan. This is typical for both real life and fairy tales. The father, brothers, sisters of the hero occupy an important place in both Khanty, Russian, and Chinese fairy tales. Almost all fairy tales begin with information about the origin of the hero; it gives an incentive to the development of the plot and determines the movement of events. There are similarities and differences between Chinese, Khanty and Russian fairy tales. For example, usually the main character of Russian fairy tales is named Ivan. This is a collective image of a Russian man – patient, moderately frivolous. But at times when serious trials arise before him, he shows inflexibility, self-sacrifice, even heroism. At such moments, he becomes purposeful, courageous, responsible. The most common types of men in traditional fairy tales are: male hero, male infante (prince/ fool), male patriarch (king, etc.), henpecked man, male werewolf (usually dragon / snake, wolf, etc.). Thus, the masculine features of fairy–tale heroes reflect the diversity of the real male behavior. The pragmatics of the male hero's psychotype sets the tone for generally accepted male behavior in a patriarchal society, where male activity, aggressiveness, and rigidity reign. As a rule, this behavioral stereotype is the core for the classic images of a man in a traditional fairy tale.

A Chinese proverb says: "A man gave birth to a man, and a werewolf gave birth to a werewolf." Just as everyone has a family, so fairy-tale heroes have a family as well. The family-clan hierarchy occupies an important place in the Chinese worldview. The father, brothers, and sisters of the hero occupy an important place in both Russian and Chinese fairy tales. Almost all fairy tales begin with information about the origin of the hero; it gives an incentive to the development of the plot and determines the movement of events. The communicative intensity of a fairy tale becomes possible under the condition of

"intelligent vision": an image-concept is a "concrete abstraction", seeing as knowing when to see means to know, when "contemplating an image is grasping an idea". Proceeding from the methodological principle of the "hermeneutic circle", the image as a phenomenon of the designation of social being is conceptually loaded; the concept bearing the meanings of social being is figuratively marked; the image-concept of a fairy tale manifests meanings that require interpretation and understanding, provides mastery of socio-cultural experience and its further transmission. Since the texts of fairy tales are complete, but not frozen cultural facts, the main communication problem is what meanings can be detected and removed from fairy-tale texts in order to participate in the cross-cultural process through them.

There are similarities and differences between the fairy tales of these peoples. Russian fairy tales' main character, for example, is usually named Ivan, and this is a collective image of a Russian man – patient, moderately frivolous. But at times when serious challenges arise before him, he shows inflexibility, self-sacrifice, even heroism. At such moments, he becomes purposeful, courageous, responsible. In Khanty folklore, the symbol of masculinity is a male hunter, a male shaman. In Chinese folklore, this characteristic of crossed-out masculinity is characteristic of a military commander, a hero, a visionary. Of undoubted interest is the folklore explication of social ontology as a generalization of human experience and its communication in a special format — in semiologems (images-concepts). Folklore fairy tale is the essence of communication intensive and socially meaningful specific form of accumulation and translation of social experience in images-concepts. The assumption that the fairy tale has a cross-cultural potential allows us to assert that "magical" thinking by semiologems is a carrier of "universal and eternal" anthropo-socio-cultural significance and an unconventional figurative-conceptual style of wisdom and communication. The fairy tale hides... there is a whole world of images behind the words, and behind the images she understands... symbolically deep spiritual situations. So, in the Khanty fairy tale "The Boy is a Small Root" we read: "... The boy began to grow a small Root quickly. Here he is already on his feet, jumped out into the yard. He makes himself a bow and arrow, cuts firewood and carries it into the house. Mans-Ne will not fall in love with him." This image echoes the image of Ivan, the Cow's Son, who also grew rapidly. We do not find such parallels in Kazakh folklore. Remotely, you can

find some similarities with the fairy tale about the Er-Toastyk, which grew out of the scapula bone and became a hero.

*Fairy tales about trade and merchants reveal quite a lot of parallels, despite belonging to different linguistic cultures with their own ethnic value dominant. So, the Khanty fairy tale "The merchant's Youngest Grandson" describes the main character quite traditionally: "The older brother had a wife, and she had a boy. They lived for a long time, lived for a short time, after a while began to crawl, began to go out of the house, began to run." Chinese fairy tales reflect the nature of avoiding conflict-causing practices, so many conflicts are resolved peacefully, and smart and quick-witted heroes not only find a way out of the situation, but also always forgive offenders.*

*The role model "Male Hero" is characteristic of the vast majority of fairy tales, and is universal in nature. This is the main hypostasis of the classic Ivan Tsarevich, Prince Elisha, epic heroes, Kazakh batyr Er-Tostyk, Chinese giants-heroes and the Jade Emperor. The main mission of such a character is to accomplish great deeds, save those in trouble, and fight evil. The hero stoically endures all the hardships that have fallen to his lot and emerges victorious from any scrapes, often returning from the world of the dead with the help of living water. Often, he has loyal assistants: a heroic horse, a gray wolf, a falcon – in the Turkic and Slavic cultures, and in Chinese culture it is a dragon, a horse, a phoenix. In the Khanty culture, these are deer, squirrel, fox (arctic fox), partridge, goose. Having shown strength and courage, such a hero enlists the support of potentially dangerous characters located on the border of worlds: Baba Yaga, shaman, goldfish, dragon. For his exploits, the hero receives a considerable reward: half the kingdom, new weapons, a good horse, wealth, fame and, of course, a beautiful bride as a prize. We can say that such a character is the standard of masculinity, which is offered to boys to be equal to. He is characterized by courage, responsibility, purposefulness, a sense of duty, an active social life, ambition and initiative - in short, everything that the female heroine is deprived of in a fairy tale.*

The text of the fairy tale "The Origin of As Tyiki" describes the main character from the position of his social evolution: "They were growing up with an aunt, when he grew up, he began to ride three deer." In the fairy tale "Mengki and giants and Ai puhle" we find such a standard description: ""A husband and wife

lived; they had one son. The son was raised, got stronger, matured, grew up." Similarly, Chinese fairy tales convey the formation of a hero. For example: "Once upon a time, an old woman lived in Pingziwei Village with her son named Panwan. They didn't have a piece of their own land, and the old mother had to gather firewood in the mountains for sale, and her son grazed other people's cattle. Panwan was a very agile and agile youth. He loved to run and jump, was good at climbing trees, could lift large boulders and roll over his head at a run. And that's why he was healthy and strong." ("Mother and Son Bridge"). *An image with a traditional gender role is presented with a deliberately positive connotation, creating a scenario for successful implementation in society. For example, in the Khanty fairy tale "The boy from the side where the sun rises" it says: "A man living on the side where the sun rises once woke up and saw: his son had become so big, chopping wood, carrying water."*

*The very concept of interpretants in the traditional tales of the Eurasian space acts as the third member to the dyad "sign – object", according to Ch. Pierce. The role positions of masculinity are predetermined by the interpreter's consciousness, as a kind of stable thought or concept. It is not by chance that Morris defines "interpretant" as a set of general habits and rules of use with reference to the Pierce (Morris, 1938). It is this dual nature of the interpreter that laid the foundation for the development of cognitive communication theory.*

*The second large group of fairy tales describes the process of evolution of masculine traits: from infantile infancy and lack of independence to full participation in the life of society. So, the role model of the "Infantile Man" includes such characters as numerous Ivanushka-fools, or Ivanushka's brother, Fedot-Sagittarius, Emelya, the Chinese young man Dulin, the Khanty boy Im-Hits and the timid orphan Ide, the Kazakh coward Bunny, similar characters. Initially, such a hero occupies a low social position and has no authority in society. So, Kazakh fairy tales directly indicate: "fool", "little hare", etc. Often, he appears to some extent "fool" and is opposed to his environment. The adventures of infantile men are almost identical to the events that occur with male heroes, and the ending of fairy tales usually does not differ. However, the images of these heroes differ significantly (Vaz de Silva, 2015; Umit Anosova Garifullayevna et al, 2015).*

If we look at the abstract Ivan the fool, we will see that he is devoid of many features

traditionally attributed to a man: efficiency, enterprise, practicality, aggressiveness, activity, ambition. Hence Ivan's opposition to his older brothers, who are not devoid of selfishness and know what they want from life. Ivan is often endowed with qualities traditionally attributed to women: craving for creativity (playing the harp, pipes, etc.), compassion and altruism, naivety and trustfulness, lack of initiative, emotionality and vulnerability, detachment from the outside world. In the course of a fairy tale, such a character often turns out to be as independent as possible: he only passively accepts the help of minor characters, due to which he succeeds. The extreme case of such behavior is Emelya. However, it is worth noting that most often an infantile man has a certain ingenuity and cunning, which helps him out. Deviant forms of traditional male behavior are considered as cognitive destruction, which is amenable to correction (Lin et al., 2021; Qin et al., 2022).

Since at the end of the plot both of these characters receive awards and recognition, and often magically transformed, we can say that their adventures are a kind of initiation ceremony, after which they become real men in the eyes of society. When describing a man, a young man and even a boy, such evaluative comparisons are added as strong, brave, brave, dexterous, fearless, brave. So, in the Khanty fairy tale "The Boy from the side where the sun rises", the hero with the talking name Mosh-Ho / Man-fairy tale meets a magpie. The bird liked the courage of the hunter who went after the bride for the unfrozen sea of Andra. Although the young man was completely weakened on the road, he suddenly became strong, having received a ball of thread from a magpie, which he felt sorry for and did not shoot at her with an arrow: "Then he became strong, got up, threw a ball of thread. And I ran after him." And the Chinese fairy tale "Red Lily" describes the hard work of a young farmer Dunlin, with whom a fairy falls in love for his painstaking work: "The lily burns with red fire, so the night has become bright as day. Young man, you work day and night, The flower fairy wants to help you!".

Semiologems (images-concepts) that form a folklore-fairy—tale text (Shaheen et al, 2019) objectify the mental attitudes and preferences of the people/ "creator" (according to Schleiermacher-Dilthey) (Nelson, 2010). Therefore, it is legitimate to consider a fairy tale as a source of latent meanings, the actualization of which is due to their special role in providing access to deep mental information. The image in a fairy tale is the being of its concept — to "look"

at the form-image means to "see" the meaning-concept: In images, the truth is still clouded and covered because of the sensory element; it is fully revealed to consciousness only in the form of thought; the meaning is only the thought itself.

The use of the external and internal speech of the characters is aimed at creating a psychological and linguistic characteristic of the collective image of muscularity (Pellerin, 2022). Many fairy-tale and mythological heroes have become iconic and symbolic in nature at the present time. Such are, for example, the Emperor Huangdi, the Jade Emperor, Khan Ablay, the prankster Aldar Khose, the Prince Elisey, Ivan the Fool. As the researchers explain, specific personality traits, descriptions of environmental features, as well as some factors affecting the behavior of the characters, are transmitted through the evaluative statements of the characters and the narrator's comments. These components of internal and external speech make it possible to determine: the place of residence, the environment, gender, age, personality traits (motivation, character, emotional state, possible disorders, etc.), and the specifics of behavior and activity.

## Discussion

Scientists emphasize that speech is closely connected with the mental life of a person, with its manifestations, and, above all, with her intelligence (Hancock et al., 2022), so the fairy tale builds intellectual boundaries within the framework of Good and Evil.

In the works devoted to the study of the portrait, the issues of the formation and development of the portrait description are touched upon (Tevdoradze, 2020), the identification of structural, syntactic and linguistic features of the portrait (Tarabayeva et al, 2017; Kenetova et al, 2022), the development of typology of portrait descriptions (Brugué and Llopart, 2020; Dan, & Kauffmann, 2013), an artistic description of the collective image of a man in fairy-tale discourse (Bertrand, 2020; Luthi, Erickson, 1987) and in cinematic discourse (Ruan, Karabulatova, 2021) as a new translator of mythologies (Karabulatova, Khachmafova, Bricheva, Nescheretova. & Bersirova, 2015).

The problem of psycholinguistic description of the features of the image of a man in traditional folk tales is in the focus of attention of specialists in gender studies (Bertrand, 2020; Ellemers, 2018; Dan, & Kauffmann, 2013), psychology (Fischer, 1963; Jorgensen, 2018; Luthi, Erickson, 1987), media linguistics

(*Karabulatova, Lagutkina et al., 2021; Susilo, 2017*), etc. Although, of course, the creation of a character-centered portrait of an artistic character and the analysis of his role in the structure of a literary work is a cornerstone issue of literary studies and ethnopsycholinguistics, but understanding the basics of gender roles creates an important basis in modern ideological and propaganda discourse with the use of visual means of artistic creativity (Adams, 2017). These and other works served as the basis for the development of a number of approaches to the analysis and interpretation of interpersonal relationships in artistic discourse (*Csepregi, Onina, 2011; Duskaeva, Konyaeva, 2017; Matvieieva 2018; Schinkel, 2017*).

Currently, most researchers believe that a portrait is an integral part of an artistic image, since an artistic image is a combination of several portraits of a character (*Varga, 1989; Séverine Sofio, 2016; Nozen, Amani, & Zarei, 2018*). As evidenced by the works devoted to the study of the portrait, the portrait of an artistic character includes a description of the external appearance of the character (facial features, figure, posture, facial expressions, gestures, gait, voice, clothing, age), the movements of the character and his gestures, which are often mentioned on the pages of a work of art, since in linguistic studies the analysis of a static portrait involves to a dynamic portrait.

The Russian philosophy of understanding human nature originates in the works of ancient Greek thinkers. Plato's followers and interpreters are convinced that the Good can be found based on the help of reason and intellectual abilities. Russian traditional views are convinced that a naive understanding and knowledge of Goodness is a sufficient justification for virtue (*Ostrovskaya et al., 2015*).

Eastern philosophy also interprets various aspects and qualities of men as a guide between worlds, helping to understand the importance of human nature. Thus, Confucianism has made a special contribution to the understanding of gender roles in human society (*Koh, 2008*). The analysis of the ancient teachings of Eastern philosophy about the concept of humanity inevitably turned out to be influenced by the Chinese sage of antiquity Confucius, who held the idea of the need for morality and morality as the main postulates of a harmonious and successful society. The Kazakh tradition has experienced layers of influence of Nestorian Christianity, Russian culture, Buddhism and Islam, which led to the emergence of a specific

construct of understanding the gender role. At the same time, the Khanty worldview reflects the influence of pagan Ugric traditions of shamanism and Russian Orthodoxy. However, all the considered ethnocultures reveal deep points of spiritual kinship, or deep universals of human nature, expressed in the priority of living according to the will of the Heavenly Father or according to the will of Heaven (in the Chinese, Turkic and Khanty understanding).

## Conclusion

The harsh natural conditions of the Arctic North among the Khants, the arid steppe among the Kazakhs and the semi-desert among the Chinese formed the general outline of fairy tales about the life of people in special natural conditions: persistent, hardy and friendly people who are ready to learn and comprehend new things. Fairy tales show the collective image of a man, a hunter or a fisherman, the head of a family, who is able to overcome difficulties in this harsh northern region, preferred in traditional culture. Such conditions dictate the role model of a man as the owner of the hearth. Fairy tales paint the image of a man as a hardworking, patient, strong and courageous person. In addition, this man is calm, reasonable, balanced and seasoned, who can disappear for months on hunting and fishing, which indicates the presence of a strong type of temperament, closer to phlegmatic. As a rule, outbursts of anger and rash behavior lead to the need for the hero to pass obstacles, which the fairy tale clearly demonstrates to us. A man as an artistic character of a fairy tale becomes an object of artistic discourse with its specific psycholinguistic means of representation, allowing to discover the universals of the dyad of human life.

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## Educational policy of life quality of social and cultural forms of the educational organisation throughout life

### Política educativa de calidad de vida de las formas sociales y culturales de la organización educativa a lo largo de la vida

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#### Abstract

The relevance of the study of continuous education through the prism of the analysis of its socio-cultural dimension lies in the needs of studying modern transformations of educational systems in the cultural and educational plane. The purpose of this article is to analyze the educational policy of the quality of life of socio-cultural forms of education throughout life. The article is based on the use of theoretical pedagogical research methods: analysis, synthesis, induction, and deduction. The content analysis of professional literature showed that scientists do not pay much attention to lifelong education. This is explained by the criticism of some of its principles in scientific circles. The results highlight the historical foundations of permanent education, outline its main socio-cultural features and principles of use in practice,

#### Resumen

La relevancia del estudio de la educación continua a través del prisma del análisis de su dimensión sociocultural radica en las necesidades de estudiar las transformaciones modernas de los sistemas educativos en el plano cultural y educativo. El propósito de este artículo es analizar la política educativa de la calidad de vida de las formas socioculturales de educación a lo largo de la vida. El artículo se basa en el uso de métodos de investigación pedagógica teórica: análisis, síntesis, inducción y deducción. El análisis de contenido de la literatura profesional mostró que los científicos no prestan mucha atención a la educación permanente. Esto se explica por la crítica de algunos de sus principios en los círculos científicos. Los resultados ponen de relieve los fundamentos históricos de la educación permanente, esbozan sus principales

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analyze European and American models of implementation of this type of education. Practical significance: creating a recommendation for the implementation of continuous education in Ukraine and revealing its additional advantages. In the conclusions, it is noted that this synthesized study in general opens a wider discussion on the justification of the need to harmonize the European and Ukrainian education systems through the prism of the analysis of the socio-cultural significance of continuous education.

**Keywords:** lifelong education, continuous education, socio-cultural significance, Ukraine.

### Introduction

The latest challenges for the information society lead to tangible societal transformations. One of the advanced spheres is education, which must respond to structural, age, gender, scientific paradigm variables and meet the current requirements and current demands of society. One of the products of the current development of scientific ideas is lifelong learning (also permanent education, continuing education, etc.), which acts as a kind of bridge between traditional learning and social and educational requirements that require at least partial satisfaction. The main attention of the article is paid to the genesis and development of the concept of lifelong learning, its current meaning, and patterns of use.

Additionally, the relevance of the topic is emphasized by the lack of serious synthetic studies, which would reflect both the historical origins of permanent learning and outline the immediate prospects for further development with a special emphasis on the Ukrainian realities.

The article aims to analyze the educational policy of quality and life safety of socio-cultural forms of lifelong learning. The study of this issue involves the disclosure of the following problems, in particular the study of the historical origins and characteristics of lifelong learning, highlighting the basic principles of lifelong learning, and consideration of models of implementation of permanent education through the prism of international experience in its implementation. This structure will reflect the socio-cultural dimension of the problems under study and outline the range of prospective issues to be considered in the future.

características socioculturales y sus principios de utilización en la práctica, analizan los modelos europeos y americanos de aplicación de este tipo de educación. Importancia práctica: crear una recomendación para la implantación de la educación permanente en Ucrania y revelar sus ventajas adicionales. En las conclusiones, se señala que este estudio sintetizado en general abre un debate más amplio sobre la justificación de la necesidad de armonizar los sistemas educativos europeos y ucranianos a través del prisma del análisis del significado sociocultural de la educación continua.

**Palabras clave:** educación permanente, educación continua, importancia sociocultural, Ucrania.

Note that at present there are several other terms related to continuing education: “continuing education”, “lifelong education”, “permanent education”, “continuing education”, “renewing education”. These terms are used as synonyms by the authors of the article.

### Literature Review

The literature base of the study are the works of European and American scientists and educators who have studied the peculiarities of modern education, its main trends, and prospects for transformation. Aghion et al. (2021) analyzed the key aspects of the introduction of innovative digital technologies in the educational system, characterized the importance of certain competencies for the modern teacher. At the same time, Conte et al. (2019) in their empirical study described the peculiarities of the application of modern educational platforms, outlined the special role of distance education in the system of training modern competitive specialists. On the other hand, Hamzah et al. (2021) characterized the main problematic aspects of the application of e-learning principles, also the author investigated the role of educational platforms to support continuing education. At the same time, Fuad et al. (2020) analyzed the key trends in the development of education, defined the importance of computer technology in the modern education system. Sydoruk et al. (2022) described modern innovations contributing to the development of education, investigated the main aspects of formation professional competence in adaptive-digital environment conditions of higher educational institution. Tytova & Mereniuk (2022) characterized the Ukrainian experience of developing digital literacy for future university

teachers. The results of the study reflect the general state of digital literacy in Ukrainian society against the background of the spread of Russian military aggression. The researchers noted that the Ukrainian government has offered several platforms for independent digital literacy development. We believe that such a fact also contributes to the spread of the principles of lifelong learning. Graves (2018) identified the basic principles of lifelong learning, justified his own understanding of this phenomenon in the educational system. Also, the author noted that continuing education has an effect on slowing or counteracting the effects of age-related cognitive decline. In addition, the use of lifelong self-education can increase existing human working memory. At the same time, Hoggan (2020) observed in his study that a person should learn throughout his life. This author also characterized the problem of the transformation of continuing education. Key principles, functions of continuing education, considered Huebener (2020). At the same time, aspects of the influence of socio-cultural features of learning on the transformation of lifelong learning remain understudied. Also, a comprehensive view of the models of the formation of permanent education has not been investigated.

### Methodology

The article was formed based on the use of pedagogical theoretical methods of research: analysis, synthesis, induction, deduction. Of particular importance was the use of special scientific methods: historical, logical. In particular, based on the historical method traced the genesis of lifelong learning, pointed out its main stages of formation. Based on the prognostic method the further significance of lifelong learning was outlined and the possible ways of its further use were determined.

Based on the axiological method it was possible to pass from general statements to the formation of our own conclusions and recommendations. As a result of using a systematic method of research, the phenomenon of lifelong learning

has been considered as a system consisting of many actively changing elements.

The key materials of the study were the official Ukrainian legislative acts, in particular:

1. The concept of digital transformation of education and science in Ukraine (Ministry of Education and Science of Ukraine, 2021).
2. Development Strategy of Higher Education of Ukraine for 2021-2031 (Ministry of Education and Science of Ukraine, 2022).
3. Laws of Ukraine "On Higher Education" (Law No. 1556-VII, 2014)

The above documents are a systematic perception of the current transformation of the education sector in Ukraine and meet the main aspects of the implementation of the provisions of state policy on the future development of education.

The study was conducted in several stages: the first - a review of scientific literature, outlined the little-studied issues of further development of lifelong learning, the second - characterized the concept of lifelong learning, outlined its main principles, functions, and features of implementation, and so on, the last - summarized the results and formed his own vision of the features of using this form of education in Ukraine, characterized the main prospects of its implementation and use.

### Results and Discussion

In the new educational system, the basic fundamental element is the concept of lifelong learning. It meets the modern globalized challenges of society and contributes to the emergence of new concepts and methods of updating educational socio-cultural reference points. For this reason, lifelong learning becomes a noticeable factor in the complete innovative improvement of society, the main factor for success in other spheres of human activity. There are several functions of continuing education: sociocultural, developmental, compensatory, adaptive, technological, etc. (See Table 1).

**Table 1.**  
*Main functions of continuing education*

<b>Functions of lifelong learning</b>	
<b>Socio-cultural</b>	Consists in the satisfaction of knowledge of the achievements of mankind throughout its development, the formation of a high level of culture and education
<b>Developing</b>	Development of spiritual needs, the formation of factors for further creative growth of the individual
<b>Compensation</b>	Overcoming deficiencies and gaps in basic education, supplementing knowledge with new relevant information
<b>Technological</b>	Learning to work with modern digital technology, the formation of skills and abilities, digital competence
<b>Adaptive</b>	Formation of flexible professional training, retraining, and personal development, which contributes to the transformation and renewal of the overall professional experience.
<b>Transformative</b>	Acquiring new knowledge, skills, and abilities against the backdrop of constant transformation and change, development of information technology and resources
<b>Economic</b>	Contributes to the needs of society, the country, individual regions, or industries. Forms highly qualified, competitive specialists

*Developed by the authors of the article based on content analysis*

### **The Cultural Origins of Lifelong Learning: From Philosophical Concepts to Practical Uses**

The era of Antiquity was a significant period for the emergence and further transformation of pedagogical ideas. Among them are the ideas of permanent education, which in different variations were proposed by the philosophers Socrates, Confucius, Aristotle, Seneca, Plato. However, the main sources of such education were religious and philosophical teachings. The main goal of ancient lifelong learning was to achieve the full spiritual perfection of man. In the Middle Ages, the ideas of education changed. The notions of lifelong learning were based on religious principles of the universe. The key goal of education at that time was to achieve holistic spiritual unity with God. For this reason, we can speak of medieval continuing education in a theological concept. The emergence of secular universities laid the foundation for the entire university system around the world. The combination of the more necessary parts of ancient, medieval, new, and modern times synthesized the prerequisites for the development of continuing education. Particularly in the modern era, continuing education was associated

with the process of inner growth of the individual. Famous encyclopedists (Jean-Jacques Rousseau, Voltaire, Montesquieu) formed the actual concepts of personal development, based on which the modern idea of lifelong learning is formed.

Nowadays - lifelong learning as a whole forms the growth of the intellectual (as well as professional) ability of the individual. This, in turn, organizationally provides a system of state and social institutions and meets the modern requirements of the transformation of society. Rapid changes in the labor market require acquiring new knowledge and skills not only in the process of professional training but also directly in the period of labor activity, which can be solved by lifelong learning.

### **Sociocultural Elements and Principles of Continuing Education**

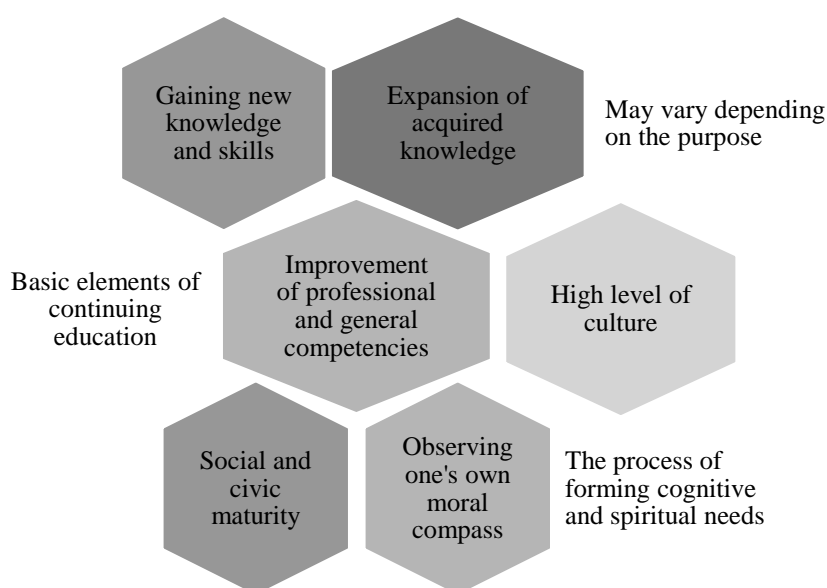
The main goal of modern lifelong learning is the comprehensive maturation of the individual both during his/her physical and psychological development (Huebener, 2020). Consequently, modern literature treats the process of lifelong learning on the one hand as a pedagogical

concept, and on the other hand as a phenomenon of pedagogical practice.

In a 1976 report from UNESCO, permanent education is a large-scale project aimed at renewing the actual system of learning and the transformation of other important non-systemic opportunities. The creators of this report note that the personal experience of continuing education is the most complex kind of social relationship. The system-forming factor in lifelong learning is the social requirement in the stable development of each individual (Leon-Martinez & Tapia-Rangel, 2020). This factor determines the composition of many educational structures -

general and parallel, primary and secondary, public and private, formal and non-public (Amor et al., 2019). Their connection and mutual activity, mutual multilevel subordination, organization of joint activities form continuing education as a single system (Aghion et al., 2021).

Taking this principle as a basis, we offer to scientific attention our own interpretation of continuing education - it is a set of tools, ways, methods, means, and forms of obtaining, improving, and expanding general knowledge, professional competencies, cultural, educational, social and ethical maturity (See Figure 1).



**Figure 1.** Key elements of continuing education  
*Developed by the authors of the article*

The roles of continuing education can undergo changes in accordance with its main purpose, for example, for a particular person, it will become a means of obtaining and forming knowledge, satisfaction, and knowledge of spiritual and physical needs, development of talents and abilities in the system of public social educational institutions and by obtaining self-education (Conte et al., 2019). For the state, the meaning of permanent education is somewhat different: it consists in the formation of a certain social policy, the ultimate goal of which is the universal and professional development of all members of society.

For society, continuing education serves as a tool for the expansion and reproduction of its professional and cultural potential, is a condition for the transformation of social economy and

industry, contributes to the acceleration of social and economic development of the state (OECD, 2022). At the same time, for the global community, lifelong education performs the function of preservation, mutual enrichment, and development of world cultures and common moral attitudes, moral values (Graves, 2018). Moreover, in this system, lifelong learning is a powerful factor in international cooperation in learning and the realization of the major global challenges of humanity.

The key sociocultural and pedagogical principles of lifelong learning can be considered:

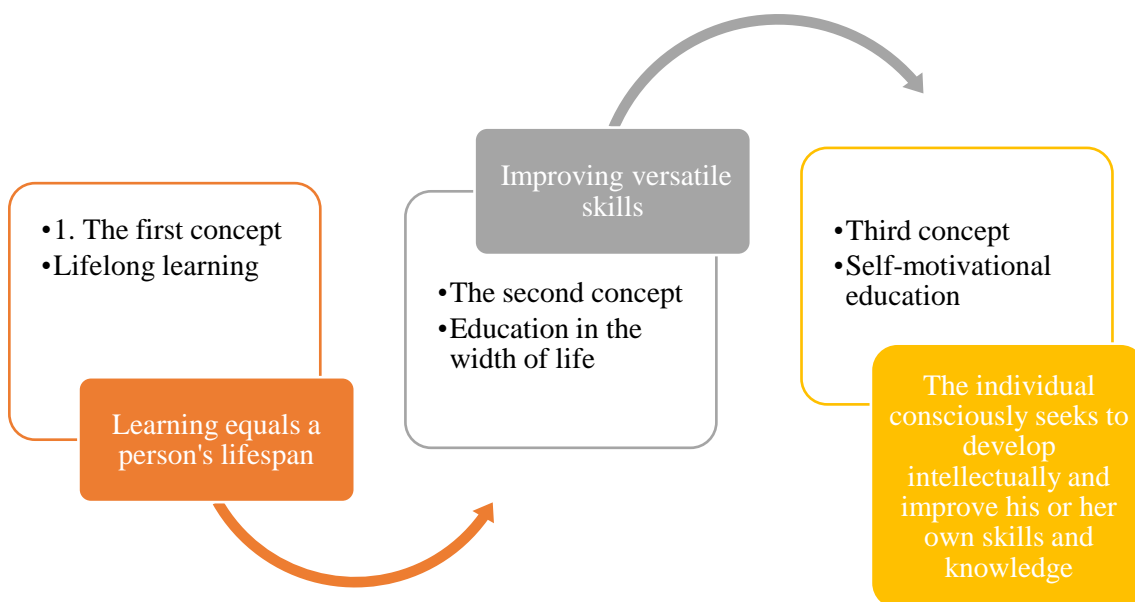
1. philosophical and pedagogical concept of education development, according to which the learning process encompasses the whole life of an individual;

2. diversity of the educational system, which is a permanent, stable, purposeful assimilation of the human socio-cultural patrimony of previous generations; (Hoggan, 2020).
3. aspect of the construction of education at the level of the state and individual regions; 4. mechanism of implementation of state educational policy; (Graves, 2018).
4. current global trends and the future of education; (OECD; (OECD, 2022)
5. consideration of the latest theories and concepts of world pedagogical science. (Hoggan, 2020).

Consequently, continuing education is an integral entity characterized by dynamism, continuity, flexibility, etc.

### Models for implementing continuing education

The implementation of the sociocultural function of lifelong learning is based on the following structural models: lifelong learning, lifelong education, self-motivated education. The first principle is based on the concept that learning is equal to the human lifespan (Graves, 2018). This approach implies that humanity needs to constantly improve, develop its knowledge, skills, and abilities. Lifelong learning encompasses the learning of different aspects of an individual's activities, involves improving both his professional skills and other general skills (Hoggan, 2020). The principle of self-motivation to learn implies that a person consciously strives to develop mentally and improve his knowledge (See Figure 2).



**Figure 2.** The main structural models of the sociocultural system of continuing education  
*Developed by the authors of the article*

In professional education in the U.S., lifelong learning is called “continuing education”. It is primarily implemented by universities, but professional educational associations are also involved in adult education. The Massachusetts Institute of Technology has developed a program of ‘continuing cooperative education’, which provides continuing education for technologists and engineers throughout their careers. This is provided at the level of universities and public firms. Europe uses the dual principle of continuing education (Huebener, 2020). It is a combination of training in educational institutions with practical training in enterprises and organizations. In Germany, there are general (allgemeine), professional (berufliche) professional-scientific (wissenschaftliche),

cultural (kulturelle), and political (politische) additional types of adult education. Such additional education (continuous) is provided by folk universities.

In the Ukrainian reality, the legislation proclaims the importance of sustainable development of society through the preparation of competitive human capital, the formation of the necessary conditions for lifelong learning. In Ukraine, permanent education has not received systematic development. Existing legislation, such as the Law of Ukraine “On Non-School Education” is unable to improve the situation because they do not take into account the possibility of including out-of-school education in the general education system as a whole, bypassing the urgent

challenges of quality assurance and control and recognition of knowledge acquired in non-formal education. There are no statistics on this issue, and there are no special concepts and programs to promote this integration. However, lifelong learning is gradually taking a leading position in modern educational methods around the world (Kem, 2022). For this reason, there is a need for tangible measures in Ukraine in order to bridge the gap with European and American pedagogical models of development.

In particular, the Ukrainian realities are tangible socio-cultural trends that generally contribute to the further progress of permanent learning. First of all, it is important to highlight the following:

1. Increasing the weight of human capital for the growth of national wealth. In developed countries, human capital accounts for at least 65% of national wealth proportions, while natural and physical capital accounts for 20% and 15%, respectively. The greatest economic impact of human capital is felt in such developed countries as Finland, Switzerland, Germany, Japan, and the USA, where it can be estimated at more than 80% of national wealth. Further growth of national wealth is guaranteed primarily by the conditions that are created to shape the prospects of using human capital (Florian, 2019). One of these conditions is primarily education.
2. Unprofitable trends in demographic development. The decreasing birth rate and the general growth of middle age (aging of the population) entail the need to form prerequisites for the education of persons already mature and even older. Adult education is one of the most important factors in the current socioeconomic situation (Huebener, 2020).
3. The growing need to update professional knowledge. The pace of technology development and comprehension of the possibilities of its use leads to a systematic revision of already known information in the leading industries about a quarter annually. For example, in the realities of the U.S. professional competence in 5 years experiences “aging”, that is, during this period, curricula and training systems need radical renewal. In Ukrainian conditions the terms of training of specialists are higher than 5 years, i.e., specialists with already outdated knowledge receive university diplomas. The solution to this problematic condition may lie in a gradual transition to lifelong learning, in which basic education is

partially renewed through additional training programs. In such circumstances, it will become a solid foundation of education not so much a completed and exhaustive education, but the basis for further learning.

4. Approval of the theory of lifelong learning in the European educational environment. Such education is designed to develop the necessary skills, knowledge, and abilities to work in today's information society. This includes digital literacy, the development, and dissemination of innovative and improved types of learning, access to educational technology for people of all ages, etc. (Tytova & Mereniuk, 2022). (Tytova & Mereniuk, 2022). The Council of Europe has decided that permanent education is an important component of the modern European social model. It is not only a matter of immediate importance but also critical factors in employment and social welfare, economic development, and increased competitiveness (Laufer et al., 2021).

The modern system of national security of Ukraine, covering humanitarian, social, economic components, requires appropriately trained personnel to respond to the challenges of our time (Law No. 1556-VII, 2014). The problematic of lifelong learning should be divided into several sociocultural factors. The first is related to the development of the system of permanent education, which will become part of social practice (a socio-educational aspect of lifelong learning). The second one is connected with the processes of assimilation of new life, social, professional realities, and formation of updated experience. It is for this reason adult education is proclaimed a peculiar combination of the principles of lifelong learning with the principles of lifelong learning, and then - in general - with the formation of the information society (Tsekhmister et al., 2021). Therefore, an urgent task is to try to fix in the public consciousness of society the mutual responsibility of people, the state, and specific individuals for the development of learning models.

The content of continuing education in European and American practice is usually divided into several significant components related to adult education (Hoggan, 2020). This refers to literacy instruction in the broad sense of the word, i.e., computer literacy, language literacy, social literacy, etc. (Tytova & Mereniuk, 2022). Also important is vocational education, which consists of vocational training, retraining, and

professional development. The next element is general cultural additional education not directly related to a job, profession, or qualification (Hoggan, 2020). Consequently, researchers in Europe and the U.S. roughly categorize the goals of such permanent education into several components.

The first element of lifelong learning, which forms additional vocational education, is the formation of the professional basis of the human resource potential of today's high-tech economy (Leon-Martinez & Tapia-Rangel, 2020). The main consumers of this part of continuing education are the socially adapted parts of society, consistently trained at all levels. The second element is the ability to adapt in a changing social environment. This element will perform educational functions for a group of individuals in need of social rehabilitation, unable to adapt independently to the fast-paced conditions and abrupt changes in the social environment (Sydoruk et al., 2022). In addition, this subsystem involves citizens who, because of a number of other problems, are deprived of access to the traditional educational system, which forms the prerequisites for their desocialization. The third component of the permanent learning system has the function of entertaining the various individual learning requirements of citizens (Leon-Martinez & Tapia-Rangel, 2020). We are talking, for example, about language learning, obtaining psychological, cultural, and other information, communication skills, special skills, etc. These European and American innovations are still little known to Ukrainian society. However, a gradual shift of emphasis on non-formal education allows for a positive assessment of attempts to transform the Ukrainian educational environment and harmonize it with modern requirements.

### Conclusions

So, in the educational system of the XXI century, the main fundamental element is the concept of lifelong learning. This principle corresponds to the challenges of fleeting learning trends and leads to new interpretations regarding value aspirations and life orientations. We believe that the requirements of updating education, increasing professional competence, development of acquired knowledge and skills should serve as a response to the challenges of our time, take into account global changes associated with the introduction of new computer technology in all areas of educational activity. Under such conditions, continuing education

becomes a condition for the full innovative improvement of society, the main one for success in other spheres of human activity.

For modern globalized society lifelong learning serves as a tool for expanded human professional and cultural potential, so it is a condition for the transformation of sociocultural mechanisms. In particular, the article proves the importance of lifelong learning in the educational systems of Europe and the USA, points to the formation of new value aspirations of the modern generation of education applicants, taking into account the development of digital technology and professional requirements.

The high level of cultural awareness and education is the key in the system of lifelong learning. For Ukraine, these challenges are also relevant, as the general requirements of economic development transformation of the educational industry and technology need to update the educational industry as a whole. The proposed synthesis study points to the need for change in the Ukrainian legislation in the field of non-formal education opens the discussion on a broader justification for the need to harmonize the European and Ukrainian systems of education.

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## Institutional stability of public administration in conditions of sustainable development: geopolitical aspect

### Estabilidad institucional de la administración pública en condiciones de desarrollo sostenible: aspecto geopolítico

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#### Abstract

The relevance of the question of the development of public administration in the modern world is important because it is one of the decisive factors affecting the well-being of each state.

The purpose of the article is to identify the problems faced by modern institutions of public administration, as well as the ways of their development based on consideration of the management system of the two leading countries of the world.

During the research, the following methods of the theoretical block were used: analysis, synthesis, concretization, and generalization of information.

The following conclusions were made as a result of the study: the historical development and the current state of public administration in China and the United States were analyzed. It was determined that the modern confrontation between the U.S. and China will intensify in the future and one of the areas of struggle will be the system of governance. It was found out that the

#### Resumen

La relevancia de la cuestión del desarrollo de la administración pública en el mundo moderno es importante porque es uno de los factores decisivos que afectan al bienestar de cada Estado.

El propósito del artículo es identificar los problemas a los que se enfrentan las instituciones modernas de la administración pública, así como las formas de su desarrollo sobre la base de la consideración del sistema de gestión de los dos principales países del mundo.

Durante la investigación se utilizaron los siguientes métodos de bloque teórico: análisis, síntesis, concreción y generalización de la información.

Como resultado del estudio se obtuvieron las siguientes conclusiones: se analizó el desarrollo histórico y el estado actual de la administración pública en China y Estados Unidos. Se determinó que la confrontación moderna entre Estados Unidos y China se intensificará en el futuro y uno de los ámbitos de lucha será el sistema de gobierno. Se descubrió que el principal problema de la

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main problem of modern management in democratic countries is the presence of bureaucratic elements, so in the future, there will be a departure from them, by increasing the power of managers in the field. The role of outsourcing in the public administration of the future was also examined. In general, it was concluded that the change and sustainability of institutions depends on the type of states.

This article will be useful, first of all, to management scientists who study in detail the phenomenon of public administration and develop a theory of its reform. Also, the materials of this article will be useful for political scientists who study modern geopolitical processes.

**Keywords:** Governing bodies, democracy, bureaucracy, leadership, outsourcing.

### Introduction

The problem of this study is, first of all, that it is difficult to define what exactly public administration is. In general, there is no single definition of this phenomenon in political science, taking this into account, (Baranov, 2019) in his article carried out a review of the positions of modern scholars on this topic. There are more prosaic opinions regarding the definition of public administration, in particular, that it is the organization of the crowd in order to carry out public activities, or that it is the use of various kinds of resources for the embodiment of certain goals in the country. However, if we go into a more detailed analysis, we should consider the historical aspects, namely the fact that managerial work in the twentieth century was recognized as a separate kind of activity in democratic countries, due to the justification of this by various scientists. Governance is also characterized by the fact that it extends to different levels and areas of state activity. Publicity of governance is guaranteed by the accountability of governing bodies to citizens, as well as the involvement of these citizens in political activity.

Thus, we can say that public governance is an activity related to the implementation of various kinds of state tasks of executive power and is characterized by transparency and involvement of citizens in this process.

The main problem of the study is that there is no universal and ideal form of public administration. In addition, different countries have slightly different ways of carrying out this type of activity, and public administration is constantly

gestión moderna en los países democráticos es la presencia de elementos burocráticos, por lo que en el futuro se producirá un abandono de los mismos, al aumentar el poder de los gestores en el terreno. También se examinó el papel de la externalización en la administración pública del futuro. En general, se concluyó que el cambio y la sostenibilidad de las instituciones dependen del tipo de Estados. Este artículo será útil sobre todo para los estudiosos de la ciencia política que estudian en detalle el fenómeno de la administración pública y desarrollan teorías sobre su reforma.

**Palabras clave:** Órganos de gobierno, democracia, burocracia, liderazgo, externalización.

being improved and reformed, so it is necessary to take into account a number of factors when considering this topic.

Generally, public administration is carried out at all levels of state power, but the article will focus on the local level of public administration because at this level it is possible to observe active reform activities in different countries. Also, the main subject of consideration in public administration will be the institutions and authorities.

The geopolitical aspect of this article includes that the consideration of the development of public administration will be made in the context of the foreign policy struggle of two modern superpowers: China and the United States. Researchers use the term “New Cold War” in relation to the kind of confrontation now taking place between the countries mentioned (Baru, 2021). This struggle is unfolding in various spheres of state activity, including political.

The main purpose of the research study is to examine the institutions of public administration, their future development, and sustainability in different states.

The study will be divided into two parts, during which two issues will be considered. The first question in this article is a comparative analysis of the public administration of China and the United States. It is necessary to consider not only the current state of public administration but also the history of the development of these countries, as the historical circumstances have a direct

impact on the state of the political system of the mentioned states in the present.

The second issue of this study is to consider what problems exist in the modern public administration of democratic countries, as well as possible ways to solve them. In particular, the notion of the role of leadership and outsourcing will be key aspects of the analysis of this issue.

### Literature Review

In the course of writing the study, a number of scientific publications and monographs were used, which considered various aspects related to the topics of this article.

The book by Jeval on 2021, *A Brief History of China: From Ancient Dynasties to Modern Superpower*. Jeval describes the entire history of China in a concise style. Thus, the author managed to focus on the most important aspects of the development of the Chinese state. N. Ferguson is the author of *Civilization* (Ferguson, 2019), in which he presents the results of an important study. This study, to a certain extent, was to compare the development of European states and China during the historical period of the Middle Ages. Thus, the author managed to show the main differences and peculiarities of China. In addition, the researcher examines the process of invasion of the British colonists into this country, in the course of which he manages to show how the Chinese formed an aversion to European culture and values. In W. Lu's article "Public Administration in China - Evolutions and Modern State" (Liu, 2019) described the development of the sphere of public administration proper in the modern sense, so this study is limited to the time frame from the end of the twentieth century. In general, the description of the main aspects of the development of public policy in the sphere of governance is revealed in detail, especially in the context of considering the period of the development of decentralization in China. As for modern governance in China, this topic is fully disclosed in Xi Jinping's book "On Public Administration in China" (Jinping, 2021). Another important work by N. Ferguson is the book "Empire" (Ferguson, 2020), in which the author examines in detail the history of such state formation as the British Empire, and in the context of this, he describes the history of the United States in the early stages of the formation of this state. As for the history of the United States as a whole, the study of this topic was carried out by R. Rimini, who in his work "A Brief History of the United States" (Rimini,

2022) was able to clearly outline the main points from the history of this state. In his book, (Fukuyama, 2019) studied the development of the political order in the world, analyzing in detail the course of this process in each country, including the United States (Fukuyama, 2019). Such a study was important to the writing of this article because the author has largely described the shortcomings of public administration in the United States. "Institutional Change in Public Administration as a Trend of Modern Development" is a scholarly work by (Kozak, 2020a), in which the author analyzes the experience of institutional change in many modern countries of the world and derives general patterns of it. (Baru's book, 2021), *The New Cold War: H. Kissinger and the Rise of China*. (Baru, 2021) describes the escalating confrontation between the United States and China in the twenty-first century and draws attention to the fact that this struggle will intensify in the future. (Zwich, 2019), in his article, "A Theory of Public Administration in the United States". The author examines what are the main ways in which public administration in the U.S. is on the agenda today. This analysis is quite important in the context of this study because the main problems of public administration today have been shown. (Liou et al, 2022) investigated the role of the leader and leadership qualities for teamwork, in the course of which the author managed to draw a number of important conclusions. A number of Ukrainian authors in the work "Modern trends and current problems of education managers training" (Tsekhmister et. al., 2022) consider the problem of skills of modern education worker and come to conclusions necessary for detailed disclosure of the topic of this study. "Outsourcing as a tool for strategic planning in public management" (Mykytyuk et. al., 2021) is also a scientific study by several Ukrainian authors, during which the researchers consider such public phenomenon as outsourcing and its role in creating public management. (Aragão & Fontana, 2022) also examines the phenomenon of outsourcing in his article, but he focuses on how actions on the part of the state can destroy the interest of other organizations to participate in public administration. (Kozak, 2020b) in his research paper "The State as a Subject of Implementing Institutional Change in Public Administration". The author considered what role the own state plays in the existence and reform of public authorities.

## Methodology

### *General Background*

Institutional sustainability of public administration is quite a broad topic, the study of which requires the use of a wide range of methods and the study of a number of issues. With this in mind, different information was analyzed, in particular on the topic, of history, political science, pedagogy. It was important to consider each aspect in detail, in order to draw general conclusions.

### *The methodology*

Thus, a number of scientific block methods were used in the course of this scientific research, and the study itself was conducted in several stages.

The first stage was the selection of information. The topic of this article covers many different aspects, so it was necessary to select appropriate sources. At this stage, there was also an analysis of the selected information, because, for example, the topic of the history of a certain country is a debatable issue, it was necessary to analyze it and select the necessary data for this article.

In the second stage of this research, the method of information synthesis was used. Since different aspects related to the topic were considered in this article, the information synthesis method became necessary to draw new conclusions in the process of analyzing different sources. For example, the information synthesis method was used when looking at how the influence of leaders at the local level in public administration is increasing in the United States, during which other sources were analyzed and emphasis was placed on certain factors related to this trend.

In the third stage of writing the study, concretization and synthesis methods were used. The method of concretization became important for this study because a large amount of information was expressed in the course of writing, and it was necessary to pay attention to the most essential, directly related to the purpose of this article. The method of summarization was used to summarize during the course of the writing. In particular, after reviewing the historical development of public administration in different countries, intermediate conclusions were drawn.

### *Sample / Participants / Group*

This research is theoretical and was done without scientific experiments or other empirical means. Nevertheless, this article has benefited from preliminary research whose primary audience was the political system of China and the United States.

## Results

### *Examination of the historical development and current state of public administration in China and the United States*

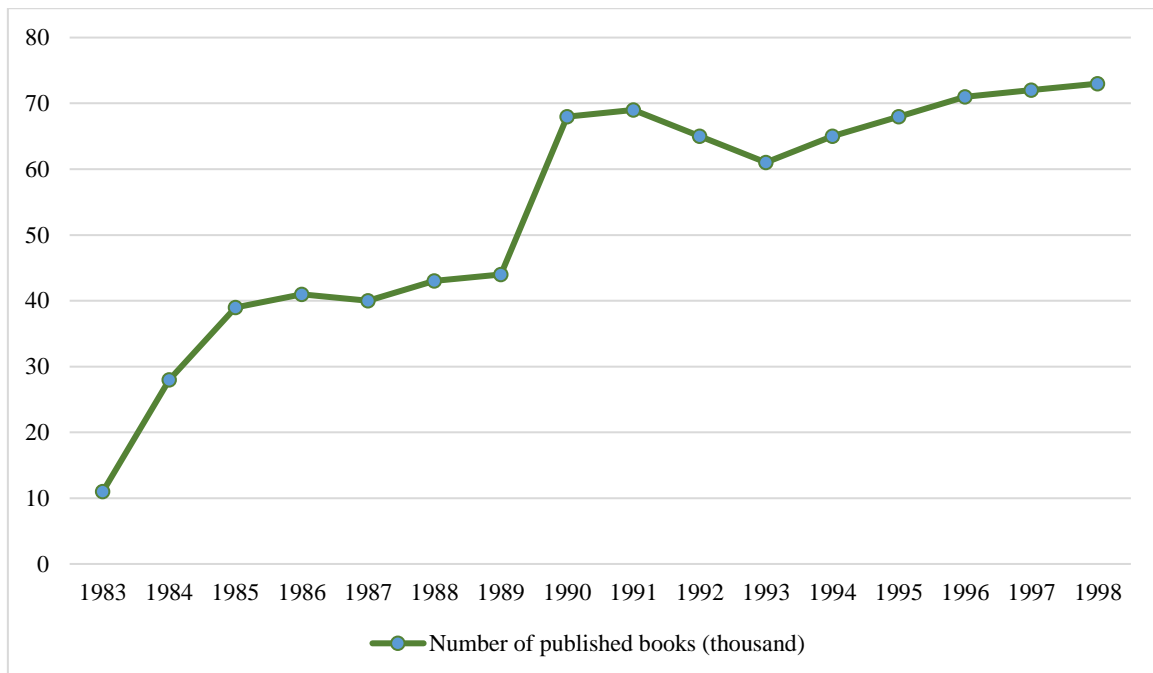
Speaking about the historical development of state administration in China, one should first understand the geographical features of the territory where the People's Republic of China is located, namely the fact that its western part was enclosed by mountains, due to which the Chinese civilization was to some extent isolated for a long period of time, but it managed to create a unique social and political system. The early phase of Chinese history was characterized by long wars in which there was a struggle for power among the various dynasties. As a result of these struggles, the Qing dynasty came to power in the second century B.C. Its reign was rather short but brutal and bloody (Jaivin, 2021).

China was now establishing a total dictatorship of the emperor, which implied total submission to the authority of the ruler. It is also important to understand that the process of establishing this type of dictatorship played on a sociocultural factor, namely the development of the philosophical doctrine of Legalism. The representatives of this doctrine substantiated the necessity of total control by centralized power and the preservation of a clear hierarchy (Jian, 2022).

After the deposition of the Qing dynasty, the dictatorial type of government in China did not disappear. Power was no longer as brutal, but it remained tyrannical in later times. During the Middle Ages, China was a highly developed country compared to other world nations. During the period of New History, however, Europeans discover navigation, in the course of which they discover Chinese culture. As early as the 18th century, with the strengthening of the British Empire, there is an active colonization of China. The Chinese did not accept the British, as the latter pursued a rather cruel policy toward the indigenous population, so from this time onward, Western values (Ferguson, 2019) became unacceptable to China.

The first half of the twentieth century was a terrible and bloody period for China, ending with the establishment of communist power. The period of Mao Zedong's rule was characterized by the spread of communist norms in terms of state management, in particular the establishment of a strong hierarchical government structure, authoritarian power, and total propaganda.

However, after the death of Mao Zedong, the democratizing Hu Yaobang came to power. Thus, the period 1983-1998 saw an active process of scholarly research on public administration in China and the introduction of relevant institutions into the reality of (Keith, 2019).



**Figure.** Number of published books on public administration in China  
Source: (Liu, 2019)

In the first decade of the twenty-first century, the process of democratization in China continued actively, which had a positive impact on the field of public administration, because during this period there was a decentralization of public administration. However, with the arrival of Xi Jin Ping to power, everything has changed, as he is a strong leader, and in his activity takes a clear course towards the establishment of a new type of socialism. This socialism implies the centralization of state power and, accordingly, the sphere of public administration (Jinping, 2021). It is important to understand that, given the historical conditions in which China preceded it for a long time, a form of authoritarian centralized government is closer to it than a democratic one. This country is not characterized by any type of public administration of its own, but rather by its existence in the context of the Chinese paradigm proper. With this in mind, all managerial functions in China belong to the central authorities.

However, it should be understood that China is an active foreign policy player and cooperates with different countries of the world, so no matter how much it seeks to create its own paradigm, the impact of globalization will still be felt. Thus, in terms of the economy, there is a difficult problem for China, which is on the one hand to create the conditions for economic development, but on the other hand to strengthen the control of centralized power. To realize this, the Chinese government has decided to reduce the number of public administration bodies and increase the influence on their activities, which resulted in a certain solution to this problem, but this order will not last forever, so now China needs to find a new way in the field of state and public administration (Liu, 2019).

Speaking about another state that plays an important role in the modern world, the United States of America, it is necessary to understand that this country has followed the same political and governmental order since the beginning of its existence.

The history of the United States begins with the seventeenth century, this is the period when the British Empire actively colonizes North America. Britain's colonial activity was closely related to the foreign policy of another country, the Spanish Empire. The Spanish managed to establish colonies in what is now Latin America by finding large deposits of gold, silver, and other precious metals. Thus, the main activity of the colonists was not to develop these territories but to maximize the profit from the extraction of precious metals. Britain had planned to do the same in North America, but instead of precious metal deposits, they found large tracts of fertile land. With this in mind, the colonists' activity was to develop these lands by farming. An important element of this was that British power did not create rigid systems of government over the inhabitants, but instead allowed the colonists themselves to pursue policies in accordance with their interests (Ferguson, 2020).

Another important factor in the formation of the U.S. state system was who the British colonists were. At that time there were many processes of state in mainland England that were notable for their instability. In particular, these processes strongly influenced attitudes toward various Protestant religious movements. Thus, the bulk of the colonists were members of the Puritan faith. The ideas of Puritanism were based on the views of J. Calvin and implied above all the excommunication of the church from governance in various spheres. In addition, the main goal of the adherents of this faith was a personal success (Rimini, 2022). Thus, a system of government began to develop in North America in which local citizens played a major role, above all in pursuit of their own interests.

In the second half of the 17th century, when the colonies had already reached a certain level of development, the government of the British Empire began to introduce many different laws that were contrary to the interests of citizens, in particular those concerning tax collection. In the course of this began active armed protests of Americans, and then the War of Independence, as a result of which the U.S. was able to emerge as an independent state. At the same time, the active process of creating the state began, in particular, in 1789 the Constitution of the United States of America was created, which remains the fundamental document for this country until today (Rimini, 2022).

The United States was able to form the first federal system of government, which consisted in

narrowing the number of powers of the central government. In particular, the power functions of the federal level include conducting foreign policy, commanding the armed forces, and passing general bills. Most other functions of public administration belong to local state governments, which is why the United States is distinguished by its system of local government. Local government in the U.S. includes county executive agencies, which exercise governmental authority within a particular county that is part of a state. A municipality is a self-governing body, the essence of which is to establish governmental structures at the local level. This body of public authority emerged in the 19th century, during the rapid growth of cities and towns, to give citizens the power to elect a local government. The Mayor's Council is the body responsible for the interaction between citizens and the representative of the executive branch, the mayor, to ensure accountability. Town Meeting is a form of direct democracy that provides for the collegial participation of all citizens in decision-making on the allocation of funds in the municipal budget (Bohne, 2018).

Given this, we can say that during its history, the U.S. has developed its democratic system with an emphasis on local self-government and public power. However, this system currently has certain shortcomings, in particular, as noted by a contemporary philosopher and political scientist Fukuyama (2019), the political system of the United States is characterized by a high degree of bureaucratization, which has an impact on the system of public administration. The author also notes the influence of such a thing as clientelism, a phenomenon that characterizes the formation of the patron-client relationship, that is, the formation of a certain kind of dependence of the lower instances on the higher ones.

In his study (Kozak, 2020a) draws attention to the fact that in the modern world the institutions of public administration are changing rapidly. The author calls this phenomenon as a trend, according to which in the modern state leadership there is a certain fashion to change the institutions of public administration. It should be understood that such popularity of institutional reforms is not accidental and is due to the global challenges of modernity in the field of public administration.

In general, a comparison of the types of public administration in China and the United States can be demonstrated in the following table.

**Table 1.**  
*Comparison of the features of public administration in China and the United States*

	China	USA
Type of political regime	Authoritarian	Democratic
Type of local government	Centralized	Decentralized
General features	Attempts to strengthen the role of the state in governance; Strong bureaucratization; Historical development of despotism.	Provision of many powers to local authorities; Existence of a large number of interconnected local government institutions

Source: Developed by the authors

*Modern challenges of public administration and ways to solve them*

One such challenge is the confrontation between the new socialism represented by China and democracy represented by the United States, which is taking on the character of a new Cold War confrontation. With this in mind, the struggle is taking place in many different spheres, including state administration. Thus, China has embarked on a course of increasing centralized hierarchical leadership, while the U.S. has advocated maximum decentralization of governance throughout its history (Baru, 2021).

However, as already noted, U.S. public administration is characterized to varying degrees by the presence of bureaucracy. With this in mind, there are a number of theories of future public administration in contemporary U.S. political science discourse. These theories were able to fully analyze the Ukrainian researcher (Zwich, 2019) and set out in his research paper. Relying on the article of this author, we can say that the United States understand the importance of institutional changes in the field of public administration in order to reduce bureaucratic elements. Thus, the main trend today is to give more power to individual officials at the local level so that they themselves decide and implement certain issues, not just orders from higher instances. The author also notes two possible ways of developing public administration that are being considered in the United States. The first is the so-called market approach to government, i.e., the main goal is the economic interests of the community through the development of entrepreneurship. The essence of the second way of development is that the development of strategic plans at the federal level is carried out, and the local communities and other bodies of public administration are guided by these plans in the first place.

It is important to understand that when an individual official receives more power in the context of decentralization of public administration, he or she also bears more responsibility for his or her actions. First of all, it should be understood that this person cannot fulfill all the responsibilities on his own, so he needs to form a team in which he will occupy a leadership position. In addition, leaders from different regions need to work together in order to increase the effectiveness of management. Specifically, (Liou et al, 2022) examines the performance of different leaders in a cooperative manner in his article. As a result, he manages to determine that by working together, performance becomes more effective for each of them. At the same time, it is considered that in the case of mutual retailing the performance of each of them significantly deteriorates.

Consequently, it is necessary to build leadership skills in students in schools and universities, as well as the ability to work as a team among them. However, this is not an easy task. A study written by a number of contemporary Ukrainian researchers indicated that an important element in the formation of relevant skills in today's world is the training of appropriate teachers (Tsekhmister et al., 2022). The study found that today's educational management workers must have a range of skills related to current global trends. To determine this, the authors of the study created their own hierarchical model, which shows that educational management is influenced by socio-economic factors; professional portrait of the specialist; organization of the educational process; actually, materials to be used in the educational process. Thus, the development of professional qualities of different specialists, including managers in the field of public administration, is influenced by the development of educational management.

It is important to understand that public administration in the modern world attracts more and more diverse aspects every year, so not every



manager will be able to cope with so much workload, much less perform work in different sectors. Given this, such a phenomenon as outsourcing arises. Outsourcing is the transfer of one's own authority to other individuals and institutions. As noted in the results of the study of the role of outsourcing in public administration, the transfer of powers will be most relevant in the following areas of public activity: transportation services, security services, cleaning services, and catering services. Outsourcing is quite important in public administration because the transfer of powers, firstly, increases the efficiency of task performance, when it is engaged by professionals of their business, and secondly, the involvement of non-governmental institutions in public administration increases its transparency at times. However, as noted in the study, it is necessary to optimize the strategy of modern management in order to increase the effectiveness of outsourcing companies (Mykytyuk et al, 2021).

The phenomenon of outsourcing was investigated by (Aragão & Fontana, 2022), who as a result of studying this problem was able to determine that outsourcing companies are the first to suffer in the case of budget cuts in the short term. This factor has a direct impact on the attractiveness of attracting various companies to the field of public administration. Thus, the author argues that governments need to consider this factor when developing public administration strategies and guarantee the safety of outsourcing companies in times of instability.

Considering institutional features, it is necessary to say that their sustainability and future depend to a greater extent on the state, since it is the state that decides on the abolition or modification of this or that institution of public authority (Ruban, 2021).

However, the state cannot implement such a policy in the spirit of voluntarism, because in a democratic society, power depends on the will of the people and can be overthrown in the case of audacious pursuit of its own policies. Thus, the main goals of the state in the context of public administration institutions are: creating and formalizing institutions; ensuring interaction between public authorities; ensuring the effective functioning of institutions; establishing and distributing responsibilities between different institutions; planning vectors of economic development and other branches of public administration (Kozak, 2020b). It is also important to understand that the nature of change

depends on the political characteristics of the state. In particular, as has been reviewed, the state of modern public administration in China is characterized by a certain level of decline, as the Chinese leadership adopts a policy of centralization of power. Given this, the sustainability of public administration institutions in this country is rather weak, as the bureaucratization of governance has a negative impact on the development of other governing bodies. In democracies, such as the U.S., discussed in this article, one can observe a course towards decentralization of executive power. Thus, there is an expansion of power and the number of institutions on the ground, but on the other hand, the bureaucratic elements are eliminated. Therefore, speaking of the democratic type of state, we can say that the bureaucratic authorities will not be particularly stable and will be eliminated, but over time, the influence of local institutions of public administration will increase.

### Discussion

In the course of the study, the state of development of public administration in the modern world was considered. In addition, hypotheses were analyzed and expressed concerning the trends of development of management institutions in the future. However, it should be understood that this topic is quite debatable. First of all, it is worth paying attention to the fact that any studies concerning the question of the development of a certain phenomenon are quite subjective. It is about the fact that it is impossible to make accurate predictions because the opinions of each author are unique and based on his own beliefs and views. With this in mind, one should not choose to study only one scientist and, based on this, form one's own views. Many scientists should be involved in the study of the development of the future, and, importantly, these scientists should be from different branches of knowledge, due to which the main trends of future development can be determined. However, even given the existence of a variety of authoritative thoughts and ideas, it is impossible to make accurate predictions about the future, because there are a number of other factors that are not visible but may play a role in the context of the development of certain things. As for the topic of public administration itself, the development of this phenomenon will directly depend on the course of the confrontation between the United States and China, which has already been mentioned in the article. In particular, if there is a trend of the increasing influence of China in the foreign

policy of the world, we can talk about the spread of authoritarianism trends in the policies of many countries committed to China. On the other hand, the U.S. positions in the world will also affect the development of public administration in different countries of the world. In particular, we can mention the U.S. withdrawal from Afghanistan in 2021, as a result of which the democratic government was overthrown, a dictatorial regime was established.

General trends in the development of the modern world will strongly influence the institutional development of public administration in democratic countries because in the present one can trace the increasing influence of highly specialized industries in the life of society. In particular, digital technology plays an important role in modernity, which will increase over time. In order to ensure the development of this industry in society, managers should entrust certain functions to specialists than to carry out activities themselves, because this will increase the effectiveness of the integration of digital technology in society many times over. This applies not only to technology but also to a number of other aspects, such as economics, sports, etc. From this arises the importance of the development of outsourcing, which was mentioned in the study. Outsourcing is one of the innovative means of public administration, the use of which, according to scientists, should increase the efficiency of management activities. Given this, it is necessary to investigate and study in detail the application of the outsourcing method in public administration and, in the process, to draw attention to the shortcomings in order to eliminate them. Subsequent research on innovative methods of public administration concerns not only outsourcing but also other means mentioned in the article. In particular, it is important to investigate the role of the institution of leadership in public administration and to develop theories to improve its effectiveness.

### Conclusions

As a result of the study, the historical development of China and the United States in the context of the development of public administration was analyzed, and its condition in these countries was considered. Thus, the following conclusions were made:

- The history of China is characterized by the development of a tyrannical state system. Although there have been attempts at certain periods to make a decentralized system of government, the Chinese government has

now adopted a policy of increasing control over various institutions. However, active cooperation with many countries and the challenges of modernity can shake this policy.

- The United States has existed throughout its history as a democratic state in which most government functions are carried out by local governments. Local government is characterized by its breadth and a high level of citizen involvement in decision-making. However, the problem of bureaucracy remains relevant today.

In addition, the article examined global trends in public administration, in particular, that in the context of bureaucratization the role of the leader is increasing, so in education, it is necessary to develop an effective methodology for training qualified specialists. Also widespread is such a phenomenon as outsourcing, which involves non-state actors in the field of public administration.

The general conclusion of this study is that in today's world the sustainability of institutions depends on the type of state. Authoritarian states, such as China, rely on the strengthening of centralized bodies, which threatens the existence of a number of institutions. Democratic countries, on the contrary, bet on decentralization, so bureaucratic institutions will be gradually eliminated, but in their place will be created various bodies of public administration, due to which we can talk about strengthening the sustainability of this kind in the future.

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## The strategy of the historical policy of Ukraine in the context of the development of the Russian-Ukrainian war: an anthropological aspect

### La estrategia de la política histórica de Ucrania en el contexto del desarrollo de la guerra ruso-ucraniana: un aspecto antropológico

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#### Abstract

In a confrontation with an aggressor who uses various hybrid tools, the correct conduct of humanitarian policy is of great importance. Unfortunately, in the realities of the Russian-Ukrainian war, there is no special strategy of historical policy. Therefore, development and its further improvement is an important topic of both theoretical and practical research. The purpose of the article is to investigate the Strategy of the Historical Policy of Ukraine in the context of the development of the Russian-Ukrainian confrontation. The research is based on the use of general scientific and special historical research methods. In the results, the phenomenon of historical policy is defined, a model of the Strategy of Historical Policy of Ukraine is developed, and possible challenges to its implementation are outlined. The following directions are outlined in the Strategy model: reorganization of the National Unity Council, decommunization, reforms in the field of education and science, organization of educational work

#### Resumen

En la confrontación con un agresor que utiliza diversas herramientas híbridas, la correcta conducción de la política humanitaria es de gran importancia. Desgraciadamente, en la realidad de la guerra ruso-ucraniana, no existe una estrategia especial de política histórica. Por lo tanto, el desarrollo y su posterior mejora es un tema importante de investigación tanto teórica como práctica. El propósito del artículo es investigar la Estrategia de Política Histórica de Ucrania en el contexto del desarrollo del enfrentamiento ruso-ucraniano. La investigación se basa en el uso de métodos de investigación histórica generales y especiales. En los resultados se define el fenómeno de la política histórica, se desarrolla un modelo de la Estrategia de Política Histórica de Ucrania y se esbozan los posibles retos para su aplicación. En el modelo de la Estrategia se esbozan las siguientes direcciones: reorganización del Consejo de Unidad Nacional, descomunización, reformas en el ámbito de la educación y la ciencia, organización del trabajo educativo entre la población,

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among the population, and commemoration of Ukrainian historical and modern heroes. Therefore, the model was developed taking into account anthropological principles: the emphasis is on the transformation of society and its mental components. The conclusions summarize that the schematic model of the Historical Policy Strategy will require further scientific discussion.

**Keywords:** historical politics, development strategy, Russian-Ukrainian war, the transformation of society.

## Introduction

Russian military aggression against Ukraine was accompanied by cultural, scientific, and ideological offensives. Russian leaders were not shy about claiming that Ukraine as an independent state never existed and that all of its territories really belonged to neighboring states. A separate ethnos of Ukrainians was declared by the pro-Kremlin media to be false, imposed by foreign influence. Although these and many other statements have no scientific basis, their constant updating by the Russian side requires an adequate and balanced response. Unfortunately, the Ukrainian strategy of historical policy, which should be a worthy response to the Russian onslaught, is virtually non-existent. The illegitimacy of such a situation is obvious because the appearance of such an orderly document would allow to work through certain problematic issues of the Ukrainian past and provide ready, scientifically grounded answers to accusations of statelessness, artificiality, and falsification of Ukrainian culture. So, the relevance of the problems under study is beyond doubt, also because the hybrid nature of Russian military aggression is an example for detailed analysis. Modern European countries have not faced military action on this scale as much as they have faced an ideological attack of similar force. The article aims to investigate a possible Strategy of historical politics in the context of the development of the Russian-Ukrainian war through the prism of an anthropological aspect. The main tasks to be considered as a result of the main purpose of the work are the issues related to the formation of the discourse of historical policy as a challenge and encroachment on the Ukrainian past and culture, the creation of the current model of historical policy strategy of Ukraine, a detailed consideration of the phenomenon of post-truth as a threat to the strategy of historical policy and security of Ukraine.

conmemoración de los héroes históricos y modernos de Ucrania. Por lo tanto, el modelo se elaboró teniendo en cuenta los principios antropológicos: se hace hincapié en la transformación de la sociedad y sus componentes mentales. Las conclusiones resumen que el modelo esquemático de la Estrategia de Política Histórica requerirá una mayor discusión científica.

**Palabras clave:** política histórica, estrategia de desarrollo, guerra ruso-ucraniana, transformación de la sociedad.

## Literature Review

The methodological basis of the article consists of the works of Ukrainian, American, and British historians and political scientists, who are engaged in the study of historical preconditions for the development of the Ukrainian-Russian war.

Ukrainian researcher Kuzio (2022) characterized the main events of the Russian-Ukrainian war since 2014, described the main historical preconditions and causes. Ishchuk (2022) examined the key motives of Russian aggression against Ukraine. The author notes that although the official version of the Russian government is to form the integrity of the "Russian world," in fact the reasons for the attack on Ukrainian territories are quite different. The Russian federation without Ukraine ceased to be an empire, but with large-scale Ukrainian territory, it becomes an empire. Ishchuk (2022) also believes that Russia seeks to take away from Ukraine the historical leadership that Ukrainians received from medieval Kievan Rus'. At the same time, Kulyk (2017) described the peculiarities of the transformation of Ukrainians' national consciousness since 2014. In particular, the author characterized the transformation of key national categories of Russian speakers in Ukraine. The results of this study demonstrate that Russian-speakers have become "fully Ukrainian," rejecting the Russian (or Soviet) vision. Works on medieval Ukrainian history are also important for this article because it is the contemporary revision of Soviet conceptions of "three fraternal peoples" that is an important part of Ukraine's derussification of historical politics. In particular, Parshyn and Mereniuk (2022) found that the development of the Galicia-Volhynia state took place in European paradigms. In particular, based on the analysis of urban life of medieval Lviv it is shown that this city developed in the planes of multiculturalism

and Eurocentricity. As shown in the study of Mereniuk (2021), even the domestic life of the Russian elite took place in the framework of European practices of that time. Such facts contradict the ideology of the “three fraternal nations”. Morozov (2019) also notes that Ukrainian lands developed in the European plane. At the same time, Ostrovyy (2022) determined that historical truth and historical education are key factors in the formation of a coherent system of national security. Also of value is Yakovenko's (2009) seminal work, in which the researcher thoroughly investigated the history of Ukraine from ancient times to the 18th. The historical atlas developed by Wynar (1987) is also important for this article.

European political scientists also join the problem of studying the Russian-Ukrainian confrontation based on historical and philosophical reflection. For example, Bîñă & Dragomir (2020) analyzed key aspects of the spread of the Russian-Ukrainian information war based on the study of the main manipulative mechanisms. Bertelsen (2017) described the important preconditions of the Russian-Ukrainian war, the specialist paid notable attention to the study of the events of the Revolution of Dignity in 2013-2014 and their connection with the Russian aggression against Ukraine. Martz (2022), exploring the main events of the Russian-Ukrainian war, thoroughly characterized Russia's crimes against Ukraine. The work of Claessen (2021), who characterized the geopolitical plane of this large-scale war and its likely results and consequences, is valuable for this article. The above-mentioned works form the basis for the development of Ukraine's historical policy strategy. Note that this topic remains relevant, given that there are almost no special scientific works on this topic in both Ukrainian and European scientific thought.

### Methodology

General scientific and special historical methods of research were used in the work. Based on content-analysis it was possible to thoroughly analyze the modern works of Ukrainian and European researchers.

Possible ways and directions of implementation of the Strategy of historical policy through the prism of anthropological aspects were determined on the basis of the prognostic method of research.

Among the historical methods of research, we shall distinguish: comparative, typological, systematic. In particular, as a result of using the historical-corporativist method, it was possible to reconsider some established interpretations of the past events in Russian and European scientific thought. Based on historical and typological methods of research the main principles of the future Strategy of historical policy with an emphasis on the Ukrainian-centric understanding of Ukraine's past were characterized and outlined.

Also, the principles of consistency, objectivity, and scientificity were used in the work.

### Results and Discussion

#### **Historical Policy Discourse as an Element of Humanitarian Expansion: Exploring the Challenges of Historical Policy Strategy Making**

Contemporary events of the Russian-Ukrainian war demonstrate that history can be a powerful tool in hybrid warfare (Arel & Driscoll, 2022). History is one of the methods of legitimizing the existence of a state and its nation. Therefore, seeking an ideological basis for its aggressive policy, the Russian federation created and began to implement a conquering historical policy aimed at eroding national dignity and destroying the Ukrainian state (Claessen, 2021).

In contemporary scholarship, the term historical politics is a set of practices through which states try to assert certain interpretations of historical phenomena, events, and facts as dominant (Moseiko, 2022). Some specialists believe that historical politics is the choice and translation by the state of a certain system of socio-political values (Ostrovyy, 2022). For this reason, historical politics possesses three important functions: symbolic, interpretive, identifying (See **Table 1**).

**Table 1.**  
*Basic Functions of Historical Policy*

Functions of historical policy	
Name	Explanation
Symbolic	Giving importance to this or that historical event
Interpretive	Explanation of events through the needs and requirements of current policy
Identification	Has an impact on the process of national identity formation

*Compiled by the authors of the article*

Today it has become evident that the historical policy of the Russian Federation toward Ukraine takes place through the prism of imposing on the Ukrainian society values that are uncharacteristic of them (alien). Russia's attempts to become a superpower are interpreted by the top leadership as the alleged "historical" existence of a powerful "great Russian civilization". Its foundation is the symbolic concept of "Holy Russia" and the related ethnocultural "unity" of the East Slavic

peoples: Ukrainians, Belarusians, Russians (Wood et al., 2015).

The concept of Russia's revival after the collapse of the USSR (because this fact is a geopolitical catastrophe for Russians) is based on several principles: the separation of the "great nation", the difference between new borders and national borders, the protection of the whole "Holy Russia" from unknown geopolitical evil (See **Table 2**).

**Table 2.**  
*The basic principles of Russian "historical truth"*

1. "Separation" of the great Russian people, its "historical" reunification.
2. The difference between the new borders and the national borders. It is considered to be a threat to russian security.
3. Protecting compatriots from "American Evil"

*Compiled by the authors of the article*

Ambitions of "superpower" status prompted the Russian authorities to create and implement a broad supranational project of "gathering lands" - the so-called Eurasian Union, so the success of this idea of restoring "great state" status is impossible without the resources of Ukraine (Kuzio, 2022).

When forming the concept of historical policy, the Ukrainian side must take into account that Russia constantly resorts to historical manipulation, which allegedly argues for the right of the Russian Federation to its resources and territories. The rhetoric of the Russian authorities actively uses the idea of "the Russian world", in the theoretical plane of which the annexation of Ukrainian territories is justified (Kuzio, 2022). For the idea of the Russian world, the occupation of Crimea is important because this peninsula is supposedly a symbolic place for Russia: Prince Vladimir was baptized here. However, such versions are historically debatable and erroneous in historical and legal terms. First of all, Vladimir Svyatoslavovich is the prince of Kyiv. In addition, in international opinion, justifying the latest political actions by what happened to historical figures more than a

thousand years ago is not an international legal basis.

Another anti-Ukrainian idea is the so-called "Novorossiya," a term Russian authorities use to lay claim to formerly Russian territories with a predominantly Russian-speaking population. The authorities of the Russian Federation declare the right to the existence of "Novorossiya" in the framework of "from Kharkiv to Odesa".

Such anti-Ukrainian projects based on historical manipulation and distortion of facts in Russian historical policy (Martz, 2022). The key goal of such propaganda during the Russian-Ukrainian war is to reduce the determination of Ukrainians to defend their homeland and to encourage the population to support pro-Russian forces (we were quarreled by politicians).

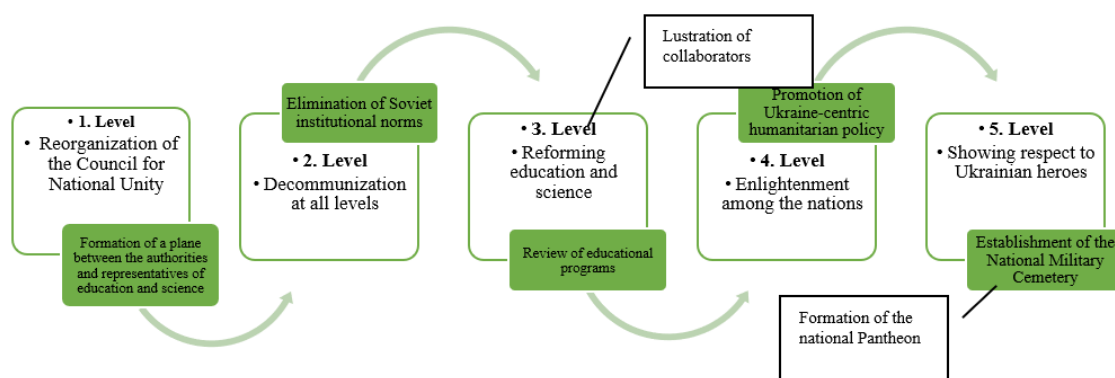
However, against the backdrop of patriotic upheaval, the importance of Russian propaganda has lost its urgency. At the same time, the problem of the "old internal Ukrainian rifts" (based on Kremlin narratives) is serious. It is about the gap between generations and regions in relation to the past (Kulyk, 2017).

Consequently, we believe that in the formation of the strategy of historical policy of Ukraine these Russian “political technology” projects and ideas, which in general undermine the foundations and national security of Ukraine, should be taken into account.

### Model Strategy for Ukraine's Historical Policy

In order to create a flexible resistance to Russian manipulative technologies and propaganda, a Historical Policy Strategy should be formed with an emphasis on the anthropological aspect (on

man and his dimensions of historical existence). Based on this model, the above-mentioned challenges should be envisaged. According to Gromenko (2022), in the absence of a clearly outlined Ukrainian-centric Strategy, society is doomed to be constantly “repulsed by Russian attacks on the historical plane with no prospects for a counteroffensive”. Some specific directions and ideas of the Strategy can be characterized in advance. Figure 1 schematically reflects the main directions and principles of the likely Historical Policy Strategy. Note that the model developed will require further expansion and adjustment.



**Figure 1.** Schematic model of the basic principles of the historic policy strategy  
*Compiled by the authors of the article*

First of all, we are talking about the reorganization of the National Unity Council under the President of Ukraine. It should become a discussion and compromise platform between the authorities, scientific institutions (institutes of the National Academy of Sciences of Ukraine, higher education institutions), and representatives of some public organizations (Gromenko, 2022). This will allow to constructively identify the principles, opportunities, and ways of forming national unity, security, and historical memory against the background of professional discussion with both leading scientists of Ukraine and government officials.

Another necessary direction is decommunization. It is currently at the stage of renaming streets (Krasnozhan, 2021). However, after its completion, the main attention should be paid to the revision and transformation of Soviet institutional norms and other principles of conducting certain activities. This will make it possible to officially eradicate Soviet principles of work from many state institutions. The main emphasis should be placed on European

standards, taking into account the Ukrainian national tradition.

A separate stage will be the formalization of decolonization. We are talking about the formation of the basic principles of depriving the public plane of some names, monuments associated with the entry and stay of Ukrainian territories in the empires. On the other hand, it should be filled with the creation of new monuments, street names in honor of the modern heroes of Ukraine. This will influence the consolidation of the national idea and remind ordinary Ukrainians of the honor and dignity of Ukrainian defenders (Ishchuk, 2022).

Important attention should be paid to reforming curricula in schools and higher education institutions in accordance with the latest scientific principles (Gromenko, 2022). Separately, the expediency of using some modern school textbooks on the history of Ukraine, law, geography, ethics, which may contain elements of the Soviet vision of Ukraine's development, should be reconsidered. Separately, the use of textbooks and manuals on the history of Ukraine, world history, historical



geography in higher education institutions, which are written on the principles of Soviet ideology, or at least contain elements of Soviet propaganda is not advisable. In the future, it will be necessary to create new curricula and textbooks in accordance with the traditions of the Ukrainian historical school, the Eurocentric vision of the future of Ukraine.

On the other hand, it is necessary to popularize the Ukraine-centric humanitarian policy of Ukraine among the population. It is necessary to create special courses, open lectures, programs on TV channels, special channels in social networks that would inform the population about the true history of Ukraine at the popular scientific level. These areas are related to the promotion of the historical heritage of Ukraine, which provides support for documentaries and historical films, the formation of historical online content, etc. It should be noted that considerable attention should be paid to the popularization of the real ancient history of Ukraine, emphasizing the cultural and historical superiority of Kyivan Rus. The historical memory of Ukrainian (Ruthenian) princes should be widely implemented in popular science and fiction works.

Separately, in the field of education and science (as well as in other fields), it is necessary to introduce the lustration of collaborators with a ban on professional activity (Gromenko, 2022). This is necessary to ensure that such persons do not harm the further implementation of Ukraine-centric, pro-European policies. At the same time, the state of the research sphere should be improved. We are talking about targeted simplification of procedures for issuing grants for important humanitarian research, mixing state funding, ideally - reforming the structure of the National Academy of Sciences and higher education.

Important attention should also be paid to the creation of the National Military Cemetery, and the construction of the National Pantheon - a place of memorial to the most prominent leaders of Ukraine.

Such steps will be aimed at forming a "humanitarian front" that will contribute to the consolidation of the Ukrainian nation, the creation of Ukraine-centric historical policy, formation of national identity and unity.

### **Post-truth as a threat to Ukraine's historical policy strategy**

"Post-truth" is the phenomenon that appeals to the emotional perception of information and psychological pressure are much more important than the truth of a fact in determining public opinion. Attempts to provide similar definitions of already known varieties of propaganda have been repeatedly criticized in academic debates, but today's level of globalization and the development of digital technology allow for a new way of thinking about and using old techniques of imposition (Strauss, 2005). In particular, the use of the Internet forms access to any media, which qualitatively distinguishes the presentation of information from the ancient times, when the use of newspapers or TV channels significantly limited the possibilities of finding the necessary information. At the same time, information becomes cheaper, i.e., because of its abundance users are forced to skip whole fragments or consume it at all in an extremely reduced format (Bînă & Dragomir, 2020). In practice, it looks as if Internet users view only small notes or excerpts from more massive messages and sometimes limit themselves to reading the headlines to get at least the latest news, to understand what is happening in the country and the world (Manolea, 2021).

This situation was actively used by the media, where even the concept of headline art was established, aimed at attracting new readers and additional web page views of the publication, which contributed to the popularity of the publication among advertisers. However, this trend was also picked up by politicians, whose speeches began to be shaped by audience expectations - short and concise utterances, including on historical topics (Nehmatov, 2022). At the same time, such stories about history can be pseudo-historical, which is not problematic for the concept of post-truth (Mustafazadeh, 2022). Other factors are important for politicians: the capacity of the statement, confidence in one's own opinion, and, above all, consistency with the general perceptions of potential voters.

Ordinary consumers do not have additional time to go into detail, check facts, or compare information from different sources (Bînă & Dragomir, 2020). For this reason, historical truth is threatened (Ostrovyy, 2022). Using a distorted understanding of historical processes, political leaders can form a distorted vision of modernity, promote revanchism, chauvinism, etc. (Manolea, 2021). In the cross-section of the contemporary situation and Russian aggression, a relevant

example of post-truth can be considered the speech of the Kremlin leader. Putin at the Valdai on October 27, 2022. Using the already long-studied slogans about the “common peoplehood” of Russians and Ukrainians, he also came to the conclusion that Ukraine in its present form was created by Russia, specifically - V. Lenin. Also, the authoritarian Kremlin leader juggled concepts, accused the West of trying to start a war, and repeatedly mentioned nuclear weapons (Claessen, 2021). The deception of such rhetoric was immediately demonstrated by the Ukrainian side, but the realities of post-truth allow resorting to such steps. In particular, politicians (unlike journalists or historians) have no professional obligation to be objective (Ostrovyy, 2022). Under post-truth conditions, any words, if not refuted, can be recognized as at least partially true, depending on the views of information consumers (Manolea, 2021). Addressing different views of the same situation using post-truth also becomes a kind of defense mechanism for such politicians.

The post-truth era is shaping new challenges. In particular, with the development of digitalization, information is increasingly transmitted not through traditional media websites, but through social networks and messengers, which are extremely nimble in their news production. For example, the social networking site Twitter has become an important and popular medium for publishing news, and its feature is a brief exchange of messages, and any Internet user can join the discussion. The company's corporate policy regulated the “purity” of the discussion, but after the purchase of Twitter by American multimillionaire Elon Musk, the situation may change. The new owner has repeatedly stated that he plans to review the policy of blocking users and deleting messages. Such realities could be used by post-truth proponents to continue promoting their narratives. The Kremlin regime, through its paid customers and ideological adepts, will certainly exploit such a situation (Ishchuk, 2022).

Taking into account the search for justification of the war in historical aspects, the strategy of Ukrainian historical policy should include the use of mechanisms to counter such attacks. Worthy of attention, first of all, are several strategies to counter such attacks on history. The first way is to actively draw attention to possible false interpretations of Ukrainian history, using modern possibilities of information resistance and the traditional diplomatic practice of summoning employees of the diplomatic sphere of foreign countries to get

thorough explanations and preventive interviews. This course of action is based on the partial use of the principles of post-truth, according to the logic of which the decisive and final is the position of the side in the discussion, which holds the last word for itself and clearly, confidently and timely states the attempt to falsify the historical record. At the same time, it will allow “internal consumers”, to make sure that the official point of view will be protected, and the authorities will not allow the manipulation of historical data.

Another possibility for countering hybrid challenges is to completely ignore the statements of the opposite side. This strategy can be resorted to when there is an urgent need to throw an event out of the information field, which is beneficial, above all, in order not to worsen relations with a certain country. Obviously, this option is more suitable for other cases, but not for the protection of Ukrainian historical politics from the Russian offensive.

## Conclusions

Consequently, the formation of a detailed Strategy of Ukraine's historical policy against the background of the Russian-Ukrainian war is an urgent task since the Russian side justifies its actions with false historical facts and their interpretation. In particular, we are talking about the concepts of “Novorossiia”, “Holy Russia”, “Russian Orthodoxy” and others, which have no real historical basis but are designed to justify the justice of military action. To counteract such challenges, it is proposed to form a strategic document important for the Ukrainian historical sector as follows: to reorganize the Council on National Unity, to complete decommunization at all levels, to reform education and science in the appropriate direction, to educate the common population, still considered Russian. myths, to present respect for Ukrainian modern and historical heroes. This will allow to resist aggressive challenges, as well as the modern phenomenon of propaganda - post-truth. Appealing to the emotional mood and expectations of the audience allowed the Kremlin regime to use methods of gross falsification of history to justify its goals and war. Forming an adequate response to such a policy can consist of two ways. We are talking about an active response to distorted interpretations of Ukrainian history and feedback in information resources (a method effective to counter Russian propaganda) based on the Strategy of the Historical Policy of Ukraine or ignoring disinformation (if it was allowed by officials of a third country, Ukrainian

diplomats do not want to spoil relations with them). Given the relevance of this topic, the authors of the article have compiled a schematic model of the Historical Policy Strategy, which will require further discussion in professional academic circles. Highlighting further directions of the Strategy is the next topic for research.

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## Overcoming Post-truth Challenges: Is journalism education successful in Ukraine?

### Подолання викликів постправди: чи успішна журналістська освіта в Україні?

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#### Abstract

The article discusses the response efficiency of the journalism education system to the post-truth challenges. The aim of our research is to find out whether the higher education system of Ukraine is able to provide the media system with quality professional staff ready for political participation, responsibility and upholding democratic values in the conditions of post-truth and aggressive external information influence. The experiment covered three groups: journalism students with general professional training, journalism students, who additionally participated in fact-checking trainings and economics students, who did not study the basics of media literacy. The survey results and focus group discussion proved that the future journalists show greater confidence in their skills, but, in fact, they are not able to distinguish better truth, manipulation and lies than the future economists. All three groups had vague ideas about these concepts and tend to trust statements that seem familiar and simple. Fact-checking trainings do not give students an advantage in identifying truth and lies in public statements.

#### Анотація

У статті обговорюється ефективність реакції системи журналістської освіти на виклики постправди. Мета нашого дослідження – з'ясувати, чи спроможна система вищої освіти України забезпечити систему ЗМІ якісними професійними кадрами, готовими до політичної участі, відповідальності та відстоювання демократичних цінностей в умовах постправди та агресивного зовнішнього інформаційного впливу. Експеримент охоплював три групи: студентів-журналістів, які мають загальну професійну підготовку, студентів-журналістів, які додатково пройшли тренінги з фактчекінгу, та студентів-економістів, які не вивчали основ медіаграмотності. Результати опитування та фокус-групового обговорення засвідчили, що майбутні журналісти хоча й показують більшу впевненість у своїх навичках, насправді не здатні краще за майбутніх економістів розрізнити правду, маніпуляцію та неправду. Усі три групи мають розмиті уявлення про ці поняття та схильні довіряти заявам, що здаються знайомими і простими. Тренінги з

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The results suggest an urgent need to find new system solutions on the part of higher education, the community of professionals to train future journalists ready to work in the post-truth conditions.

**Keywords:** post-truth, fact-checking, media literacy, critical thinking, journalism education.

## Introduction

Post-truth challenges are fairly new to the education system. Although the post-truth era affects almost all areas of life, it poses particularly difficult questions for journalists, who must provide the audience with reliable, accurate, truthful information. Therefore, journalism education should provide future journalists with the tools to work in post-truth conditions.

Post-truth, as Bufacchi (2021) describes it, “is a deliberate strategy aimed at creating an environment where objective facts are less influential in shaping public opinion, where theoretical frameworks are undermined in order to make it impossible for someone to make sense of a certain event, phenomenon, or experience, and where scientific truth is delegitimized”. The main consequence of post-truth is that it undercuts the possibilities of gaining accurate knowledge. Several interconnected trends lead to this: 1. increasing prevalence and influence of misinformation and disinformation; 2. increasing rejection of well-established claims; 3. placing personal belief and experience above facts and evidence; 4. declining trust in institutional providers of information such as journalism and science; 5. increasing fragmentation and polarization of information consumption (Barzilaia & Chinnb, 2020). All these circumstances lead to the fact that the truth becomes very difficult to achieve.

Today people mostly perceive reality through the news. Changes in information distribution channels and in ways of consuming content “are affecting the perception of what is true or false in the news”. (Capilla, 2021, p. 320). Journalists, as critical mediators of truth (Michailidou & Trenz, 2021), can be those who not only broadcast news and inform the public, but also help the audience to overcome the challenges of post-truth: they are the translators and mediators that ensure the

фактчекінгу не дають студентам переваг при ідентифікації правди й неправди в публічних заявах. Результати дозволяють говорити про гостру необхідність пошуку нових системних рішень з боку вищої освіти, професійної спільноти для підготовки майбутніх журналістів, які були б готові до роботи в умовах постправди.

**Ключові слова:** постправа, фактчекінг, медіаграмотність, критичне мислення, журналістська освіта.

procedure [for arriving at the truth] is safeguarded (Michailidou & Trenz, 2021).

## Theoretical Framework or Literature Review

In the world of constantly changing technologies, it is necessary for higher education to return to the origins – to teach fundamental knowledge. In post-truth era the tools we are teaching students today will not help them in practice tomorrow. Therefore, we should develop in students ability to reflect, train and promote “autonomy of reason,” and plan the educational process to “encourage the culture of intellectual inquiry” (Bhaskaran, Mishra & Nair, 2019). Students, and especially future journalists, “need to learn a much broader array of aims, ideals, and reliable processes to deal with a complex world rife with low-quality information and bad evidence” (Chinn, Barzilai & Duncan, 2021).

As noted by Theodosiadou, Spyridou, Nikos, Milioni, & Venetia (2021), “journalism students acknowledge the need for journalists’ increased responsibility towards their publics”. What can educators do for this? Barzilaia & Chinnb (2020), among other strategies, identify the following: developing civic media and digital literacy competencies, increasing students’ epistemic vigilance, acknowledging and coordinating multiple epistemologies.

As the ways to confront main manifestations of post-truth – alternative facts and fake news – including that among students, researchers mostly mention media literacy and the development of critical thinking (Dell, 2018; Cooke, 2018; Buckingham, 2019), including news literacy (Bonnet & Rosenbaum, 2019) and digital media literacy (Lee, 2018). The need to develop media-educational technologies is also advocated by Ukrainian scientists, including N. A. Tkachova & D. V. Strelchenko (2018), D. Bachynskyi (2018), N. Gabor (2018). It is

important, however, that students acquire not only text analyzing skills, but also an understanding of the power structures behind the media, whose interests they serve, and what goals they have (Barton, 2019). As Hobbs (2017) notes, “[i]n a post-truth world, media literacy matters. The future of our democracy depends on it”.

But media literacy is just one of the mechanisms. In the case of students studying social studies, the strategy of discussing political topics throughout the learning process may also be productive (Journell, 2017, p. 11). Even if it does not provide expertise, discussing politics in the classroom “helps them [students] activate critical thinking skills and cultivate respect for diverse interpretations” (Hobbs, 2017). Software products, such as automatic fake news recognition systems, can also be used as a means to counteract the manifestations of post truth (Pandey, 2018; Kanozia, 2019; Conroy, Rubin & Chen, 2015). Elements of fact-checking can be applied even throughout the learning process among students, who have corresponding background and mostly study social studies (Journell, 2017, p. 11). Although fact-checking is mainly viewed as special techniques used by journalists to verify public statements, students can also be introduced to these technologies during their studies. The goal will not consist in producing media materials, but only in developing the ability to critically assess the facts and select reliable sources.

The aim of our research is to find out whether the higher education system of Ukraine is able to provide the media system with quality professional staff ready for political participation, responsibility and upholding democratic values in the conditions of post-truth and aggressive external information influence. To this end, based on the materials of the latest presidential campaign, we aim to test whether the skills of discerning truth, lies and manipulation, which are critical and fundamental to a future journalist, are better developed among journalism students rather than in those who do not receive specific media knowledge.

In order to achieve this aim, a number of research questions need to be answered:

- To what extent do journalism students and students of other specialties tend to trust/distrust the public statements made by the most popular politicians.

- Whether there is a correlation between the level of trust/distrust and the students’ specialty.
- Whether additional mastery of fact-checking techniques helps journalism students to better distinguish between truth, manipulation and deception.
- What markers and criteria allow future journalists and students of other specialties to assess information as truth, manipulation or lies.

## Methodology

The study included two stages. During the first stage, the participants filled in the questionnaires, where they had to determine whether a political statement is true, manipulative or false. At the second stage, the results were discussed in the focus group. The aim of this stage was to clarify the motives of the given responses.

*Stage 1.* Three groups of students of Sumy State University were involved in the study:

The first group included 25 participants studying “Journalism”. It was assumed that these students are able to distinguish manipulative, fake, false messages using their knowledge of the journalism standards, the principles of media work.

The second group included 25 economics students. Since some of the quotes in the questionnaire were related not only to social, but also to political and economic topics (the terms like “GDP” or “gross income” were used), it was assumed that it is economics students, who will be able to notice manipulation with these concepts.

The third group consisted of 22 journalism students, who attended one or more trainings on fact-checking methodology. Such trainings within the educational projects at Sumy State University were conducted by a media expert, a journalist, a chief editor of the Ukrainian fact-checking project “Without Lies”. In general, about 30 participants were trained, but since the survey was voluntary, only 22 of them took part in the experiment. It was expected that this group has the most effective tool for exposing the manipulative and false news, most of the students had experience in applying fact-checking methodology when conducting own investigative reporting.

The age of all respondents varies from 17 to 23 years (from the first year of bachelor’s degree

programme to the last year of master's degree programme at a Ukrainian university), with 65.3% of participants aged 17-18 (the first or the second year of bachelor's degree programme). The gender distribution is as follows: 22.2 % – men, 77.8 % – women, which generally corresponds to the students' gender composition of the Departments of Humanities and Social Studies in Ukraine.

Since the survey was conducted on the day before the first ballot of the election of the President of Ukraine, the questionnaires included statements of politicians who according to the surveys of three leading Ukrainian sociological research centres (the Sociological group "RATING", Kyiv International Institute of Sociology, Ilko Kucheriv Democratic Initiatives Foundation) had the highest ratings of voters' support. It was planned to confine to only five political figures, but since there were small differences in the data of opinion polls as to the 4 6th candidates, then it was decided to include all leaders in the survey (as a result, these politicians were ranked 1-5th and 7th in the first round of the presidential elections).

The questionnaire statements were taken from the portal VoxCheck. This is a leading Ukrainian resource, which verifies political rhetoric, it is a signatory of the Poynter Institute Code of Ethics. VoxCheck team includes scientists, economists, financial experts, lawyers, most of whom have European education and job experience in international companies. The portal works according to a clear check-out methodology of political statements verification (strict rules for statement selection, reliable sources for verification, each statement at the selection stage is assessed by several experts, at least two members of the editorial board must approve a proposed verdict after the study) (VoxCheck, n.d.).

VoxCheck uses the following verdicts "True", "Technical error", "Exaggeration", "Manipulation", "False" and also "No verdict". In order not to perplex the respondents, only statements with the experts' conclusion "Truth", "Manipulation" or "False" were included in the questionnaire. We selected one statement with different verdicts, which belongs to one of six politicians (the total number of statements – 18, respectively). The participants had to assess each statement choosing one of three proposed verdicts.

The questionnaire instruction gives the verdicts criteria used by VoxCheck for the respondents:

- Truth: information is truthful. The data are presented in the correct context. The given data may differ from the correct data by 0-10%.
- Manipulation: information/data are truthful, but they are presented in a distorted context or not completely. A speaker tries to illustrate a false idea.
- False: information or data are not true, including data that are more/less correct by >20 %.

All statements were anonymous, the author of a statement was not specified. While selecting the quotations that could reveal a politician's personality (mentioning a politician's position, his previous experience, the names of political parties or the most famous "brand" phrases) were excluded. The only way to identify authors that was not eliminated is the statement language (two of six politicians are predominantly Russian speaking, while the rest speak Ukrainian in public). All quotes were given in the original language, 4 of them were in Russian, which could prompt the authorship.

The survey was conducted using a paper questionnaire. All results are processed using Google Services and Microsoft Excel.

*Stage 2.* After processing the survey results, the focus group was interviewed. All students of the first stage were invited to participate, about 20 of them showed the interest. We selected 9 students to participate in the focus group. The composition of the focus group was equally formed: three representatives from each group of the first stage, taking into account the gender balance (4 boys and 5 girls) with the maximum involvement of students of different years of study (the latter was important because it helped avoid a situation, when some of the participants are familiar with each other, while the rest do not know others and feel less free to express their thoughts).

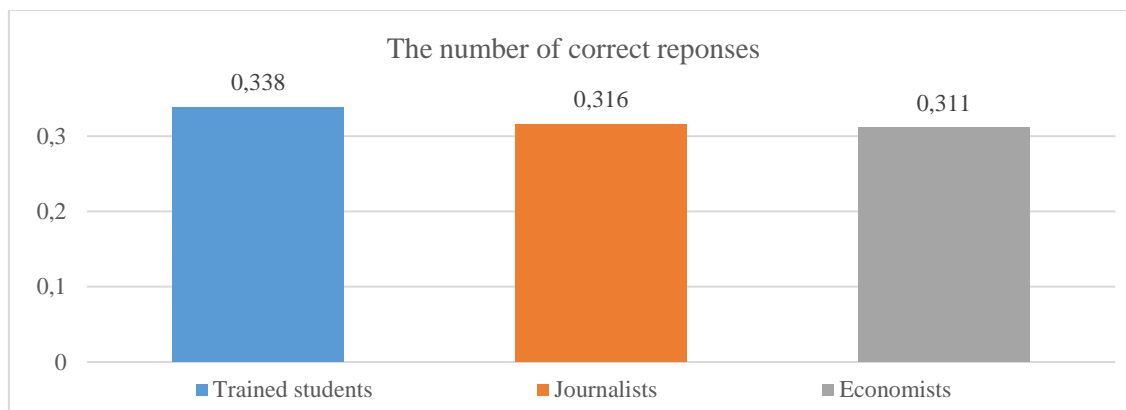
The scenario of focus group study supposed a discussion of the following issues: how the participants understand the concepts of "truth", "manipulation", "lie", how comprehensible and useful the definition of these concepts was in the questionnaire, is it possible to distinguish these concepts, how important the personality of the statements author is to identify if the statement is true or false. The further discussion concerned the statements of the politicians (three quotes of each politician): what criteria were used to identify the author, does the perception of

information changes when the name becomes known.

**Results and Discussion**

*Stage 1.* While analysing the survey results, there was no significant difference in the number of correct answers given by respondents of different groups. The highest index – 33.8 % – was shown by those, who were trained on the methodology of fact-checking. But the results of the other two

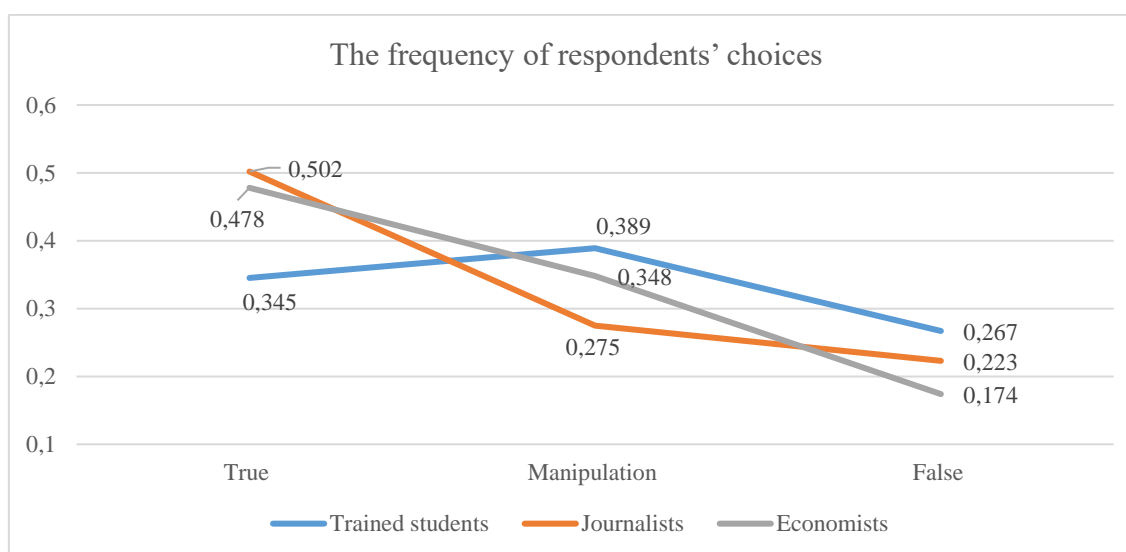
groups differ only by about two per cent (Fig. 1) which is not representative within the scale of our sampling. At that, it should be noted that even when guessing the number of correct answers should be close to 33% (since each question had only three possible choices). In fact, none of the surveyed groups showed the result that would prove the participants’ ability distinguish between truthful, manipulative and false political statements.



**Figure 1.** The number of correct responses  
**Source:** own authorship

The significant differences are recorded only in the distribution of respondents’ responses according to the choices (Fig. 2). The students at least once trained on fact-checking significantly less chose the choice “True” (by 13-16 % compared to two other groups), and more often – “Manipulation” (by 4-11 %) and “False” (by 4-9 %). The choices of students, who participated in the trainings distributed the most evenly, while

the other two groups considered the questionnaire statements to be true in half or almost half of the cases. The journalism students, who did not participate in additional trainings, are least likely to consider the political statements manipulative (only approximately one out of four respondents), while in other two groups, more than one third of respondents chose this answer.

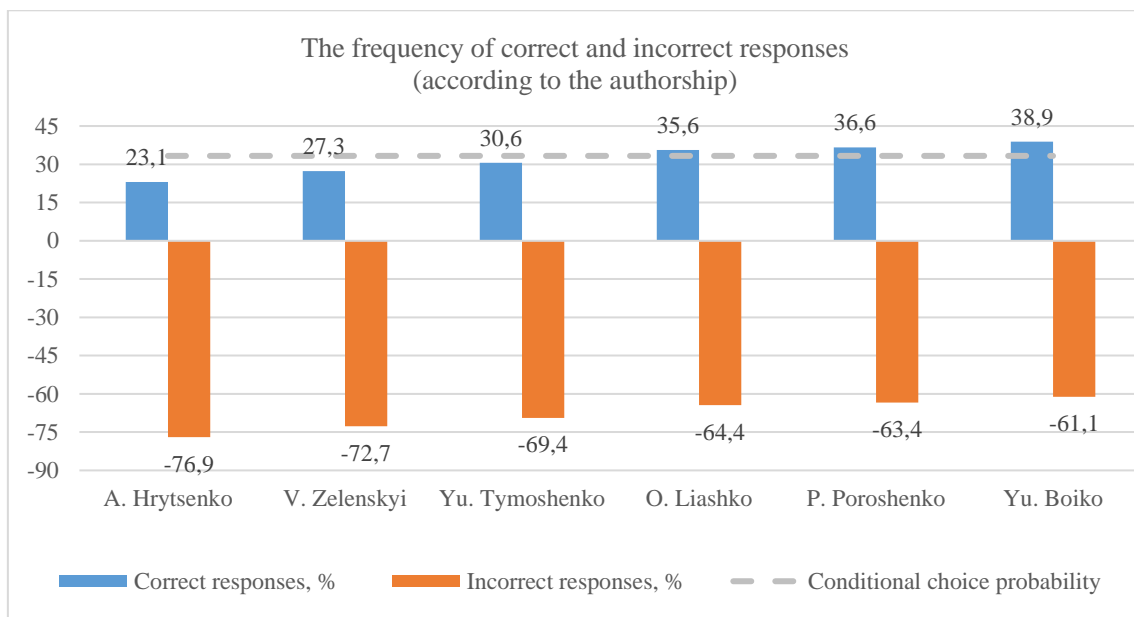


**Figure 2.** The distribution of respondents’ responses  
**Source:** own authorship



Despite the fact that the questionnaire statements were anonymous, i.e. the respondents did not know the statement author, the analysis showed a significant difference in the number of correct responses as to certain politicians (Fig. 3). For example, the candidate Anatoliy Hrytsenko, who is a relatively non-media figure, invested less money in advertising in comparison with other candidates and the number of false assessments of his statements exceeds the number of correct responses by 53.8 % (three quarters of the respondents were wrong, assessing the statements of Anatoliy Hrytsenko). But for a well-known for the audience candidate Yuriy Boiko, whose rhetoric is confined to pro-Russian slogans and based on the criticism of the current government, the index of wrong responses

amounted to only 22.2 %. Among the other speakers Yuriy Boiko has been characterised by stable rhetoric for a long time (at least last 15 years), so, probably, it is easier for the audience to distinguish when the politician tells the truth, the lies or when he manipulates. The significant prevalence of false estimates of respondents for the elected president of Ukraine Volodymyr Zelenskyi was recorded (at the survey time, the candidate had announced about his plans to go into politics only three months earlier and he almost did not give interviews). Despite the fact that one of the largest media holdings of the country openly supported Volodymyr Zelenskyi, the audience, obviously, did not understand quite well the political principles of his election campaign.

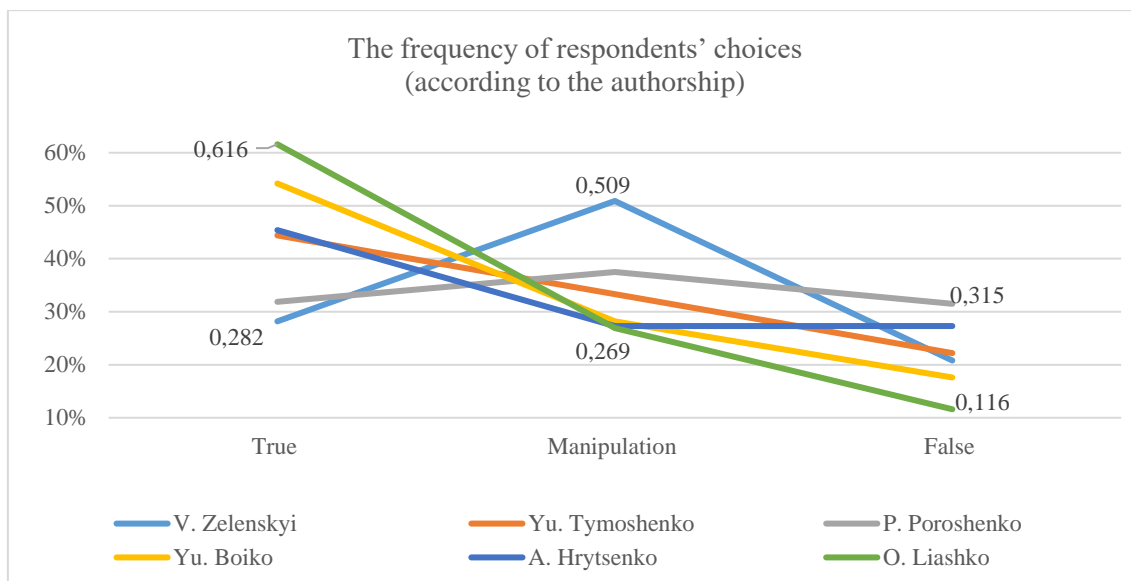


**Figure 3.** The distribution of correct and incorrect respondents' responses according to the authorship of political statements

Source: own authorship

A noticeable difference is recorded in the responses distribution in relation to politicians (Fig. 4). Regarding the statements of the recently elected President Volodymyr Zelenskyi, the respondents most often chose the choice "Manipulation" and least frequently "True". The statements of the well-known and rather odious politician Oleh Liashko, at that time, an opposition MP, were evaluated as "True" most often and "False" least often. The choice "False"

was chosen in relation to the statements of the incumbent at that time President Petro Poroshenko. Obviously, such answers of the respondents can be explained by the confidence crisis, which developed in Ukraine at that time: the current President, the Parliament, the Cabinet of Ministers had the level of confidence below 10 %, while various factions of the opposition were actively gaining ratings.



**Figure 4.** The distribution of respondents' responses according to authorship of political statements  
**Source:** own authorship

The fact that the current President Volodymyr Zelenskyi was not among the leaders in the respondents' confidence is obviously due to the fact that his statements were too ambiguous and confusing, and, therefore, they were perceived by more than half of the respondents as manipulative. It should be noted that Ukraine is traditionally geographically divided in relation to political views. Therefore, Volodymyr Zelenskyi placed stake on avoiding harsh comments for any region, liberalized them according to his views of foreign and domestic policy in his campaign, so he was perceived as "one of their own" in the East and the West.

*Stage 2.* During the focus group discussion, the representatives of two groups of the first stage of the study noted that they referred to the definitions of "True", "Manipulation" and "False" in the descriptive part of the questionnaire. So, an economics student noted that the given criteria are very clear, he took them into account while responding. The journalism students noted that they referred to these definitions, but less often, because they had already known them before. The respondents trained on fact-checking pointed out that they did not refer to the definitions, because they seemed limited to them, especially the definition of manipulation. These students considered their understanding deeper and more complete.

During the focus group, the participants also discussed their own definitions of concepts. Among the responses:

- "True": "something not abstract" (an economics student); "information is already verified", "maybe it is something not 100% true, but there is great percentage of reliable information", "lists specific numbers, specific people, facts without evaluations" (journalism students); "this is our basic knowledge, which we already have", "something that sounds adequately, not absurd, these are pure facts without emotions" ("fact-checkers" students).
- "Manipulation": "information is vague, separate fragments are given" (an economics student); "it may be true, but to somebody's advantage, emotional appeals, information overload" (a journalism student); "it is rather a lie", "we are bombarded with numbers, emotions" ("fact-checkers" students).
- "False": "basically it is a mistake, probably, intentional" (an economics student), "for example, we are told that certain amount of money is allocated for the road repair, but, in fact, there is no road; i.e. a lie is an obvious phenomenon, what we see with our own eyes, we know it from the experience", "something that causes doubts. If this happens, the phenomenon should be analyzed, checked and only then to draw conclusions. A lot of numbers can just be erroneous, it does not mean that it is a lie" (journalism students); "it is information that is contrary to your knowledge base, sometimes something absurd" (a "fact-checker" student).

The respondents' responses differed dramatically whether it was easy for them to draw a boundary

between True, Manipulation and False while filling in the questionnaire. Economics students admitted that the most difficult was to distinguish the truth, because Ukrainian journalists usually hide it, they mainly spread fakes and lies (let us remind that the group of economics students considered true almost half of questionnaire statements at the first stage). Journalism students noted that the boundary is quite easy to draw, because the concepts are too different, they were confident enough to be able to correctly identify the statements. Students trained in fact-checking, noted that the boundary is quite blurred, what seems false may be true and vice versa. In addition, manipulation is somewhere in the middle between truth and lies, which makes it even more difficult to find the right answer. At the same time, one of the group representatives expressed a very significant opinion: "it seemed that everything in the questionnaire was false, because it is better not to believe than to be caught [on the hook of manipulation and lies]".

The opinions of the focus group divided regardless of their speciality regarding the importance of knowing the statement author to determine whether it (statement) is true or false. For example, one economics student, when asked whether it is important to know the author, answers: "Yes. If you know who the author is, you will not choose [his quote as true]" and the other one has the opposite position: "The author does not influence me, the numbers are important". The journalism students have the same opinions division: "If I support a politician, his personality is important, it is very influential", "Even if I support a politician, I do not necessarily trust fully". Only "fact-checkers" students were unanimous, their most revealing explanation is the following statement: "The author is not important, it is necessary to analyze irrespective of personalities".

While discussing the phrases of certain politicians, all the participants of the focus groups showed a common point that the truth/manipulation/lies uttered by Petro Poroshenko, who was the current president at that time, were the easiest to identify because, according to the words of one of the respondents, "[Poroshenko] bases on the information favorable for him and the messages well known to the audience". It is noteworthy, that during the discussions in the focus group, the participants almost unmistakably gave the correct verdicts to P. Poroshenko's comments, despite the fact that in the survey, this index did not differ significantly from the indices for other politicians. It is also significant that the

participants immediately identified the author of the quotes according to the rhetoric subject, because, according to one of the respondents, "no one else would say that".

During the focus group survey, the participants had the biggest difficulty to distinguish the truthfulness of the statements of the current President, who at that time was known as a comedian and only three months as a politician Volodymyr Zelenskyi and a long-term "mediocre" of Ukrainian politics, former Minister of Defense Anatoliy Hrytsenko. Participants were able to identify the authorship of Volodymyr Zelenskyi's quotations only due to their Russian language. Most of the respondents agreed that it is almost impossible to determine whether a statement is true or false, because they are all "the same", "everything seems like manipulation", "he is somewhat vague in all comments".

Anatoliy Hrytsenko remained the only politician whose authorship the students were unable to identify. Obviously, it is due to the fact that the politician was not active enough in the digital environment, his main electorate was older people, for young people his rhetoric is unfamiliar. At that, regarding the verdicts, the situation is better as the students easily and correctly identified the true statement of the politician (it concerned the army, and the former Minister of Defense obviously seems an expert and convincing to the audience) in this topic.

During the discussion the participants, despite declared criticality, openly showed their biased attitude towards the politicians several times, for example: "Tymoshenko is manipulating", "Tymoshenko is lying, I don't believe her", "Everything is a lie, Julia cannot be trusted" (there were no such value judgments as to other politicians).

In general, while discussing, the participants mostly defined as true the statements that seemed "simple", "[that] are easy to read", "already familiar" to them. Manipulative statements were considered those, which "touches sensitive issues for society", it has "no logic", "a catch is felt", "vague wording", "what kind of value judgments is it?". Why the statements seem false, the students explained as follows: "it does not look like a manipulation, too", "a lot of is said, it is difficult to figure it out", "this is something strange", "everyone knows that it is not so".

The important thing is that even knowing that one of the statements is a lie, the participants

mostly tried to avoid this verdict: the majority easily made suggestions which of the phrases is either truth or manipulation, but while answering the question of the leader of the focus group (such as: “If A is a true, C is a manipulation, then Is B a lie?”), the participants tried to avoid such a verdict, because “it is necessary to check everything” (a journalism student), “it is difficult to respond not knowing exactly what is written in NATO statute” (a journalism student), “we are not familiar with this topic” (a “fact-checker” student).

During the focus group survey, the students assessed their knowledge and skills of critical analysis of information as quite high. At the same time, the journalism students of two groups expressed greater confidence. However, in fact, the representatives of all three groups showed approximately the same level of understanding of the issue. Even students having a high level of media literacy tend to assess the statements credibility according to the fact whether it is easy or difficult to perceive, familiar or unfamiliar. Perhaps journalism students have higher working culture with information and are able to check data better, distinguish reliable and unreliable sources (it was not investigated in our study), but when they find themselves in the situation of information consumers, their knowledge and skills did not help them to be more protected than others.

The obtained results have proven that Ukrainian students are generally not completely aware of true and false political statements. This statement concerns not only the economics students, who did not take any media literacy training, but also the journalism students (including those, who were additionally trained on fact-checking).

As a consequence, we get approximately the same results that are described by Bhaskaran, Mishra & Nair (2019) – the journalism students do not have a higher level of media literacy than other students, they tend to trust the first available results from the Internet, have specific understanding of such concepts as truth and objectivity.

At the same time, our results confirmed the thesis mentioned by Bhaskaran, Mishra & Nair (2019) that the future journalists are overconfident about their ability to recognize fakes and lies. This was explicitly stated by our participants during the focus group discussions. In fact, their skills were not better than those of the future economists.

However, the question arises whether trainings can replace system academic knowledge of the subject. Our results show that, obviously, not. Students, who additionally participated in the training, conducted by the fact-checking resource editor with many years of practical experience at extracurricular time, did not show better skills in distinguishing truth / manipulation / untruth. The only thing that fact-checking trainings have given is to doubt everything. Certainly, the journalist should be critical, but do not the fact-checking trainings make students even more perplexed and confused? Do not they contribute to the fact that students begin to doubt even the obvious truth, lose hope to form a coordinate system necessary for orientation in the information space? The results of our experiments have proven that students became suspicious, saw manipulation even where it was absent, but they still had low ability to consciously distinguish truth from wrong.

And if to recall the UK poll (Goodfellow, 2017), according to which “[h]alf of those confident they could tell the difference between a fake news story and a real news story were stumped by at least one of the fake news stories shown”, then we can come back to already mentioned issue. Probably, specific and specialized knowledge gained by students during one-, two-day trainings only creates the illusion of “omniscience”, but, in fact, it does not contribute to a truly profound personal and professional transformation?

## Conclusions

Obviously, knowledge of fact-checking is not superfluous for future journalists. As a matter of fact, it is not an adequate response to the challenges of the post-truth era. But it is impossible to fight the untruth only with the help of fact-checking, since the post-truth affects, first of all, recipient’s emotions, but not his mind. Therefore, it is possible to counteract it only through the coordinated actions of all public institutions.

Instead, one should start with identifying the cause why students are not ready to think critically and be objective. Ridgway, Nicholson & Stern (2017) mentioned about four possible causes: vulnerability to emotional appeals, lack of engagement, lack of criticism, inadequate skills in interpreting data. We should start working with each of these causes separately, systematically. In addition, one should stop perceiving media literacy as a self-evident skill

of anyone studying journalism and begin to teach it.

Our results are based on the students' survey of one of the Ukrainian universities and, therefore, they need verifying by involving students from other universities, especially from other regions of the country. Also, the obtained results allow us to draw conclusions only about certain factors (students' specialty, participation in trainings) that may affect their ability to judge impartially, however, it is important to identify other possible factors influencing the critical thinking of students.

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## Effects of gender reactions to stereotype advertisements – Case study in Bulgaria

### Ефекти на полови реакции към стереотипни реклами – изследователски случай в България

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#### Abstract

This investigation has two aims: to establish the presence of stereotypes in advertisements offered in Bulgaria and to identify which stereotypes achieve positive and negative effects on consumers of both genders. Taking into account Eisend's theoretical formulation of gender roles in advertising (2019), as well as research on the cross-gender effects of stereotypes in advertising according to the most recent studies of Akestam et al. (2021), the author examines the influence achieved through three of the components – trait descriptors, physical characteristics and role behaviors. The results of the analysis of variance (ANOVA) show that according to trait descriptors for women, as well as role behavior for men, the highest influence was achieved in the investigated advertisements. When measuring cross-gender influences, no statistically significant differences were found between men and women in the influence of advertising containing images of the same gender. Conducted Student-Fischer's T-tests evidenced influence achieved for advertisements with male and female images, as well as with female product images. This study can serve organizations offering products and services in Bulgaria, and its originality is expressed in the mixed consumer reactions found.

**Keywords:** advertising stereotypes, cross-gender reactions, reactance to advertising.

#### Резюме

Изследването има две основни цели: да установи какво е присъствието на стереотипите в предлагани реклами в България и да идентифицира кои стереотипи постигат положителни и отрицателни ефекти върху потребители от двата пола. Отчитайки теоретичната постановка на Мартин Ейсенд (2019) за ролите на половете в рекламата, както и изследванията за междуполовите ефекти на стереотипите съгласно най-новите изследвания на Акестам и колектив (2021), авторът проучва постигнатото влияние чрез три от компонентите – дескриптори на черти, физически характеристики и ролеви поведения. Резултатите от анализ на вариациите (ANOVA) показват, че по критерия – дескриптори на черти при жените, както и критерия ролево поведение при мъжете е постигнато най-високо влияние при изследваните реклами. При измерване на междуполовите влияния не са констатирани статистически значими разлики между мъжете и жените при влияние на реклама, съдържаща изображения от същия пол. Проведените тестове на Стюдентс-Фишер доказват постигнато влияние за реклами с изображения за мъже и жени, както и с изображения за продукти за жени. Това проучване може да послужи на организации, предлагащи продукти и услуги в България, а неговата оригиналност се изразява в констатираните смесени потребителски реакции.

**Ключови думи:** рекламни стереотипи, междуполови реакции, реактивност към реклама.

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## Introduction

Although advertising researchers have conducted a number of studies on the gender role of stereotypes, there are many ambiguities such as: what are the main stereotypes of both genders; which stereotypes are falling away and which are confirmed; as well as what is expressed in the high evaluation of stereotypes in advertising by consumers. According to Desvaux, Devillard-Hoellinger and Baumgarten, if precise reasons for these features are not formed, the phenomenon of "stereotype in advertising" will continue to exist and be studied (Desvaux, Devillard-Hoellinger and Baumgarten, 2007, p. 44). All this necessitates a content analysis regarding the influence of stereotypes, as well as establishing the achieved positive and negative impact on both genders. The portrayal of male and female figures in advertising, the following of certain stereotypes, as well as the imposition of certain norms of behavior for the genders, cause different reactions of consumers for the two genders. The traditionally repeated stereotypical image has one advantage – it makes consumers' thinking more lazy, because "stereotypes are created by the continual, extended exposure of consumers to patterns of imagery" (Paek, Nelson & Vilela, 2011, p.197). Advertisers portray men and women differently in advertisements, but these different images lead to intended and unintended effects (Baeza, 2011). Internationally, advertising conforms to traditional gender images (Paek, Nelson & Vilela, 2011, p.193), that is, not mixing of the genders, demonstrations with same-sex couples and marriages were observed. Even if one media can afford an advertisement with a gay couple, the trend does not continue in other issues of the media, which has the mechanisms to confirm stereotypical behavior (Phillips & McQuarrie, 2011). Therefore, advertisers are hesitant to what extent they can use stereotypical images to achieve influence. Paek, Nelson and Vilela state that "men are represented in prominent visual and auditory roles, while women are portrayed in stereotypical ways" (Paek, Nelson and Vilela, 2011, p.192). Offering new current research on the stereotypical presence of women and men in advertisements, it is expected to shift the perspectives of both users and researchers (Eisend, 2019; Akestam, Rosengren, Dahlen, Liljedal & Berg, 2021), and according to the researcher of the present work, to cause different psychological reactance (Brehm, 1966; Thorbjørnsen & Dahlén, 2011) in the users. Therefore, the different images, the implied images of the two genders, as well as their combined presentation with different products

and services, can determine some of the final results in the supply and demand of the advertised goods.

The present article, which aims to explore cross-gender responses to stereotypical advertising influence as part of consumer reactance, is organized as follows: the first section reviews previous literature on stereotype terminology and understanding. In accordance with this review, the hypothesis regarding the influence of gender on stereotypical advertising is formed. It then describes the methodology used in the study and its main findings on stereotypical influence measured by gender. Finally, a discussion of the obtained results and a summary of the conclusions of the study are made.

## Theoretical Framework

In order to outline the social effects on consumers and society, researchers find that the relationship between gender roles (Eisend, 2019; Hatzithomas, Boutsouki & Ziamou, 2016), stereotypes in advertisements (Taylor & Stern, 1997; Knoll, Eisend & Steinhagen, 2011) should be explored, but also the role of brand and media-related social effects (Eisend, 2019; Wolin & Korgaonkar, 2003). According to the new advertising trends, the effect of gender stereotypes is studied, that is, these are binary definitions of gender according to which study the effect of gender stereotypes on consumers of the same (binary) gender (Eisend, 2019, p.78). Difficulties in research come from the fact that the concept of gender becomes more nuanced in different advertisements and societies.

In other longitudinal studies, negative cross-gender effects of stereotypes in advertising are sought (Akestam, Rosengren, Dahlen, Liljedal & Berg, 2021), as well as the specific negative reactions of both genders to the studied stereotypes. This is why stereotyping in advertisements has been the subject of scrutiny by many academic fields (Akestam Rosengren, Dahlen, Liljedal & Berg, 2021). This includes gender studies (Morrison & Shaffer, 2003; Lorenzen, Grieve & Thomas, 2004; White & White, 2006; Ricciardelli, Clow & White, 2010), studies in psychology (Halliwell & Dittmar, 2004; Zawisza & Cinnirella, 2010; Meyers-Levy & Loken, 2015), as well as marketing and advertising research (Antioco, Smeesters & Le Boedec, 2012; Huhmann & Limbu, 2016; Gentry & Harrison, 2010; Zayer, McGrath & Castro-González, 2020).



According to researchers such as Akestam, Rosengren, Dahlen, Liljedal and Berg (2021), such studies "suffer from common terminology" or use the terminological framework of other studies such as: personality traits (Lee & Ashton, 2004; Markey & Markey, 2009; Johnson, 2014), the concepts of idealization (Richins, 1991), body size (Bian & Wang, 2015), the concept of attractiveness (Bower, 2001), which shift the perspective from gender portrayals in media and advertisements to consumer attitudes and behaviors.

In order to form a terminological framework of research, the concepts of "stereotype" and how it is present in advertising must be determined. Stereotypes facilitate the perception of advertising (Macrae, Milne & Bodenhausen, 1994), allowing the perceiver to rely on previously stored knowledge rather than new information. According to Taylor and Stern (1997), stereotype is related to cultural context, the most widely applied cultural model in advertising research being Hofstede's (2001)

cultural dimensions. The understanding of a stereotype also includes "a widely accepted belief about the personal qualities of members of a social category, such as gender, ethnicity, or sexual orientation" (Akestam, 2017, p.16). Other difficulties in stereotype research arise from their dynamics, because stereotypes have the ability to change over time (Eisend, 2010), and also different stereotypical advertising images can reinforce the role of public stereotypes (Eisend, Plagemann & Sollwedel, 2014). In addition, Knoll, Eisend and Steinhagen emphasize the social role of stereotype as "a set of concepts relating to social category" (Knoll, Eisend and Steinhagen, 2011, p.869). At the heart of the stereotypical division of the genders is Ashmore and Del Boca's (1981) claim that certain characteristics distinguish men from women.

As a result of logical and substantive summary, the following research questions can be identified, which are the subject of consideration by the researchers (Table 1).

**Table 1.**  
*Research questions of stereotypical influence*

Research questions	Stereotypical influence / Authors, Year
1. How are gender stereotypes perceived from advertising and how does this affect information processing?	Gender stereotypes function as a type of heuristic. Stereotypes in advertising facilitate perception because they require less cognitive processing effort (Pratto & Bargh, 1991).
2. What are the negative effects of exposure to gender stereotypes?	Anxiety of women and girls as stereotypical images of women tend to portray weak women (Halliwell & Dittmar, 2004). Stereotypical images of men have similar negative effects on men's body satisfaction, self-esteem, and self-esteem because they portray athletic and muscular men (Lorenzen, Grieve, Thomas, 2004).
3. Is gender stereotyped in advertising and does the degree of stereotyping decrease or increase over time?	In the stereotyping of gender in advertising are offered attributes that differentiate males and females (Ashmore & Del Boca, 1981). These attributes may be trait descriptors, physical characteristics, role behaviours or occupational statuses (Deaux & Lewis, 1984).
4. Are depictions of gender roles deviating from equality and what is happening to gender roles?	The portrayal of gender roles deviates from equality because there are different standards of equality for men and women. (Eisend 2010; Knoll, Eisend & Steinhagen, 2011). Changes related to gender values are observed (Eisend, 2010; Matthes, Prieler & Adam, 2016). Gender stereotyping through advertising reduces women's professional performance, achievement aspirations, and positive self-perception and thus challenges the provision of equal opportunities for both sexes in society (Davis, 2002). The changing role of men from strong masculinity to femininity, as well as the reverse change for women, leads to a mixing of gender roles. Negative social effects for the sexes have been reported due to the adoption of different roles as well as the mixing of gender functions (Maher & Childs, 2003).
5. What are the social effects of gender stereotypes in advertising?	

Source: own elaboration.

According to Deaux and Lewis (1984), as well as Eisend (2019), gender stereotypes have four distinct components that are distinguishable at their core: trait descriptors (e.g., assertiveness, concern for others), physical characteristics (e.g., hair length, body height), role behaviors (e.g., leader, childcare), and occupational status (e.g., truck driver, elementary school teacher, homemaker) (Deaux & Lewis 1984; Eisend, 2019, p.73). Current research focuses on trait descriptors, physical characteristics, and role behaviors, delineating several problem areas that need to be clarified. It is assumed that women will have more pronounced negative reactions to the presentation of stereotypical images of women, derived from the mass advertisements on the Internet, offered to consumers in Bulgaria for evaluation. The assumption is possible because in the research circles the opinion is formed that the woman in advertisements is more often placed in a subordinate role, and when she shows power through a career, she copies the behavior of the man. In an analysis of media influence, it is found that this is due to the presentation of stereotypical images, which lead to higher levels of perceived negative influence on other users - men and women, which determines the reactance of users to advertising. (Akestam, Rosengren, Dahlen, Liljedal & Berg, 2021, p. 67). On the other hand, men, as a less sensitive media audience (Spasova & Taneva, 2021), are shaped as consumers with less pronounced levels of negative affect from internet advertisements presenting stereotypical images of men in the same companies' advertisements. The main theoretical explanations for men's and women's negative advertising response to stereotypical versus non-stereotypical presence in advertisements are related to theory of psychological reactance (Brehm 1966; Thorbjørnsen & Dahlén, 2011), which posits that people are predisposed to maintain and restore their personal freedom when it is threatened. A similar threat is observed in both genders as a reactance against a stereotypical advertising image that limits consumers. In addition, the research should track respondents' identification with one or the other gender in relation to their final reaction to stereotypical images of women or men. The research community lacks additional meta-analyses showing aggregated information on the importance of both genders (Eagly, 2009; Shield, 2016) in the perception of stereotypical images in advertising. Wolin (2003) found that advertisements have become less stereotypical in recent years, and selectivity hypotheses suggest that women process advertisements differently compared to men (Spasova & Taneva, 2021). This statement is consistent with recent research

showing that consumers, regardless of their gender, respond more positively to non-stereotypical gender representation in advertising (Baxter, Kulczynski & Illicic, 2016; Liljedal, Berg & Dahlen, 2020).

The parameters of the stereotypical representation of images of men and women in advertisements that are investigated in the present paper need to be delineated. The researcher makes a completely targeted selection of mass advertisements on certain social platforms – Facebook and Instagram, depicting images of men and women with saturated sexuality, attractiveness, good muscles, strongly associated with products intended only for men or only for women. Several stereotypical variables were selected to analyse the content of advertisements in the indicated social platforms: trait descriptors - attachment to the other gender, closeness, intimacy in stereotypical bisexual advertising; protection over the neighbour in stereotypical bisexual advertising; commitment and fidelity in stereotypical bisexual advertising; physical characteristics - length and position of the woman's hair in a mass advertisement for an Internet service; musculature and physical attractiveness of the man and the woman in a perfume advertising; sexiness of body position in perfume advertisements of famous brands; role behaviours – couple roles in stereotypical bisexual media advertising; a loving couple in an advertisement for famous brand perfumes. The variables mentioned above are compared, and advertisements in which only one of the genders is present are also offered in a completely targeted manner. The main criteria by which advertisements are measured is the presence of one or both genders, establishing the degree of impact on users who identify themselves as one or the other gender.

According to these previous researches, the researcher puts forward the following hypotheses:

Hypothesis 0: Consumer gender does not determine positive and negative advertising responses to stereotypical images.

Hypothesis 1: Consumer gender determines positive and negative advertising responses to stereotypical images.

In view of previous research on the effectiveness of advertisements achieved through stereotypic influence, this article seeks to empirically demonstrate the results of gender and cross-gender consumer responses. The reason for conducting the study is that research on the

influence of the studied reactions as part of consumer reactance is extremely limited, and the results of the studies would supplement the scientific information on the researched topic.

### Methodology

The methodological basis of the research is the general scientific principles for systematizing and summarizing the results of research on the achieved effects of stereotypical influence. The purpose of the present study is to examine the influence of gender on consumer susceptibility to stereotypical images, as well as the resulting positive and negative consumer reactions. In the study, an Internet computer-based survey management survey with the following modules was implemented: 1) first module - demographic characteristics of the respondents; 2) second module – physical characteristics with images of men and women in advertising – 10 statements; 3) third module - trait descriptors with images of men and women in advertising – 10 statements; 4) fourth module – role behaviour with images of men and women in advertising – 10 statements. Respondents must accept or reject statements about male, female, or both-gendered ads. This scale contains 30 items, organized in 3 subscales (10 items in each subscale with good validity and consistency), corresponding to the stereotypical images in the advertisement: physical characteristics (Cronbach  $\alpha$  0.56), trait descriptors (Cronbach  $\alpha$  0.69), role behaviour (Cronbach  $\alpha$  0.61). The stated Cronbach  $\alpha$  values can be considered acceptable for scales up to 10 items (Ganeva, 2016). The validity of the whole questionnaire (Cronbach  $\alpha$  0.71) also shows good reliability of the scale for the sample studied. The respondent answered a total of 30 questions on a

five-point Likert-type scale, which includes grades from 1 - I do not agree, to 5 - I agree.

### Results and Discussion

The survey was conducted from the beginning of 2021 to the beginning of 2022. Self-reported data was collected from a total sample of 356 students from Bulgarian, ensuring a size for a representative 95% (being  $e = \pm 5\%$ ;  $p = q = 0.50$ ). Respondents were randomly selected from the general population according to their self-reported gender. All respondents were asked by e-mail to complete an online questionnaire. About 2% of the students did not indicate their gender: "prefer not to say", and their answers were not included in the study, because according to the requirements of stereotypical influence studies, gender is a determining factor. The total sample comprised 46.91% are men (167 people) and 53.09% are women (189 people), aged 18 to 65 years old ( $M=32.41$ ).

Data were processed with the statistical analysis package SPSS 19.0. The following basic statistical analyses were used: One-way analysis of variance ANOVA to examine the influence of gender on gender stereotypes as well as cross-gender responses to advertising influence. Student-Fischer t-test for the statistical significance of the differences between the means for the groups formed by gender and between the variables comprising the stereotypic influence scales.

In order to establish the achieved influence of gender stereotypes in advertising on the groups of respondents, one-factor analysis of variance was applied (Table 2).

**Table 2.**  
*Influence of gender on gender stereotypes in advertisement (ANOVA)*

Indicators of gender stereotypes	F	p	Means (Male)	Means (Female)
Physical characteristics	5.33	0.01	3.12	3.89
Trait descriptors	4.65	0.03	2.76	4.21
Role behaviour	3.24	0.00	3.41	3.37
General susceptibility on stereotypical images	14.89	0.00	3.09	3.82

The results show that gender as an independent variable affects the gender stereotypes in the advertisements studied, as well as the general susceptibility to stereotype influence. For the sample formed, there are statistically significant gender differences in susceptibility to gender stereotyping in advertisements. The highest influence of trait descriptors was found in women

( $F = 4.65$ ;  $p < 0.03$ ; Means(female) =4.21), and the highest influence of role behaviour in men ( $F = 3.24$ ;  $p < 0.00$ ; Means (male)=3.41). On the other hand, the weakest influence was derived for role behaviour in women ( $F = 3.24$ ;  $p < 0.00$ ; Means(female) = 3.37), and the weakest influence of trait descriptors in men ( $F = 4.65$ ;  $p < 0.03$ ; Means(male) =2.76). Therefore, men

declare the most positive reactions to advertisements with stereotypes based on role behaviour, and in contrast, women show positive reactions to advertisements with stereotypes based on trait descriptors. The explanation of these results is in support of other empirical evidence, which states that when confirming stereotypical behaviour (Phillips & McQuarrie, 2011), men in advertisements are more often depicted in role behaviour than women, which reinforces the role of societal stereotypes (Eisend, Plagemann & Sollwedel, 2014). In

addition, the obtained result does not indicate that gender deviates from equality, because women responded positively to trait descriptors that examine concern for a close person, affection, and others.

In order to derive evidence regarding the cross-gender influence of advertisements on both genders of users, one-factor analysis of variance was applied, looking for users' reactions to images of the opposite gender (Table 3).

**Table 3.**  
*Cross-gender effect on gender stereotypes in advertisements*

Indicators of gender stereotypes	F	p	Means (Male)	Means (Female)
Images of men in advertising	4.21	0.00	2.38	4.10
Images of woman in advertising	5.69	0.00	4.02	1.28
Images of men and women in advertising	3.40	0.01	3.89	2.99
General susceptibility on stereotypical images	15.62	0.00	3.45	2.79

Gender as an independent variable was again an influencing factor in achieving the cross-gender effect through advertising, with users of both genders having high values regarding images of the opposite gender: for men ( $F = 5.69$ ;  $p < 0.00$ ;  $\text{Means}_{(\text{male})} = 4.02$ ), and in females ( $F = 4.21$ ;  $p < 0.00$ ;  $\text{Means}_{(\text{female})} = 4.10$ ). Therefore, the presence of opposite-gender images does not elicit reactance against a stereotypical advertising image (Brehm, 1966; Thorbjørnsen & Dahlén, 2011). This empirical evidence supports the views that advertisements aimed at only one of the genders would achieve a greater effect among consumers in Bulgaria than advertisements aimed at both genders (Spasova & Taneva, 2021).

Another important indicator of establishing the presence or absence of a negative reaction is the low values obtained from the one-factor analysis of variance regarding the respondents' advertising response to advertisements containing images of their gender: in men ( $F = 4.21$ ;  $p < 0.00$ ;  $\text{Means}_{(\text{male})} = 2.38$ ), and in females ( $F = 5.69$ ;  $p < 0.00$ ;  $\text{Means}_{(\text{female})} = 1.28$ ). The obtained results are empirical evidence of the achieved weak influence of stereotypical advertising intended for the same gender. Many researchers of stereotype influence in advertising

find negative reactions of women to stereotypes of the female gender (Akestam, Rosengren, Dahlen, Liljidal & Berg, 2021, p.67). One of the reasons why women react negatively to stereotypical advertising images of women is that they believe that others are negatively affected by such images (Akestam, 2017, p. 71). Although women were initially considered to be the only target audience for advertisements featuring women, in recent years the viewpoints have shifted (Eisend, 2019) because the standards of equality between men and women have also changed (Eisend, 2010; Knoll, Eisend & Steinhagen, 2011). The results show that consumers of both genders respond equally to advertisements depicting male and female images, the effect achieved being statistically significantly higher for males ( $F = 3.40$ ;  $p < 0.01$ ;  $\text{Means}_{(\text{male})} = 3.89$ ) than for females ( $F = 3.40$ ;  $p < 0.01$ ;  $\text{Means}_{(\text{female})} = 2.99$ ). In addition to confirming the trend of higher male sensitivity and lower female sensitivity to advertisements with binary images of both genders, the comparison of results in Table 3. This empirical evidence can be used by marketers and advertisers because advertisements depicting both genders are used to persuade mostly male target groups and less often for advertisements aimed at women (Table 4).

**Table 4.**  
*Susceptibility to persuasion, using male and female images*

Susceptibility to persuasion, using male and female images			
Images in advertisements	Mean	T	p
1. Images of men in advertising	3.02	t <sub>1,2</sub> = 3.97	0.00
2. Images of woman in advertising	3.16	t <sub>1,3</sub> = 2.56	0.00
3. Images of men and women in advertising	3.99	t <sub>1,4</sub> = -4.52	0.01
4. Images of a product for men	3.40	t <sub>1,5</sub> = 2.01	0.00
5. Images of a product for women	3.71	t <sub>2,3</sub> = 4.26	0.02
		t <sub>2,4</sub> = 3.02	0.03
		t <sub>2,5</sub> = 3.44	0.00
		t <sub>3,4</sub> = 3.61	0.00
		t <sub>3,5</sub> = 3.19	0.00
		t <sub>4,5</sub> = 4.91	0.04

Similar studies show mixed results, which are determined by a number of factors such as: nationality, culture, societal and other factors that would guide the reactions of users of both genders. In the present study, these indicators for the evaluation of advertisements are not taken into account, but the Student-Fischer t-test for the statistical significance of the differences between the means for the groups, formed by gender and between the variables comprising the stereotypic influence scales, show mixed results. Applying a stereotypical (with images of men and women) versus a non-stereotypical advertisement (with images of products without people present) affects affect statistically significantly more for advertisements with images of men and women (Mean 3.99) as well as with images of products for women (Mean 3.71), versus product images for men (Mean 3.40). When taking into account the simultaneous influence of the studied variables, a higher achieved influence was found for images of women in advertising, as well as products intended for women (Mean 3.71;  $t_{2,5} = 3.44$ ;  $p < 0.00$ ), and also images of women as well as images of men and women (Mean 3.16;  $t_{2,3} = 4.26$ ;  $p < 0.02$ ). The results support the claims of other researchers that men are presented in prominent visual and auditory roles, while women are portrayed in stereotypical ways (Paek, Nelson & Vilela, 2011, p.192), that is, higher achieved stereotypical influence is found in women through stereotypical advertisements, compared to men.

The shift in viewpoints was found to affect men (Eisend, 2019), because comparing the values showed that men reacted negatively to advertising depicting men and products for men (Mean 3.02;  $t_{1,4} = -4.52$ ;  $p < 0.01$ ). Therefore, advertisements aimed at men evoke more pronounced psychological reactance (Brehm, 1966; Thorbjørnsen & Dahlén, 2011) in

consumers compared to advertisements aimed at women. Therefore, it can be assumed that the practical implementation of more images of men in advertisements aimed at men will be more persuasive in the single advertisement depicting men and women when the gender characteristics of the target groups are not taken into account. It is possible that this hypothesis can be tested in future studies.

### Conclusions

The present study offers some empirical evidence for the mixed reactions typical of both genders of the audience that are affected by cross-gender influences. In addition, studies on the influence of stereotypes in advertisements on consumer beliefs are entirely dependent on other additional factors such as cross-gender influence, that is, the attitude of one gender towards a certain stereotype can largely determine the attitude of the other gender. Other studies prove this claim through positive effects of using non-stereotypical images of women and men in advertisements (Liljedal, Berg & Dahlen, 2020; Bian & Wang, 2015; Janssen & Paas, 2014; Antioco, Smeesters, Le Boedec, 2012).

For the formed sample, statistically significant gender differences, were found in relation to susceptibility to gender stereotypes in advertisements, with the highest achieved influence observed in men through the role behavior indicator such as caring for children, being a leader, and in women - trait descriptors such as self-affirmation, concern for others. Therefore, some new social effects are reported, due to the adoption of different roles as well as mixing of gender functions (Maher & Childs, 2003). Findings also demonstrate the high effectiveness of advertisements that focus on consumers of one gender, but not both (Johnson,

2014; Darley & Smith, 2013; Wolin, 2003). In this case, gender deviates from equality only for men who are depicted as part of the family, and there is no deviation for women because they are often depicted in a role of concern for others (Eisend, 2010; Knoll, Eisend & Steinhagen, 2011).

The achieved stereotypical influence depends to a large extent on the cross-gender effect, which is measured in the present work. Similar results reported for both genders, that is, the presence of images of the opposite gender does not cause reactance against a stereotypical advertising image in respondents (Brehm, 1966; Thorbjørnsen & Dahlén, 2011). The explanations for this result are complex: types of advertisements, the ways in which stereotypical images are presented, the predisposition of both genders to stereotypical images, and others. Empirical evidence supports the claim that gender stereotypes lead to positive self-perceptions and induce equal opportunities for both genders in society (Davis, 2002). In addition to this statement is the similarity in results, when reaching influence from advertisements intended for both genders.

The application of stereotypical (with images of men and women) versus non-stereotypical advertising (with images of products without the presence of people) achieves a significant effect for advertising aimed at both men and women, as well as advertising with images of products for women. Therefore, the author subscribes to the statement that the presence of stereotypical images of both genders does not cause strong reactance in the opposite gender, but rather stimulates some mixed reactions in consumers self-identifying to one of the genders. Stronger psychological reactance (Brehm, 1966; Thorbjørnsen & Dahlén, 2011) have been reported in male consumers under mixed influence achieved by advertisements depicting men and products for men. The thoroughness of the research requires conducting additional studies to deduce the cause-and-effect relationships for the achieved results. Future research, aimed at cross-gender influences in advertising, should take into account other demographic or socio-psychological factors causing mixed reactions among consumers of products and services in Bulgaria.

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## Quality control of educational process in the lyceum of medical profile when learning in distance mode during the COVID-19 pandemic

### Control de calidad del proceso educativo en el liceo de perfil médico cuando se aprende en modalidad a distancia durante la pandemia de COVID-19

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#### Abstract

With the spread of the COVID-19 coronavirus infection pandemic and, as a result, the relevance of the transformation of curricula, many subjects of the education system have now switched to distance learning. Ukrainian Medical Lyceum of the National Medical University named after A.A. Bogomolets actively and successfully implements this format. The adaptation of the curriculum of the medical lyceum to the changed conditions takes into account the updated requirements. The study is devoted to the analysis of the perception of changes introduced by distance technologies in the educational process, and the possibilities of controlling its quality using the example of training in a medical lyceum. The collection of data for analysis was carried out using a questionnaire. In the course of the survey, which was answered by 187 respondents. The study examined in detail the advantages and disadvantages of learning on online platforms. It was concluded that new teaching methods require updated quality assessment methodologies, and that the greatest obvious benefit of online learning is adaptability and variability.

**Keywords:** distance learning, quality control of education, medical education, online platforms, pandemic COVID-19.

#### Resumen

Con la propagación de la pandemia de la infección por el coronavirus COVID-19 y, en consecuencia, la pertinencia de la transformación de los planes de estudio, muchas materias del sistema educativo han pasado a la enseñanza a distancia. El Liceo Médico Ucraniano de la Universidad Médica Nacional que lleva el nombre de A.A. Bogomolets aplica activamente y con éxito este formato. La adaptación del plan de estudios del liceo médico a las nuevas condiciones tiene en cuenta los requisitos actualizados. El estudio está dedicado al análisis de la percepción de los cambios introducidos por las tecnologías a distancia en el proceso educativo, y las posibilidades de controlar su calidad utilizando el ejemplo de la formación en un liceo médico. La recogida de datos para el análisis se llevó a cabo mediante un cuestionario. En el transcurso de la encuesta, a la que respondieron 187 encuestados. El estudio examinó en detalle las ventajas e inconvenientes del aprendizaje en plataformas online. Se llegó a la conclusión de que los nuevos métodos de enseñanza requieren metodologías de evaluación de la calidad actualizadas, y que la mayor ventaja evidente del aprendizaje en línea es la adaptabilidad y la variabilidad.

**Palabras clave:** aprendizaje a distancia, control de calidad de la educación, educación médica, plataformas en línea, pandemia COVID-19.

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## Introduction

After the start of the spread of the coronavirus infection SARS-CoV-2 in 2019 (COVID-19), WHO declared COVID-19 a global pandemic. The state strategy aimed to introduce isolation restrictions to improve the safety of the population, control the spread of infection and “smooth curve”, and this influenced all aspects of life, including the activities of the education system inevitably affected medical education at all levels of continuous training - lyceum, college, university, additional medical education and the system of advanced training - due to the impossibility of conducting full-time classes: lectures, practical classes, exams, internships, clinical practice, etc. (Sandhu & de Wolf, 2020). Recently, online learning methods have increased their share in medical education, in some of its areas having taken an almost key role and demonstrated an advantage for mastering professional competencies. The educational system of Ukraine, in its desire to integrate with the educational space of the European Union, is studying the experience of countries actively introducing modern technologies of distance learning in the digital environment (Pata et al., 2021). The survey showed that face-to-face traditional offline classroom learning and online learning via Internet platforms and videoconferences (e.g., Zoom, Google Meet, Skype, etc.) are quite comparable in terms of exam results and may in some cases be considered equivalent. We used developed and adapted digital solutions that support many types of educational activities, incl. studying, summarizing and discussing teaching materials, passing adaptive formative testing and various forms of interaction between students and teachers (Marin et al., 2021).

### *Research Problem*

In a pandemic, distance education using the capabilities of online platforms is the preferred way to ensure the safety of the health of all participants in the educational process. Distance learning is today one of the most promising areas for improving the professional skills of specialists in the education system, and one of the factors for improving the quality of education. Distance learning is a new organization of the educational process based on the principle of independent student learning (Obidjonovna, 2021; Abdukhafizovna, 2021). On the one hand, modern Internet resources provide interactivity and multimedia support for the educational process, control of the assessment of the cognitive activity of students (Parker, 2020).

Internet technologies allow the teacher to conduct training without being close to the students, to use resources for distance learning, creating conditions for the full assimilation of the material. The problem of assessing the quality and effectiveness of online distance learning and the means of improving them, as well as the means of assessing the educational process (Favale et al., 2020; Ganajová et al., 2021), including in medical lyceums of continuing medical education in the future, has not been sufficiently studied (Altwaijry et al., 2021; Kerres, 2020; Tuma et al., 2021).

### *Research Focus*

In the medical lyceum, as a link in the unified system of continuing medical education, this problem is especially acute, since the quality of education has a remote influence on the subsequent stages of vocational training. The study focuses on such important aspects for assessing quality as: implementation, practical experience, the alleged advantages and disadvantages of online distance learning during the COVID-19 pandemic. The unprecedented pandemic has sparked a sudden shift towards predominantly distance learning with proven and innovative online capabilities that have become a major source of medical education and allowed students to continue their education distance learning. However, while the benefits of blended learning (online, in addition to traditional offline) have been demonstrated, for example, in areas such as self-study, information gathering and abstract writing, especially among a generation accustomed to using YouTube to watch instructional videos (Sandhu & de Wolf 2020), there is still a lack of research, limited understanding of exactly how online learning affects the quality of the educational process, and its use in the practice of medical education at the lyceum level (Sofianidis et al., 2021; Wasfy et al., 2021). Internet platforms and the reality of digital health will remain an integral part of medicine, both for patients and for students (students of medical lyceums and colleges, university students, further education doctors) - even after overcoming the COVID-19 pandemic (Ahmed et al., 2020; Rose, 2020). Thus, a deeper understanding of the advantages and disadvantages of distance learning in the system of continuing medical education, monitoring the quality of education will improve the effectiveness of online teaching. Therefore, we aimed to explore how students' perceptions of the effectiveness of online learning can contribute to

the learning process and improve the quality of education at a medical college during the COVID-19 pandemic. Improving this understanding as a factor in improving the quality of education can help in the development of updated curricula of institutions of the continuing medical education system in the future.

## Research Methodology

### General Background

Design - a cross-sectional study conducted at the focus group level of medical college students using a questionnaire survey. The questionnaire was developed after a preliminary analysis of scientific literature on modern methods of online learning and the impact of isolation due to the COVID-19 pandemic on the educational process and the system of continuing medical education. The questions about student perceptions of the educational environment were formulated based on the Dundee Ready Educational Environment Measure (DREEM), a robust and proven tool that is a general guideline for medical students. DREEM is an authoritative questionnaire designed to measure the quality of the health education environment at all levels. DREEM is a basic research tool for medical institutions around the world. It was considered appropriate to adapt it for monitoring the assessment of the quality of education in a student-centered medical college. The response options were formulated on the basis of a qualitative Likert scale of 5 items, ranging from "strongly disagree" to "strongly agree" through evaluative

interim options. The rest of the questionnaire questions were not formalized and left a margin for the expression of subjective assessments. Text responses were collected into groups, distributed according to thematic semantic categories and analyzed. The last questions focused on the following four topics:

- General demographic status (gender, age, lyceumgrades).
- Use and experience of online learning during the COVID-19 pandemic.
- Perceived advantages and disadvantages of online learning.
- Assessment of the quality of the educational process

The questionnaire was circulated to the students of the Medical Lyceum and responses were given within a period of 2 weeks (from April 2, 2020 to April 16, 2020).

### Sample / Participants / Group

182 students of the medical lyceum for 4 years of study (grades 8, 9, 10 and 11) took part in the study by answering the questionnaire. The academic level of the students was assessed as roughly equivalent. Participation was voluntary. All survey participants were informed prior to the start of the survey that the collected data would be confidential and used only for research. Among the respondents there were 124 female participants (68.1%) and 63 male participants (31.9%). The data are presented in Table 1.

**Table 1.**  
 Demographic data of the students who took part in the survey

Demographic indicators		Number of students and share in the sample n%
Gender	male	124 (68.1 %)
	female	63(31.9 %)
Lyceum grades (year of study)	8	45(24.0 %)
	9	30 (16.0%)
	10	54 (28.9 %)
	11	58 (31.1%)

Statistical markers: gender, lyceum grades for sample size (n = 187)

### Instrument and Procedures

The data obtained as a result of the questionnaire was exported to Microsoft Excel (Excel 2019), which was used to create illustrative histograms and calculate descriptive statistics of formalized responses to questionnaires to identify statistically significant patterns.

### Data Analysis

Methods of descriptive nonparametric statistics were used to analyze the data. Wilcoxon signed-rank test and Mann-Whitney U-test were used to compare the time spent on online learning (in astronomical hours) between periods before and during self-isolation for quarantine due to

COVID-19. P values <0.05 were considered statistically significant.

### Research Results

Before the pandemic and the start of the introduction of distance learning in self-isolation, students of a medical lyceum responded in a survey that they spent an average of 4 to 6 hours a week using Internet resources and online learning platforms. Before the massive introduction of distance learning during the pandemic, students used:

- a combination of educational video lessons and scientific videos from educational YouTube channels (26.8%),
- online resources for preparing for testing the SFA (state final attestation) and EIT

(External independent test) with analysis of answers to questions (25.2%),

- pre-recorded and posted on the Internet interactive teaching aids for studying subjects in the programs of a medical college, including those compiled by teachers of this college (22.9%),
- lessons with a tutor (tutoring) using remote Internet platforms Zoom, Google Meet, Skype (18.1%).

Less often, online games were used as educational practices (4.9%), interactive training programs on the online platforms of the medical lyceum before the pandemic were used by only 4.5% of students, and 1.8% used Internet resources from other sources - educational institutions (Table 2).

**Table 2.**

*Data on Internet resources used by students*

Types of online resources used by medical students before the COVID-19 pandemic	Number of students and share in the sample n%
YouTube educational channels	50 (26.8%)
online tests in preparation for SFA and EIT	47 (25.2%)
interactive tutorials	26 (13.9%)
tutoring with the use of Internet platforms Zoom, Google Meet, Skype	34 (18.1%)
educational online games	9 (4.9%)
educational programs on the online platforms of the lyceum	8 (4.5%)
other online resources	3 (1.8%)

*The studied time period covered the stage before the start of the pandemic and the stage of active implementation of distance learning. Sample (n = 187)*

After WHO announced the pandemic and the need for anti-epidemic quarantine measures,

education was transferred to distance learning. And this is expected to increase the list of used online resources and online learning platforms. The ratio of online tools used by students of the medical lyceum during distance learning in self-isolation is shown in Table 3.

**Table 3.**

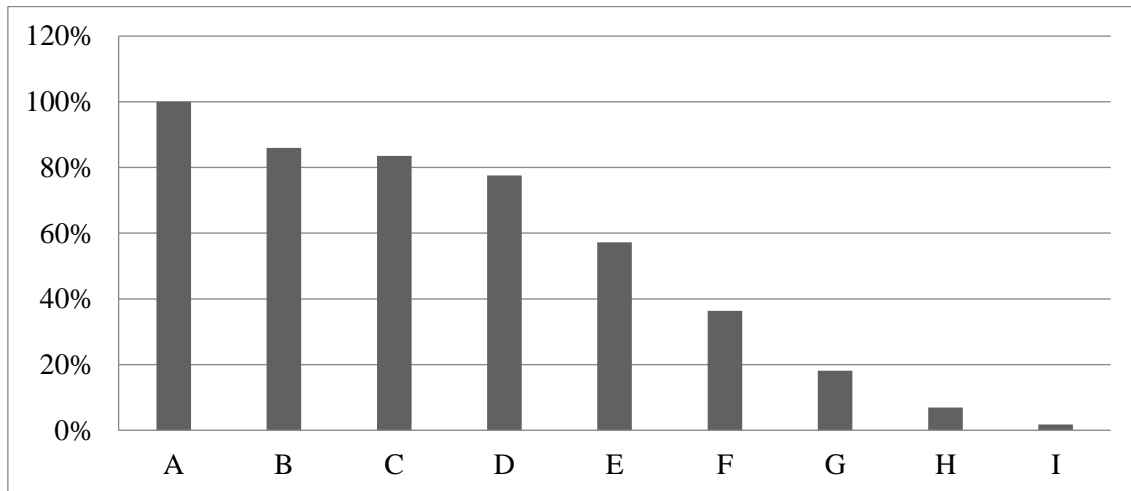
*Data on electronic and Internet resources used by students in distance learning*

Types of online resources used by medical students in the introduction of distance learning during a pandemic	Number of students and share in the sample n%
classes - video conferencing on Zoom, similar to traditional offline lessons in the classroom	187 (100%)
educational channels and science videos on YouTube	161 (86.0%)
educational programs on the online platforms of the lyceum	156 (83.5%)
pre-recorded and posted online lectures by lyceum teachers (non-interactive)	145 (77.6%)
online tests in preparation for SFA and EIT	107 (57.2%)
interactive tutorials	68 (36.4%)
tutoring with a tutor using the Internet platforms Zoom, Google Meet, Skype	34 (18.1%)
educational online games	13 (6.9%)
other online resources	3 (1.8%)

The time period under study covered the period of forced self-isolation during the COVID-19 pandemic. Sample (n = 187)

The visual distribution of the digital technologies and Internet resources used by the students of the

medical lyceum, which they used for educational purposes during the full-time training before the pandemic and during and after the transition to distance learning during quarantine due to the pandemic, is shown in Figure 1.



**Figure 1.** Histogram (bar chart comparing the volume and classification of educational online resources used by students of the medical school for educational tasks before and during the COVID-19 pandemic.

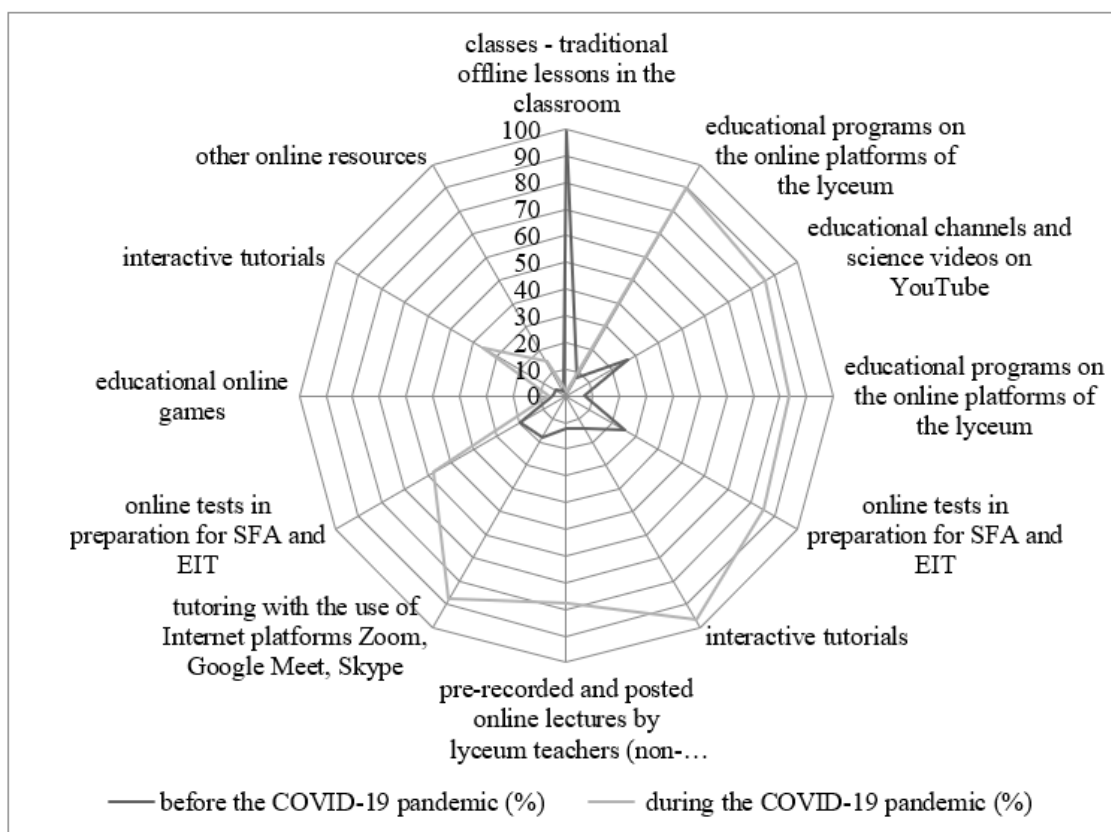
- A-classes - video conferencing on Zoom, similar to traditional offline lessons in the classroom
- B-educational channels and science videos on YouTube
- C - educational programs on the online platforms of the lyceum
- D -pre-recorded and posted online lectures by lyceum teachers (non-interactive)
- E- online tests in preparation for SFA and EIT
- F -interactive tutorials
- G -tutoring with a tutor using the Internet platforms Zoom, Google Meet, Skype
- H -educational online games
- I -other online resources

Students were also asked about the number of (astronomical) hours spent online for learning purposes on various online learning platforms before and during the COVID-19 pandemic (n = 187).

Students then rated the effectiveness of online learning platforms on the Likert scale: 1 point showed the highest efficiency and high quality of learning, and 5 - the lowest. According to students' responses, video tutorials, such as instructional videos on YouTube educational channels, proved to be the most effective, followed by online preparation for SFA and EIT tests and interactive tutorials, as well as

interactive tutorials, tutoring classes using online Zoom, Google Meet, Skype platforms were evaluated as effectively improving the quality of learning. Lyceum students could use several online resources for education, interactive textbooks have shown high efficiency to improve the quality of education in medical lyceum programs.

During distance learning after the onset of isolation due to the COVID-19 pandemic, students spent an average of 7 to 10 hours learning online and using online platforms to learn and control online knowledge. This compares to 4-6 hours of similar learning activity during full-time offline training before a pandemic. The difference in time spent on distance technology and online training in the period before and after quarantine was significant (p <0.05). A comparable number of students spent less than 1 hour online using online learning platforms before and during quarantine restrictions. However, the number of students spending longer periods on online learning resources and online learning has increased, for example, 7.4% (n = 14) compared to 23.56% (n = 44) students who have spent more than 15 hours online-platforms for training before and during a pandemic (Figure 2).



**Figure 2.** Histogram (bar chart) comparing the number of academic hours spent by students on online platforms before and during the COVID-19 pandemic and the distribution of types of online resources used by medical school students before and after the COVID-19 pandemic

To identify reliable significance, a calculation was performed using the method of nonparametric statistics of the Wilcoxon test, which found that the difference was significant ( $p < 0.05$ ). The Mann-Whitney U-test showed that the time difference between students during the COVID-19 pandemic was also significant ( $p < 0.001$ ).

#### **Students' perception of online learning**

In the study, 60.7% of students noted that such a feature of distance online learning as interactivity, positively affected the quality of information acquisition, students had the opportunity to interact with the teacher and other students through group online chat or talking directly using an audio headset (headphones and microphone). Some students also noted the usefulness of increasing online motivation and involvement in online learning methods such as group discussions, small discussion groups,

virtual labs and workshops, and interactive quizzes.

Medical high school students rated their experience on the quality and effectiveness of online learning on the Likert scale: 1 – “strongly disagree with the statement”, 5 – “strongly agree”, with intermediate values regarding the degree of “statement is acceptable” (Table 4). In general, students noted that the disadvantages of distance learning are the difficulty and limited ability to ask questions and receive timely answers from the teacher. Interestingly, on average, medical students showed a neutral attitude in answering the question of whether to increase the degree of interactivity of distance learning over the Internet. They also noted that its effectiveness in some criteria is lower than the face-to-face form (feedback, speed of reaction, the impact of technical aspects, the ability to focus on the learning process).

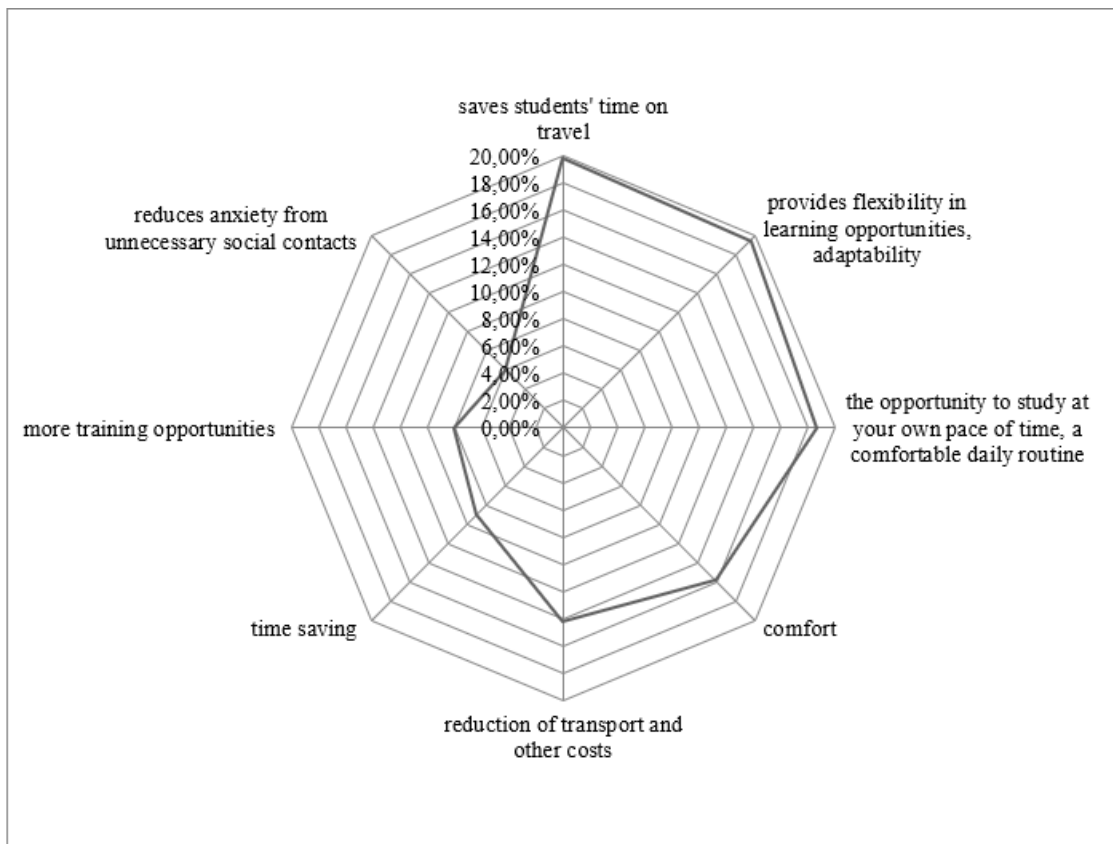
**Table 4.**  
Students' perceptions of their online distance learning experience, rated on a Likert scale from 1 to 5

Statement	Mean	±SD
I like distance learning online more than full-time	2.6	1.4
I believe that distance learning is as effective a method as full-time in the classroom	1.9	1.4
I prefer distance learning full-time	1.7	1.5
Distance learning motivates well to study	2.8	1.2
It is easy for me to participate in a distance lesson online	2.6	1.3
It is convenient for me to ask questions in a remote lesson	2.7	1.5
I would prefer that distance learning be more interactive with the use of Internet technology	3.4	1.6
Teachers are prepared for distance learning as well as full-time	3.4	1.5
I feel that distance learning is a good preparation for the future profession of a doctor	2.3	1.2
Technical impact (quality of Internet connection) creates a problem with the quality of distance learning	2.7	1.9

1 = strongly disagree and 5 = strongly agree.  
Likert values are derived as the mean ± standard deviation.

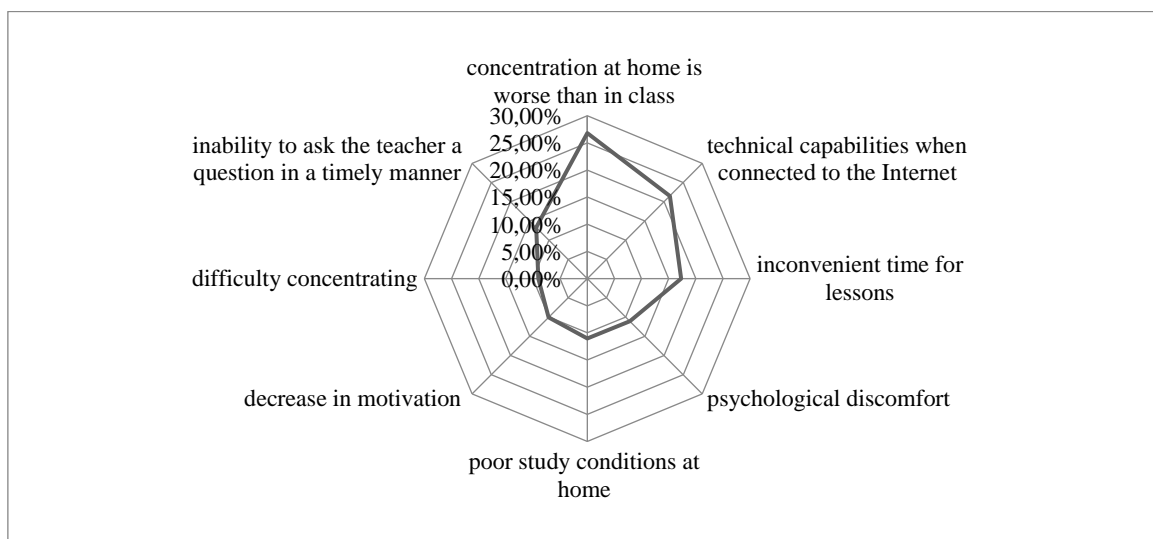
The main advantages of online learning are that it saves students time on travel (19.82%), provides flexibility of learning opportunities, adaptability (19.52%), the ability to learn at your

own pace, you can choose a comfortable daily routine (18.63%), it is more comfortable (15.84%) and reduces transport and other costs (14.24%) (Figure3A). Other students - future physicians (n = 82) also noted that distance learning saves time and gives them more opportunities for training, reduces anxiety from unnecessary social contacts.



**Figure 3.** Histogram showing the advantages (A) and disadvantages (B) of distance learning using Internet resources (n = 187).

### A. Benefits of distance learning using Internet resources of online learning



### B. limitations of distance learning using Internet resources of online learning

Students of the medical lyceum were provided with a list of potential advantages of distance online learning, it was necessary to choose subjectively appropriate. it was also possible to enter their own statements (Figure 3 A). The questionnaire also provided students with a list of potential shortcomings of distance learning to assess what they considered to be relevant from the list, and was given the opportunity to enter their own statements (n = 187). As negative aspects and obstacles to effective distance learning with the use of digital technologies and Internet platforms, students named distractions - studying at home, where concentration is worse than in the classroom (26.8%), technical capabilities when connected to the Internet (21.5%), inconvenient time for lessons (17.3%), psychological discomfort (11.08%) and lack of space to study at home compared to high school classes (11.03%), (Figure 3 B). Students (n = 25) noted as additional disadvantages of distance learning: decreased motivation, difficulty concentrating and the ability to ask a question in a timely manner to the teacher, lack of contact (13.3 %).

### Discussion

With the increasing severity of quarantine measures in the COVID-19 pandemic, it has become logical that many institutions of the continuing medical education system have turned to the distance learning process based on online platforms. However, online education has been used until the current quarantine restrictions. The spread of COVID-19 has strengthened the role of

distance learning using online resources today and the application of this methodology to the continuing health education system in the future.

### *Adaptation of the system of continuing medical education to new conditions due to the COVID-19 pandemic*

Health education institutions have adapted to distance learning due to the pandemic in various ways: by providing interactive tutorials through online platforms, adding new digital resources to existing learning platforms, creating new innovative online learning opportunities with new platforms and digital solutions (Vallée et al., 2020). Some studies show that students' views have also been taken into account when implementing updated programs and online learning, but this is the nature of the practice for higher education institutions with higher levels of accreditation - medical universities (Wynter et al., 2019).

### *The impact of COVID-19 on the popularity and effectiveness (quality) of distance learning*

The study showed a significant increase in the time spent on distance learning using Internet platforms before and during the pandemic (p <0.05). This was expected, because the main source and through pedagogical communication and interaction of students with their teachers was exclusively online resources, various Internet platforms, while previously, in addition to online communication in teaching, most of it was occupied by full-time. An important prospect is the initiated development of innovative educational projects for the development of distance medical education. The



results of the study demonstrate the desire of lyceum students who study remotely to make the interactivity of learning based on online technologies and Internet platforms more pronounced. This can be achieved through greater implementation of methodological developments such as interactive quizzes, online discussions, interactive surveys, etc. (He et al., 2021). The model of synchronous learning is formulated as a kind of special social educational space in which asking questions and getting answers to them takes place live in real time (Klibanov et al., 2018; Toquero & Talidong., 2020). Such maximum active communication between teachers and their students (where the difference between the dynamics of distance and full-time learning is minimized) allows to increase the involvement of students and create a more active dynamic and responsive educational environment.

#### ***Students' perception of online learning as a component of assessing its quality***

Medical students rated their distance learning experience using online resources lower than regular and traditional full-time learning: an average of 1.7 points in the category of "preference for distance learning online", and 2.5 (ideally average grade) for the positive aspects conducting online lessons (Table 2), which shows that most medical high school students still prefer the quality of traditional full-time education. A previously cited study using the DREEM survey showed higher average scores for the traditional offline learning environment (Vallée et al., 2020). However, given that medical high school students at the time of the survey were limited to distance learning, their responses may not objectively reflect the effectiveness and quality of distance learning using online technologies and resources. Since distance learning has become the main direction of the educational process, including in the institutions of the system of continuing medical education, the analysis of its quality is of paramount importance in comparison with the previous traditionally used methods. And such an analysis is important for the further development of specialized medical education. In addition, unlike the specialized medical training at various levels previously assessed by the DREEM criteria, the current pandemic has caused a sudden and unexpectedly unpredictable shift towards the predominant use of distance learning using online resources and the Internet on a much larger scale. This has led to inconsistencies in the unprepared curricula of educational institutions, including lyceums, and insufficient training of

many teachers, and technical difficulties. distance learning and its assertion in the leading role as a single educational methodology. Despite the relatively high score (3.4 points) on teacher training and the effectiveness of the teaching process, the quality of distance learning courses in medical schools could be affected by several factors: technically inadequate quality of Internet connection and connection, distractions that affected on the quality of classes in the home and family environment (not conducive to concentration in school), not the most convenient time for training. This is shown by the results of the study.

#### ***Advantages and disadvantages of distance learning in the system of continuing medical education***

For students, the main advantages of distance learning, when classes are held online and students are at home, are saving time on trips to study at the lyceum, the flexibility of educational techniques and methods, the ability to learn at their own pace (Figure 3A). However, these advantages cannot be applied as universal advantages of distance learning. For example, such a restriction as pre-recorded content (lecture, theory for preparation for testing, etc.) may be perceived negatively by students due to the inability to interact with the teacher. In addition, the study found that viewing pre-recorded lessons and lectures on online platforms, compared to being able to attend face-to-face classes offline, was negatively correlated with academic achievement. The main obstacles to distance learning, as shown by the results of the survey, are the inability to focus on learning in the classroom at home, technically unsatisfactory quality of Internet connection and communication during the lesson, inconvenient time of classes (Figure 3 B). This can put disadvantaged students at a disadvantage: uncomfortable family conditions, limited Internet access.

#### ***Evaluation of the quality of the educational process in the medical lyceum***

Quality control of learning outcomes is the basis of the internal control system, allows to identify deviations between expected indicators and results through feedback, and determines the level of knowledge and skills acquired by applicants for education, formed competencies to the requirements of regulations for general secondary education. Quality control of teaching at the Ukrainian Medical Lyceum of the National Medical University named after

A. A. Bogomolets in full-time form of the educational process is carried out in the form of open classes, mutual and control visits, questionnaires, self-assessment. Quality control of learning outcomes is carried out at all levels: founders, administration, departments, teachers, parents, public organizations. From November 28, 2021 in the Ukrainian Medical Lyceum of the National Medical University named after A. A. Bogomolets underwent an external certification audit of the quality management system of the institution in the field of education. Confirmation of the quality of the educational process in the Ukrainian Medical Lyceum of the National Medical University named after A. A. Bogomolets at the international level has received a certificate of compliance with the requirements of ISO 9001: 2015 This confirms compliance with the requirements of international standards and provides a priority position in the market of educational services. The certification body of management systems highly appreciated the quality management system and confirmed its compliance with the requirements of ISO 9001: 2015 (certificate № UA. IF. QMS. 47-19) and DSTU ISO 9001: 2015 (certificate № UA. IF. QMS. 46-19).

In light of the active implementation of the distance education system in the new conditions, it is extremely important that it meets all the quality management criteria of the international standard ISO 9001: 2015. Since, according to the results of an external audit, the medical lyceum of the National Medical University named after A.A. Bogomolets received certificates of compliance of his quality management system with all the requirements of the ISO 9001: 2015 standard until January 2022, then an important task of the current time is to maintain this high level in the conditions of distance learning. The study showed that the main significant indicators make it possible to assert that the quality of the educational process in the new conditions.

#### ***The future and future directions of distance learning in the system of continuing medical education***

The active introduction of innovative online technologies, distance learning and the digital environment into the continuing medical education system can play a significant positive role for the future. Providing students-users of Internet platforms and online resources with the opportunity to adapt the pace of learning to individual parameters, the acquisition of new skills due to the variable nature of emerging and multiplying digital resources can actively

influence the education of students - future physicians. Having discussed the benefits of traditional full-time and actively implemented new distance learning, as well as the future of medical education at all levels with increasing involvement of Internet resources, we hypothesize that in the future to maximize the quality of medical education it is advisable to use complex benefits online and full-time offline learning. Such a model, which is based on a combination of the advantages of both systems and, if possible, ignores their disadvantages, improves learning outcomes and quality, motivation, cognitive abilities and students' learning. Students receive online materials for thoughtful individual development (offline), then discuss them in interactive group sessions at videoconferences, group chats, individual chats with the teacher (this provides timely feedback), etc. This gives the opportunity to learn in the individual most comfortable mode and at the same time take responsibility for their own decisions.

#### **Conclusions and Implications**

Distance learning in these unprecedented times of quarantine restrictions due to the COVID-19 pandemic has proved to be an interesting and powerful factor influencing changes in the learning process, which became visible due to the introduction of distance technologies and digital solutions, the perception of the updated learning process. process in the medical lyceum, and the ability to control the quality of education in the distance form on the example of training in the medical lyceum. By testing and reflecting on changes in education due to the pandemic, we understand the need to move forward and maximize the benefits of both face-to-face offline and distance learning online, ultimately improve quality and efficiency, and tools for evaluating the educational process in future medical schools. The study may offer institutions of the preparatory stage of medical education, such as lyceums, to resort to such formats of distance learning using online platforms as: video lectures and discussions, for example, in Zoom, interactive group forms in small groups, virtual laboratory and practical work, interactive consultations and classes. The use of modern online platforms on the Internet for learning, allows students of medical lyceum, firstly, to absorb information at a convenient time, and secondly, to constructively discuss educational material with teachers and classmates. After overcoming the limitations of the pandemic, we expect further active integration of online distance learning methods with the use of virtual

digital and Internet resources into the traditional system of continuing medical education.

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## Linguistic patterns in the lexical-semantic subsystem of new public administration: typology and features

### Лингвистические паттерны в лексико-семантической подсистеме нового государственного управления: типология и особенности

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#### Abstract

The authors analyzed the confepotosphere of public administration from the position of representation in the Russian language as an area of increased interest from the controlling structures in the field of state security. The authors relied on the postulates of the presence of three dimensions inherent in verbal signs: due to the indirect connections of words and objects of semantics, determined by the relationship of words to each other syntagmatics and due to the relationship of words and communicants of pragmatics; about the discreteness and continuity of verbal signs, about the relative simplicity and minimal variability of intersystem relations between them, about the limited motivation of verbal signs and the inverse proportion of morphemic complexity and semantic structure of the word. The focus of attention is on studying the influence of language patterns on the functioning of the “dominant” lexical-semantic subsystem of public administration in the Russian language of the recent period, associated

#### Аннотация

Авторы проанализировали конфептосферу государственного управления с позиции репрезентации на русском языке как область повышенного интереса со стороны контролирующих структур в области государственной безопасности. Авторы опирались на постулаты о наличии трех измерений, присущих вербальным знакам: обусловленных косвенными связями слов и объектов семантики, определяемых отношением слов друг к другу синтагматики и обусловленных отношением слов и коммуникантов прагматики; о дискретности и непрерывности словесных знаков, об относительной простоте и минимальной изменчивости межсистемных связей между ними, об ограниченной мотивации словесных знаков и обратной пропорции морфемной сложности и семантической структуры слова. В центре внимания находится изучение влияния языковых паттернов на функционирование “доминантной” лексико-

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with the ideas about the specifics of public administration focused on ensuring law and order and constitutionally established rights and freedoms of citizens. The paper concludes that lexical and semantic patterns are important in determining the main trends in the development of the lexical system of the Russian language in general, individual subsystems and language signs in particular.

**Keywords:** lexical-semantic subsystem, lexical-semantic field, governance, laws of vocabulary development, lexical semantics, language sign, internal relations.

## Introduction

It is well known that the lexical system of any language is in constant development, determined by the influence of intralinguistic and extralinguistic factors (*Mirzaeva, 2022; Pllana & Pllana, 2019; Vergara-Romero, & Sorhegui-Ortega, 2020*). The purpose of this study is to analyze the conceptual sphere of public administration from the perspective of representation in Russian. The very concept sphere of public administration in the Russian language is an area of increased interest both from the controlling structures in the field of state security and from society. Modern Russian realities are characterized by the renewal of the system of laws with a number of reforms of public administration. However, the everyday culture of Russian society tends to demonstrate dislike and distrust of the bureaucracy, representatives of state and municipal administration. The reasons for this attitude are in the historically formed views of the Russian people on the state and its representatives. The transformation of this attitude is well demonstrated by the proverbial foundation of the Russian language: "The law is like a drawbar: as you turn, so it turned out"; "Any government aims to add to the rich, and take away from the poor"; "When the power was divided, they forgot to call us"; "Whoever has money has power"; "The will of the tsar is the law. The holy will of the tsar is upon everything." At the same time, distrust of local authorities is emphasized, as a rule, on the contrary, by trust in the tsar (president). Hence the abundance of various renaming in the field of public administration, up to the use of euphemisms (*Dudareva et al., 2021*). For example: The Department of Good

семантической подсистемы государственного управления в русском языке последнего периода, связанной с представлениями о специфике государственного управления, ориентированного на обеспечение правопорядка и конституционно установленных прав и свободы граждан. В статье делается вывод о том, что лексико-семантические закономерности важны для определения основных тенденций развития лексической системы русского языка в целом, отдельных подсистем и языковых знаков в частности.

**Ключевые слова:** лексико-семантическая подсистема, лексико-семантическое поле, управление, законы развития словаря, лексическая семантика, языковой знак, внутренние отношения.

Deeds instead of the Department of Social Protection. In this regard, the relevance of the work lies in the description of transformations in the lexical and semantic field of public administration of the Russian Federation, which makes it possible to trace and predict the change in the attitude of a native speaker of the Russian language to the state government bodies. The dynamism is also characteristic of the lexical-semantic subsystems that are the part of the lexical system, or lexical-semantic fields (LSF). In the process of dynamic language development, changes can happen in the composition and structural organization in some LSF. It seems that such transformations are often observed in the "dominant" LSF corresponding to the most significant spheres for society at different stages of the development. Such dominant fields, undoubtedly, include the lexical-semantic field of "Public Administration", which is associated with ideas about the specifics of the governance aimed at ensuring the implementation of laws, constitutionally established rights and freedoms of citizens (*Kattsina & Karabulatova, 2020; Popelo et al., 2021; Zavarzina et al., 2020*). The change in the "dominant" fields in the lexical language system is especially typical for the critical periods in the society development, which, without any doubt, include the latest stage of the Russian language development. The emergence of access to various arrays of official documents and reflections on this issue in the media discourse both facilitates and complicates the work of a linguist and a manager. On the one hand, previously it was simply impossible to get access to a large number of documents, on the other hand, there are problems with analysis:

using an array of sources in scientific papers and the media space. However, the issues of transformation of administrative management in the digital era are considered, alas, not by linguists, which imposes its own specifics on the interpretation of the term system (Baranov, 2021). It should be recognized that for the analysis of the language of administrative management, it is necessary to involve not only subject experts, but also specialists in the field of language (Velinov et al., 2020).

This situation is not new. Thus, the Russian language was enriched with neologisms and abbreviations in the grandiose era of the collapse of most empires in the early twentieth century. Some of them (for example, kolhoz/ kolkhoz «collective farm», sovkhov «state farm») have entered other languages of the world (Obolonskii, 1986). The beginning of the twentieth century was marked by the organization of the management system in social welfare and guardianship. So, there were organized nurseries-shelters for peasant children, for this purpose the funds of the Guardianship of the houses of diligence were used, as well as the Departments of the institutions of the Empress Maria, the zemstvo self-government bodies. For example, the spectrum of nuclear connotations used in documents covers semantic groups that are heterogeneous in their genesis, whose significance nevertheless has the character of a universal. Such concepts with pronounced emotivity include the basic components of the conceptual field "age" (for example, in contrast to "old people and children"), "gender" (for example, emphasis on assistance and support for pregnant women, unmarried girls and widows), "health" (for example, regulation of assistance and support to such categories of citizens, as wounded, maimed and disabled), "social status" (an indication of the estate and cohort group: "widow", "orphan", "refugee", "evictee", "migrant", "deserter", "prisoner of war", "former prisoner of war", "evacuated", etc.). The emphasis on certain aspects is immediately set in the very title of the document. For example: collection of documents and supporting materials on assistance to Jewish refugees "Assistance to refugees: a collection of materials on assistance to Jewish refugees. - Petrograd: without publishing house, 1916"; propaganda poster "Citizens of Moscow, dress the refugees: from September 22 to September 30. Collecting things for the benefit of refugees: artist Rimma Brailovskaya. - Moscow: Partnership A. A. Levenson, 1915. - 1 l." etc. The destruction of the usual way of life dictated the need to find new ways to organize the life of society. In this

regard, new structures and organizations are emerging. Due to the fact that the social system has changed dramatically, the language of official business documentation has changed accordingly.

The lexical system development of the Russian language as a whole and the lexical-semantic subsystem of public administration in particular occurs due to certain laws, understandable as constant and regularly acting tendencies (Cf.: "language universals", "lexical-semantic universals"). Knowledge of the tendencies allows to reveal general patterns in the language structure and has an important role for the studying the most important dynamic processes.

### Literature review

The research for this article is based on an extensive amount of literature to create a widely applicable model of systematic analysis followed by the solution of general and particular problems in articulating the topic of public administration, as well as in understanding the successful factors of public sector performance management. As it is known, the patterns that are active in the lexical-semantic system are identified and described in the scientific linguistic literature (see the works of P. Jacobs, George R. Krupka and Lisa F. Rau, 1991; G. Stern, 1931; Bekkozhanova et al, 2020; O.V. Popova, 2021; M. Madina, 2022, L. Bloomfield, 1983; etc.). The German scientist K. Reisig (1839) wrote about the importance of studying the conditions that determine a word development and its meanings. Among the important tasks of linguistics, M. Breal denoted the study of laws that rule the change of the language vocabulary and its meanings (Breal, 1897).

The lexico-semantic group of professional designations of the sphere of public administration contains groups that characterize the sphere of administrative and public administration in the language (Peggy & Heikkinen, 2015). Lexical units belonging to the lexico-semantic group of professional designations of the sphere of public administration clearly identify the features of labor, the characteristics of certain types of work (D'haen-Bertier, 2015; Podger et al., 2021). For example, administration in the field of education, the head of the Department of education, the Department of social policy, etc. The use of euphemisms in the terminology of public administration is due to the language policy in the administration system (Andoh-Kumi,

2015). And each sphere reflects the ethno-cultural characteristics of its country. For example, in some Eastern countries there is a ministry of happiness, and gross income is indicated by the happiness index per capita. Historically formed search for successful communication practices in a diverse ethnic environment has become the basis for the formation of effective management in the field of trade, social policy, charity (*Karabulatova et al., 2022; Kristinsson, 2015*).

Confer the statement of O. Jespersen: "There are universal laws of thought that are reflected in the laws of changing meanings, although the science of meaning has a little progress in discovering these laws" (*Jespersen, 2014: 14*). In the twentieth century, descriptive and structural methods for the study of lexical-semantic subsystems came to the fore, which significantly influenced on the search for lexical-semantic universals. In addition, most universals are statistical probabilistic laws by its nature, and the probability of their occurrence in a language can be determined only if the researcher has very extensive and significant data. Cf.: "Inductive generalizations are only useful generalizations concerning the language ... When we have sufficient data on many languages, we will have to refer to the problems of general grammar and try to explain the interlanguage similarities and differences, but the process of such research should not be speculative but inductive" (*Bloomfield, 1983: 4*); inductive (empirical) universal laws see: J. Greenberg and C. Ferguson (*Greenberg, Osgood & Jenkins, 1970*). Moreover, such patterns can be defined as absolute or implicative universals, most of which are statistical in nature. There is another type of general phenomenon which is close to universals, but very limited in scope, it is the result of a parallel development that occurs in a certain group of languages (e.g., some types of metaphors). Identified the laws of two types - synchronous phenomena and diachronic processes of transformation of behavior matrix (*Karabulatova, Vildanov, Zinchenko, Vasilishina & Vassilenko, 2017: 4*), scientists came to the conclusion that it is necessary to use the synchronous diachronic method in the study of any lexical-semantic subsystems (*Zagorovskaya 2015; Zavarzina et al., 2020*).

However, as the study showed, a comprehensive description of the laws that make it possible to identify the main tendencies in the development of the lexical-semantic subsystem of public administration of the newest period still does not exist, which makes the relevance of such work.

## Materials and methods

The research material was lexical and phraseological units of the lexical-semantic subsystem "public administration" which are presented: a) in various modern lexicographical sources (defining dictionaries of the Russian language, etymological and historical-etymological dictionaries, dictionaries of foreign and new words, general and special encyclopedic dictionaries), b) in the scientific and educational books on political studies, state and municipal (administrative) management, theory of public administration, political management; c) in modern journalistic, including media discourse devoted to government management. We compared the language of administrative management at the break of epochs. So, the beginning of the twentieth century. these are the kinds of jobs that have discovered new areas of administration. For example: special reports on improving the work of "Refugees and the organization of assistance to them in connection with the work of a Special meeting: report to the Main Committees of the Commissioner, Chairman of the Department M. M. Shchepkin, March 1916; All-Russian Zemsky and City Unions, Department on the device refugees. - Moscow: Moscow City Printing House, 1916. - II, 98 p."; auxiliary materials, such as: "Tables for quick calculation of food rations for refugee families for the calculation of 10 pennies for children under 5 years (inclusive) and 20 kopecks. for adults and children over this age per day: A guide for provincial, county and volost committees and other bodies for the arrangement of refugees / Yekaterinoslav District Committee of the All-Russian Zemstvo Council of the Refugee Assistance Department. - Yekaterinoslav: printing house of K.A. Andrushchenko, 1916. - 24 p."; "All-Russian Zemsky Soyuz. Department for the Placement of Refugees. List of refugee children: orphans and lost parents: With the application of the addresses of shelters. Issue 1 - / All-Russian Zemsky and city unions. Department for the Placement of Refugees. - Moscow, 1916. - 27c."; "List of refugee addresses: Issue 1 - / All-Russian Zemsky and City Unions. Department for the Placement of Refugees. Central Information Desk. - Moscow: printing house "Earth", 1916. - 26s."; "All-Russian Zemsky Soyuz. Department for the Placement of Refugees. Assistance to refugee children. - Moscow: without publishing house, 1916. - 5 p."; "Rules for the guardianship of refugees. - without a place of publication: Electric-printing house of Iskoldsky, 1915. - 8 p." etc.



Special attention is paid to the media discourse of the early twentieth century: "Prisoner and refugee" (1915), "Refugee" (1915), "Northern refugee" (1916), the magazine "Life of refugees" (1916), "Companion of a refugee, tenant and worker: reference newspaper" (1915), "News of the First Advanced authority of the Western Front on the arrangement of refugees" (1916), "Bezhenkiy Leaflet" (1918), "New Siberia" (1916-1921), "New Day" (1917), etc.

The article presents the results of synchronous diachronic research of the lexical language subsystem of public administration, intending a description of changes in the system of lexical-thematic groups that form the analyzed subsystem as the most important promising area. Turning to the methodology of a comprehensive cognitive-oriented synchronous diachronic analysis of language subsystems that reflect the most important components of the modern Russian sphere of concepts, allows us to approach the solution to an important task of modern lexicology - the description of the Russian language vocabulary as a developing phenomenon, the definition of qualitative (semantic) and quantitative changes in the language vocabulary during its development.

## Results and Discussion

Understanding the lexical system as a compound caused by not only the knowledge of the natural features of a particular language, but also the laws that work at its different levels: phonetic, lexical and grammatical. Let us consider the singularity of the implementation of developmental laws of the Russian vocabulary.

On the basis of a semiological interpretation of the language nature in linguistics, a law on a word sign is formulated. It has three dimensions: semantics due to the mediated connections of words and objects, syntagmatics due to the relationships of words to each other, and pragmatics due to the relationships of words and communicants (Hewson, 1995). At the same time, the typical models of the main types of intrasystemic relations are not various, which confirms the postulate of simplicity suggested by G. Guillaume: "The language structure which is based on the fundamental operations that are not too numerous and diverse, they do not have excessive complexity, but, on the contrary, they are small in number and mostly minimally variable, characterized by incredible equability" (Guillaume, 1984: 18). Four main types of logical oppositions, characterizing the relations of the lexical system elements, are traditionally

distinguished: 1) an identity that manifests itself as synonymy; 2) an inclusion, which corresponds to hyponymy, represented by taxonomy and partonomy; 3) an overlapping, which manifests itself as the compatibility of two lexical units; 4) an exception, which manifests itself as the incompatibility of two lexical units (Sajous et al., 2013; Torayeva, 2021). Similar types of semantic oppositions in vocabulary, certainly, reflect the objective relationships between objects and their properties in the real world and they are quite clearly represented in the lexical-semantic system of public administration in the Russian language of the latest period (Rakhilina & Reznikova, 2016). Cf., e.g. paradigmatic taxonomic relations of gender and aspect: *governance - e-governance, market governance, bodies of authority - bodies of executive power, bodies of legislative power, bodies of judicial power*; relations of synonymy: *prime minister - premier, head of government, government executive; President - Head of the Russian Federation; mayor - head of the city administration, city administrator; Senator - member of the Council of the Federation; parliamentarian - member of the Federal Assembly; Vice-Prime Minister - Deputy Prime Minister*, and antonymy: *vertical power - horizontal power, vertical relationship - horizontal relationship, vote of confidence - vote of nonconfidence; instructions - commands, orders*, as well as syntagmatic connections and relations realized in new collocations: *public administration, federal agency, president's office, community bodies, Council of Federation, etc.* (Zavarzina, 2012).

A reasonable statement is formed on the important postulate of two interrelated states of linguistic signs - discreteness and continuity. The statement is about the lack of similarities in the paradigmatic relations and syntagmatic connections of words as a reflection of the dialectical unity of the language system and speech. The regularity of semantic word concord, which is determined by certain rules of semantic combinatorics, is formulated as the "law of semantic word concord", which states that "... words that are combined must have at least one common seme, have no incompatible seme, and have specific, different semes" (Giannakidou & Zeijlstra, 2017; Read, 1948). Cf.: the word combination "state administration" (Stern 1931; Seifter, 2018; Ziemba, 2020) with the general seme "related to governance" (Hromovenko, 2020), "based on directive methods" (Pina et al., 2009; Entina et al., 2021).

The “law of distribution” is based on the postulate of identities and differences as the basic principles that determine the systemic relations of verbal signs, according to which words that were once synonymous are gradually differentiated and cease to be interchangeable. It is not by chance that psycholinguists claim that complete synonymy in language is impossible, since almost every language form is assigned to a constant and specific meaning. At the same time, the rupture of stable associative semantic links leads to a gradual loss of fixed meaning and the acquisition of an emasculated form with an “empty” meaning (Jones *et al.*, 2015).

Indeed, the following official names are used to designate the legislative bodies in the constituent entities of the Russian Federation, which are synonymous, but not interchangeable at this stage of the development of the Russian executive language: *Parliament - State Council - State Assembly - People's Assembly - People's Khural - Legislative Assembly - High Khural - Supreme Soviet* (for 21 republics as a member of the Russian Federation); *Regional Duma - Legislative Assembly - Federal Duma - Council of People's Deputies - the Regional Council of People's Deputies - Regional Council of Deputies - Regional Assembly (deputies) - Assembly of Deputies - District Assembly - City Duma - District Duma - Duma (Autonomous region) - Legislative Duma - Regional Duma - Legislative Suglan* (for the territories, regions, autonomous district, autonomous regions and federal cities), which is associated with serious extra-language processes that have taken place in the country in recent decades. The formation of new synonymous connections, covering the lexical-semantic system of “Public Administration”, testifies to the development of this sphere and three areas of transformation which are manifested: a) in the oxidation of the Russian state-administrative language; b) in updating nominations reflecting the realities of pre-revolutionary and Soviet reality; c) in the consolidation and using of original names. Thus, the system of public control has historical roots associated with the tradition of the Russian community (Okolyshch, 2018). The industrialization of the beginning of the XX century led to the development of public and governmental activities for the organization of workers' social insurance in Russia. Russian state and social institutions have adapted the European experience to Russian realities by developing and adopting special laws on workers' accident insurance, on financial support for workers in case of illness, on a special Public committee and on the Council for Workers'

Insurance. These new developments were revolutionary not only for Russia, but also for the progressive European states at that time. A significant point was the spread of the principle of compulsory insurance in production, which had a social risk. Documents from that period show that social assistance was formed at work through the provision of material and other assistance in connection with illness, injury, death of the breadwinner, as well as in connection with dismissal and closure of production. We consider it an important fact that during the same period, the practice of social protection of persons who were in the civil service began to take shape. The Russian state has assumed obligations to provide such social guarantees as: 1) the formation of a high status of a civil servant in the public consciousness; 2) legislative support for career growth; 3) the right to lifelong service; 4) privileged material maintenance; 5) state pension service. It should be noted that, to one degree or another, all these privileges developed in pre-revolutionary Russia have been preserved today.

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As a result, pseudo-pathopsycholinguistic states of speech arise, which make communication difficult (Karabulatova *et al.*, 2021). A special place belongs in this space of disorganization to the formulaic, emotionless communication in administrative management. On the one hand, this is due to strict compliance with the rules of the organization of the life of the state. and on the other hand, the habit of a template style of communication emasculates the emotional sphere of communicants representing the sphere of state and administrative management. However, the modern language of administrative management reveals a clear tendency to expand the processes of Euphemism (Sofiyannur, 2022), which is due to extralinguistic factors of avoiding responsibility for the spoken and/or published word (Lin *et al.*, 2021). Legephemism is a kind of euphemism for avoiding legal risk.

"Legeufemism is a nomination of any volume and semiotic status: a word, a phrase, a sentence, and the phenomenon of legeufemia can be realized at the lexical, stylistic and compositional level." (Degtyarova & Osagchy, 2012). The struggle of two strategies (masking and prompting, hiding and revealing, obscuring and highlighting) is the essence of communicative tension in public communication. The strategy of the listener/reader consists in the desire to decode a statement in which legeuphemism is used, updating background knowledge to "isolate" euphemistic substitutions based on language play, precedent base and reminiscences.

Functional classification of legeuphemisms from the speaker's point of view:

1. Synthetic legeufemisms ("this whole story gives the impression of extreme opacity instead of being a hoax" (Radio Liberty, 11/16/2011); "using her resources, the realtor forced people to part with apartments" (Smd.mybb.ru, 15.08.2013) instead of "committed illegal real estate transactions using threats and pressure against owners") - legeufemisms this type is a statement in which the risky part is completely replaced by a rhetorically processed formulation (metaphor, hint).
2. Analytical legeuphemisms ("there are reasons to believe that the money was simply stolen" (Impravo.ru, 02/18/2014); "the former director deliberately brought the company to bankruptcy, but this is only my opinion") - legeuphemisms of this type are a two-part statement in which the risky part is expressed directly, but is provided with an additional component that neutralizes potential risk.

Functional classification of legeuphemisms from the position of the listener:

1. According to the method of correlation between the language sign and the denotation:
  - 1.1. Opaque ("different behavioral stereotypes" (Lenta.ru, 21.10.2011) instead of "interethnic discord") - decoding of euphemisms of this type is poorly predictable, based on a wide associative field.
  - 1.2. Transparent ("enriched" by political prisoners (Radio Liberty, 11/21/2011) instead of "illegally received income") - decoding of legeuphemisms of this type is easily predictable, based on normative

values and customary combinations of components.

Human expectations are such that we assume differentiation in the meanings of words in the presence of phonetic differences. In this connection, we can say that even nearby synonyms can be antonymous in the shades of their meanings.

Moreover, the differentiation of synonyms can be realized in different ways: it can affect the content of the words, their emotional shade, social status or stylistic characteristics. As a general principle of synonymy, S. Ullman explained the "law of attraction synonyms", the essence of which is manifested in the tendency to show the vital realities for a given group by a large number of synonyms (Ullmann, 1970). Cf.: *a new public administration - new public management model - a new state management; speaker - chairman of the upper chamber of the Federal Assembly - chairman of the Federation Council - chairman of the State Duma - chairman of the lower chamber of the Federal Assembly*. Cf. the law of "distribution", or delimitation of synonyms, according to which words of identical meaning begin to develop differences in meanings and after a while stop to be interchangeable (Markl, & McNulty 2022).

The speculative postulate of the arbitrariness of the linguistic sign provides the basis for the law on the limited motivation of word signs and the conclusion about the inverse proportionality of the complexity of the morphemic and semantic structure of the word: the more complex the word-formative structure of lexical items, the simpler their semantic structure.

The law on the presence of epidigmatic or derivational (extensively) relations as a special type of systemic relations present only in vocabulary explains the interdependence of associative-semantic and word-formative links of words, which is the "third dimension" of lexical meaning.

In the lexical-semantic subsystem of "Public Administration", derivational relations and links are actively represented which are actively developing under the influence of various word-formative processes. At present, Russian and foreign non-derivative and derivative lexical items are used to form the numerous derivatives. The word-formative paradigms are quite numerous and they are presented by lexical items formed on the basis of non-derivative foreign words: *apparat - apparatnyy, apparatchik,*

*byudzhet* - *byudzhetirovaniye*, *byudzhetnyy*, *byudzhetnik*; *komitet* - *komitetskiy*, *komitetchik*; *dotatsiya* - *dotirovat'*, *dotirovaniye*, *dotatsionnyy*; *oppozitsiya* - *oppozitsioner*, *oppozitsionnyy*, *oppozitsionno*, *oppozitsionnost'*; *korruptsiya* - *korruptsioner*, *korruptsionnyy*, *korruptsioyemkiy*, *korruptsirovannyy*, *korruptsirovannost'* and etc.

Word-formative paradigms are insignificant in the lexical-semantic system of the "Public Administration" sphere and they are represented by word signs formed from non-derivative Russian-language words (*duma* - *dumets*, *dumskiy*, *sila* - *silovoy*, *silovik*) and from derived lexemes (*manage* - *management*, *managerial*, *managed*, *manageability*, *manager*; *de-bureaucratize* - *de-bureaucratization*, *declare* - *declared*, *opaque* - *opacity* and etc.).

Derivative compound words can be generating (motivating) words: *single-seat* - *deputy for single-seat district*.

An essential condition for the evolution and functioning of the language is the law on the variation of vocabulary for various parameters: phonetic, morphological (e.g., *SD* - *State Duma*, *FC* - *Federation Council* and etc.) and semantic (e.g., "*format*" - "*the method of location and presentation of data in the computer's memory, in the database or on an external storage medium*" and "*the way of communication of representatives of government agencies*": *a new format for the provision of public service delivery*).

The law on the interaction of the center and the periphery determines the principles of the systematic organization of lexical-semantic groups and semantic fields. Lexical-semantic field of "Public Administration" is one of the dominant fields of the linguistic view of the world of the Russian people. The nexus of the lexical-semantic field of "Public Administration" is formed by lexical and phraseological items which are different in origin and time of occurrence and they include in the thematic group "Names of public and administrative authorities" (cf.: *President*, *Government*, *Council of Federation*, *State Duma*, *Ministry* and etc.). The center of the lexical-semantic field is formed by items of various thematic relevance with fewer differential semantic features (cf.: "The designations of concepts naming features of the organization of the public administration system", "Names of areas of public administration activities and their specifics", "Designations of principles of public

administration", "Names of public administrative documents", "Designations of negative phenomena in the sphere of public administration", "Designations of ways to encourage and punish officials", "Names related to the system of election of state officials" and etc.). The periphery, on the contrary, includes items with a large number of differential semantic features, among which it is advisable to single out new words which are the part of previously known thematic groups, including neologisms of a highly specialized (cf.: *web-presence* (*authority*), *indivisible public goods* and etc.) metaphorical and metonymic nature (cf.: *the top of the Cabinet*, *the bureaucratic corridor*, *dirty election technologies*, *pocket government* and etc.), obsolete naming units and word signs, borrowed from thematic areas not previously connected with the public administration (cf.: *re-branding of a government body*, *nanotechnologies*, and etc.). The periphery of semantic fields is the zone where the interaction, the "application" of one semantic field on another takes place.

The interaction of the center and the periphery is regulated by centripetal forces, renewing the center due to the periphery, and by centrifugal forces replenishing the periphery. It should be noted that the existence of the field periphery is explained by the law of asymmetry of the language sign formulated by S.O. Kartsevsky (1965) and W.F. McKeever (1976).

We believe that there is some stigmatization of the sphere of public administration in the everyday language consciousness, and this stigma is universal. It was the stigmatization of the sphere of public administration and administration that caused the appearance of the *Department of Good Deeds* in the Government of Moscow and the *Ministry of Happiness* in Abu Dhabi, *Integrity Department* at the Anti-Corruption Agency in Kazakhstan, *Ministries of Loneliness* in Japan and the UK. The Ministry of Happiness appeared for the first time in Bhutan, a small state in the Himalayas. The local authorities, even instead of the world's usual GDP, measure happy - an indicator of gross national happiness (GNH). A similar office also exists in the United Arab Emirates. Studies conducted by psychologists, sociologists and cultural scientists in different countries (USA, Canada, Sweden, Finland, Germany, Russia) suggest that the cause of stigmatization can be not only psychological, but also socio-cultural factors. In this regard, researchers attribute stigmatization to social phenomena rather than to mental phenomena (*Mamedov, Kokina*, 2019). In

our opinion, the introduction of euphemism into the terminological apparatus of public administration reflects the processes of social construction of reality at the new evolutionary turn of the electronic-digital society (Berger & Luckmann, 1991).

The system-functional method of studying vocabulary made it possible to extend the law of asymmetry of a language sign from individual words to semantic fields and find the close interaction of contiguous fields, their mutual transition into each other. So, the LSF "Public Administration" consists of intersectional subfields "Political and Administrative Administration", "Economic Management", "Social Management", which contain lexical and phraseological items that correspond to the designations of phenomena and concepts related to a particular direction of public administration and its functions performed.

An important law for diachronic studies of the lexical language system is the law on the enrichment of the seminal word structure, or on the existence of the main methods of semantic derivation: expanding and narrowing (worsening and improving) meanings, as well as methods based on metaphorical and metonymic associations explained by S. Ullman as historical universals in semantics (Ullman, 1970).

Changes in the semantic structure of word signs forming the lexical-semantic subsystem of public administration are currently manifested in its expansion due to new lexical-semantic variants (LSV) (cf.: *team* - "the immediate circle of a state official working on the implementation of his program" ": the presidential team, the power team, Putin's team; *setting* - "ousting the members of the government from key posts" ": setting of the government and etc.). A very large group of word signs in the lexical-semantic subsystem of the Russian language of the post-Soviet period is formed by the so-called "thematically reoriented semantic neologisms": *deputative immunity, government infrastructure, pre-election rally* and etc.

## Conclusion

The study of the lexical-semantic language subsystem is based, first of all, on the results of fundamental diachronic language studies (Hack, 1972). The contradictory process of the vocabulary development and changes is manifested in typical tendencies of lexical dynamics, generalized in the following oppositions: a) the transition from external to

internal features, and vice versa [e.g., *assimilation of borrowed words: good governance, seamless government, jointed-up government* and etc.]; b) the transition from complex to simple, and vice versa [for example, changes in semantic (*chistka* - "carrying out cuts in State administrative bodies", "prodavit" - "make a decision of the government" and etc.) and word-formative (*setevik* in the meaning of "the representative of political networks", *social sphere* - *social order, public administration, State Duma* and etc.) word structures]; c) the transition from the old to the new and from the new to the old, but on a different level - archaization (*Supreme Soviet of the USSR, the Presidium of the Supreme Soviet, the police, to have a party line, a mutual obligation, overachievement of target* and etc.), the development of neologisms based on archaisms, getting a modified connotation (*president, town hall, mayor, prefect, police, senate* and etc.); d) the transition from occasional to necessary, and vice versa [the formation of homonyms as a result of the split of polysemy, the transition of occasionalisms to regular linguistic usage (*tandemocracy, state funded organization* and etc.)].

The significance of the general laws allows us to determine the main tendencies in the development of the lexical system of the Russian language as a whole and its individual subsystems.

The thesis confirms the principles of the systemic organization of the lexico-semantic field under study, determined by the law of interaction between the center and the periphery, the existence of which is explained by the law of asymmetry of the linguistic sign. The system-functional method of studying vocabulary allowed us to extend the law of asymmetry of the linguistic sign to the lexical-semantic field of public administration and to discover the close interaction of adjacent subfields "political and administrative management", "economic management", "social management", which are lexical and phraseological units corresponding to the designations of phenomena and concepts associated with a certain direction public administration and its functions. It is established that the law on enriching the semantic structure of a word is important for diachronic studies of the lexical language system, which allowed us to study a group of "thematically reoriented semantic neologisms" represented by verbal signs that came from areas unrelated to public administration (economics, sports, medicine, etc.). It is noted that the law on the struggle of

contradictions as the main driving force of the development of the lexico-semantic subsystem of the language manifests itself in a typical trend of lexical dynamics, generalized in the following oppositions: external signs → internal signs and internal signs → external signs, complex → simple and simple → complex, old → new and new → old, accidental → necessary and necessary → random.

One can hope that the planned ways for a dynamic (synchronous diachronic) description of different lexical and semantic subsystems will help to find unknown laws of development and functioning of the Russian vocabulary in general, help explain the loss of certain words in the language and plan possible prospects for replenishing the lexical system with new items. Language laws can be useful for a linguist in two ways. Firstly, they can tell him what changes should be expected and what, judging by its external signs, is some particular change - frequent or rare, normal or exceptional. Secondly, laws can help make a choice between alternative solutions.

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## Investigation of scientific results of practical and theoretical works of phd students of choreographic programs in the area of humanities integration

### ИССЛЕДОВАНИЕ НАУЧНЫХ РЕЗУЛЬТАТОВ ПРАКТИЧЕСКИХ И ТЕОРЕТИЧЕСКИХ РАБОТ АСПИРАНТОВ ХОРЕОГРАФИЧЕСКИХ НАПРАВЛЕНИЙ В ОБЛАСТИ ИНТЕГРАЦИИ ГУМАНИТАРНЫХ НАУК

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#### Abstract

Integration of humanitarian knowledge into the training of sportsmen and dancers is very urgent today. We considered the domestic and international experience in this issue and revealed the insufficient spreading of humanitarian disciplines in the sphere in question. This topic is not examined well and this defines the purpose of its investigation – to study the results of research activity of PhD students of choreographic programs in the area of humanities integration.

The problem of combining choreographic programs with training in the area of humanities is considered in this article.

A special attention is paid to investigations and scientific-methodological elaborations of PhD students and leading practicing teachers in the field of spreading the program of studying humanitarian disciplines.

The multi-vectoriness of choreographic education, which can be considered as a metadisciplinary area is analyzed in the article, consequently, the teaching technique can be flexible.

The main investigation methods were as follows: comparative analysis, dialectic materialism, analogies and synthesis of the collected information.

The following characteristic features were revealed as a result of actualizing knowledge in humanitarian disciplines: the growing interest of the graduates in the mastered profession, extended outlook spectrum, accumulated additional pedagogical skills.

#### Аннотация

Интеграция гуманитарных знаний в подготовке спортсменов и танцоров, на сегодняшний день крайне актуальна. Мы рассмотрели отечественный и зарубежный опыт в данном вопросе и выявили недостаток в распространении гуманитарных дисциплин в изучаемой сфере. Данная тема широко не изучена, что определяет цель ее исследования – изучить результаты научно-исследовательской деятельности аспирантов хореографических направлений в области интеграции гуманитарных наук.

В данной статье рассматривается проблема сочетания хореографических программ с обучением в области гуманитарных наук.

Особое внимание уделено исследованиям и научно-методическим разработкам аспирантов и ведущих педагогов-практиков в области расширения программы изучения гуманитарных дисциплин.

В статье анализируется многовекторность хореографического образования, которое может быть рассмотрено как метопредметную область, а потому методика преподавания может быть гибкой.

Основными методами исследования послужили: сравнительный анализ, диалектического материализм, аналогии и синтез собранной информации.

Выделены следующие характерные черты в результате актуализации знаний по гуманитарным дисциплинам, у выпускников наблюдается рост заинтересованности в осваиваемой профессии, расширяется спектр

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The results can be used in training specialists in choreography.

**Keywords:** choreographic education, integration of humanities, staff training, personality development, interdisciplinary links.

## Introduction

Considering the system of education in choreographic educational institutions, many researchers agree that graduates are lacking all-round development. The most part of students focus on practical activities and do not care about obtaining knowledge in humanities. At the same time, the government of the Russian Federation sees a lot of perspectives in this program on culture development and replication; this, in turn, means a broad spectrum of patriotic, cultural-educational and even historical-literary events. Besides, when working with talented students it is important to broaden their knowledge in historical and cultural areas, i.e. in humanities.

The graduates should not only be good choreographers but represent an example for their future students, hence to be interesting as personalities, and, on the one hand, correspond to the social requirements, and, on the other hand, preserve inner stability and equilibrium. Especially urgent are the issues of spiritual and moral upbringing of children, their education and outlook broadening due to studying humanitarian disciplines.

The topic significance is conditioned by modern tendencies when, on the one hand, choreography is cultivated, students see splendid images of the winners of different dancing contests and hope to win as well, and, on the other hand, there is the opposite side when talented graduates are not turned to historical and cultural values or do not have knowledge in humanities.

The latter is important since it is revealed in literacy, proper conduct, creates the integral personality. If this field of knowledge is not paid sufficient attention to, a human can be too shallow-brained that will destructively affect his or her life perspectives, even if the person is talented.

Different musical and dance shows serve as the confirmation that dancing is easy and does not require special talent. But even they demonstrate

мировоззрения, и накапливаются дополнительные педагогические навыки. Полученные результаты могут быть использованы при подготовке специалистов хореографов.

**Ключевые слова:** хореографическое образование, интеграция гуманитарных наук, подготовка кадров, личностное развитие, междисциплинарные связи

that the most interest is sparked by educated, all-round personalities. Consequently, when addressing the issue of teaching students of choreographic program it is necessary not only to teach them to dance but also pay sufficient attention to other fields of knowledge.

**The purpose** of this research is to consider theoretical and practical results of investigations of PhD students of choreographic program in the field of humanities application in the educational process.

## Literature review

The group of authors: Gorbunova I.B., Marchenko E.P., Tovpich I.O. point out in their work that choreographic education is not only training and constant practical classes for studying dancing styles, it is also the interaction between the teacher and students. The latter requires a high degree of training from choreographic teachers. A future teacher should acquire the skills not only of interaction with younger generation but also should spark interest in them, convey the beauty of music and dance, show them the artistic and imaginative side, and lay the foundation of musical literacy. Moreover, in the attempts to spark interest in students a teacher should apply different methodologies of work with children and also apply knowledge in such disciplines as psychology, religious and cultural studies, etc. But for such approach a future teacher should be all-round that is only possible with in-depth study of humanitarian disciplines (Gorbunova, Marchenko & Tovpich, 2015).

At the same time, the training of such teacher is the challenge of XXI century, since the availability of traditional choreography teaching standards force out any ideas of student-centered approach in teaching (Manzheles, 2019a). And if we take into account that young teachers are targeted at earning money but not at developing the creative potential of their students, we can

come across such problem as the depersonalization of a dancer and godlessness of a musician, as Manzheles L.V. indicated (Manzheles, 2019b).

E.S. Babaeva points out that only due to the system approach based on metadisciplinary links and diversity of methodological techniques it is possible to foster a universal specialist able not only to teach to dance but also to cultivate spiritual and moral bases in students (Babaeva, 2017).

However, there is another opinion, in dissertation investigations of (Nikitina, 2007; Yurieva, 2010; Bulankina, 2016) we can find the idea that any educational system assumes the implementation of the main idea – all-round development of a personality. It is achieved due to a number of characteristics, such as activity (inactivity) and freedom (dependence), emotionality (restraint), dominance (followership), etc. Moreover, the goal is set by the society itself, which needs to be filled with some or other elements (personality types). And, of course, the education result is also ambiguous. A teacher can possess all necessary qualities to convey knowledge but certain difficulties arise depending on the audience. People are not able to borrow knowledge due to the upbringing peculiarities, emotional perception, development, etc. Therefore, the education result is, on the one hand, the result of interaction between the teacher and student; but, on the other hand, it is the teacher's responsibility towards the students as his or her duty includes mobility, i.e. he or she should adapt to the audience and refer to such notions and phenomena, which will be clear and easy to understand for this particular student. And it should be pointed out that for a choreographic teacher this process passes through mastering the students' inner world, who, due to the technologies involved, can immerse themselves in the world of music and dance with the teacher's help.

There is also no common opinion on this topic in the scientific society. In XX century already numerous researchers, such as Taneeva S.I., Skrebkova S.S., Yarovsky B.L. and others noted that training in choreography should be based on the technical support of classes. The authors asserted that being behind the time the teacher cannot spark interest of the audience in one or another period in the musical genre history, one or another style of dance (Derekhovskaya, 2016).

But the researchers of XXI century, including Zalivadny M.S., Samsonova O.V., Semenov S.S. and others, indicate that in teaching choreography it is necessary to move away from the orthodox approach and select the individual approach to each student. The arrangement of groups by interest also facilitates the teacher's task, since it allows singling out students from the group who would like to learn certain dancing styles. This is essentially connected with drawing upon the natural qualities of a human, with the maturity of his or her acoustic, visual and muscular-kinetic apparatuses. And if something is missing, the teacher should correct the student's activity direction. At the same time, Zainutdinova A.R. points out that the teacher in this process means even more than the parents as the teacher should initiate and motivate. And exactly in educational institutions the understanding is obtained that going to theaters cannot be accompanied with nibbling sunflower seeds on the balcony, and extracurricular attendance of the concert is not the punishment but a special event, and going there the kid supports his or her co-students who are not afraid to perform before the motley audience (Zainutdinova, 2016).

Besides, a number of researchers are of the opinion that the teacher's personality should attract, and this is not only respect to the past merits or fright of the authority. The teacher should be an integral, interesting and versatile personality, only then the students will listen to his or her opinion and not only adopt the experience. For this, as Babansky Yu.K., Skatkin M.N., Usova A.V. and others point out, it is necessary to train graduates of choreographic HEIs on the basis of metadisciplinary teaching, paying attention both to professional and humanitarian disciplines. And this is the essence of integrative processes in education (Egerev, 2021; Zharkovskaya, 2018).

It is important to emphasize that today more and more researchers drift toward the acknowledgement of importance of integration in education. Bezrukova V.S., Berulava M.N., Chapaeva N.K. and others indicate that only due to integrative processes new areas of knowledge became accessible, which were studied only formally before. The integration resulted in extending the interdisciplinary links that, first, correspond to the requirements of time towards the graduation of qualified specialists, and, second, provide the interaction between different study programs (Bordovskaya & Rozum, 2017).

Foreign authors are also of the same opinion about the training of choreographers. Thus, Bannerman K. (England) and Andrzejewski (USA) point out that training of choreographers should be all-round but with much emphasis on theory, then eventually we will have an all-round specialist who during the practical training will be able to master the required skills and abilities. Gilbert A. (USA) states that integrative processes in education will allow the choreographic teachers not only to be good specialists in the field of dancing art but also to be all-round personalities attracting students with their knowledge (Ashworth & Saxton, 1991; Vernigora, 2014).

Thus, both domestic and foreign specialists have different positions in the issues of training highly-qualified choreographic teachers. At the same time, the idea of all-round education based on the integration of humanities into the applied character of specialists' training has been considered in the scientific society from the last century. And if during the Soviet period humanities were equated with the knowledge of national importance, today this position has lost its significance, and the decadence of the moral and cultural image of the society has been revealed together with it. Consequently, the actualization of humanitarian disciplines in the process of training choreographic teachers is a key one.

### Materials and methods

To achieve the goal set in the work and complete the tasks, it is necessary to apply a number of research methods. The following methods are applied in this work:

- comparison and analogy method;
- analysis and synthesis of the collected information;
- material systematization and data comparison.

At the first stage of the research methodology we drew upon the theoretical analysis of pedagogical and art study literature similar to the indicated topic, the study of the relevant state of application of humanitarian cycle of disciplines in the educational process of artistic university or choreographic faculty was assessed. Then the research initial parameters were defined: subject, hypothesis, methods, scientific apparatus.

At the second stage, the model of the application process as a means of theoretical mastering of art study disciplines by students in their integrative

form, the formation of system of special tasks on courses including their various combinations, the methodology for diagnosing the dynamics of intellectual and artistic potential of students while mastering humanitarian disciplines were developed.

At the third stage, the pilot testing of implementing the model of the application process as a means of mastering artistic professional disciplines by students was carried out, the important components of which were: the forming experiment, processing and analysis of its results, correction of the developed model.

### Results and discussion

Considering the issue of humanities integration into the choreographers' training, it is necessary to get acquainted with the results of PhD students' investigations in this area.

Summarizing the work carried out, we can distinguish the following methodologies of studying the issue in question:

Questionnaire survey. In the frameworks of the investigations the students were given tests to reveal the level of knowledge, literacy, skills to work in public, skills to control and direct big teams, and their communicative skills were evaluated as well. At the same time, to maintain the experiment integrity the groups with different level of knowledge in humanities were taken as the basis, for this the students were divided into "A", "B" and "C" students.

The detailed analysis demonstrated that graduates do not have extensive knowledge or cannot use it. But in general, only the group of "B" students proved themselves as the most advanced and perspective specialists. "A" students appeared to be reserved and drew upon knowledge tests; on the contrary, "C" students tried to attract attention to them and revealed good organizational skills but failed literacy and general knowledge tests. At the same time, all groups of students indicated that only choreography is the activity basis for them, both educational and practical. Probably such approach limited the knowledge of the test students (Kocheshkova, 2014; Paliley & Bondarenko, 2017).

The comparison of teaching techniques. Taking the teaching techniques of choreographic disciplines as the basis: show dance, classical dance and dances of the peoples of the world revealed scientific-theoretical and practical

components. Thus, all disciplines are targeted at forming dancing skills but in the frameworks of teaching classical dance and dances of the peoples of the world the meta disciplinary connection with other disciplines is seen: history, etiquette, social studies, literature, etc. That is, during the study process the students are offered to get entirely wrapped up in the world of dance with its history, bases and emotional messages. This allows more deeply studying the main dancing moves and extending the students' outlook (Antipin, 2018; Verkholyak, 2016; Kushov & Batalova, 2019).

Curriculaanalysis. Using the data of research and educational center, the data by curricula of HEIs graduating choreographers in Russia were

obtained. The comparative analysis was carried out to reveal the amount of hours provided for studying humanities or cognate disciplines (Table 1). The analysis demonstrated the following: the absolute majority of educational institutions prefer traditional teaching forms based on practical approach. The share of theoretical hours for studying humanitarian disciplines is minimum and they are taught in the first years of studies without exact specialization. The following years of studies are based on practical and laboratory classes. Moreover, only those disciplines, which are taught from the first semester till the completion of studies, are interdisciplinary (Buksikova & Klimova, 2017; Vasyagina, 2018; Khutorsky, 2017).

**Table 1.**

*Average index of disciplines in curricula of institutes of culture and choreography defined by the author.*

Names of disciplines, professional modules, interdisciplinary courses	Maximum study load of a student	Individual study load of a student	Total	Period of studies
Federal component of secondary (complete) general education	2163	721	1442	1-6 semesters
Basic educational disciplines	1158	386	772	1-4 semesters
Profile educational disciplines	1005	335	670	1-6 semesters
General humanitarian and social-economic cycle	735	245	490	3-8 semesters
Mathematical and general natural scientific cycle	114	38	76	3-4 semesters
General professional disciplines	495	165	330	4-8 semesters
Artistic and creative activities	2931	977	1954	1-8 semesters
Pedagogical activities	568	189	379	3-8 semesters
Organizational and managerial activities	339	113	226	5-8 semesters
Variable part of the cycles of main professional study program (MPSP)	215	72	143	4-8 semesters
Total amount of hours by MPSP cycles, including the federal component of secondary (complete) general education	7560	2520	5040	By 36 per semester

Thus, the investigation confirmed the idea that in the absolute majority of choreographic HEIs the teachers keep the traditional teaching forms, and the students themselves believe that it is non-compulsory to study other disciplines apart from practical and applied dancing activity. Besides, the teaching personnel see the necessity in metadisciplinary links only in those cases when the discipline is taught during the whole period of studies.

Such situation in the sphere of choreographers' training can have negative effect.

### Discussion of results

Considering the PhD students' works in revealing the integration of humanitarian

disciplines into the education and training of choreographers, it can be pointed out that many investigations are based on seeking for innovations in this area, however, they are not available today. Even under the condition that all HEIs complying with the governmental decision are revising the standards of study programs and redistributing the hours, the traditional teaching forms prevail and this position is protected by both by practicing teachers and students.

We can agree with the opinion that traditional teaching of choreographers is somewhat outdated and does not correspond to the demands of times. But, at the same time, it should be pointed out that today the teaching system itself in the sphere of art graduates specialists who define the cultural development. Therefore, the general

decay of traditional values, in perspective, can transform into new traditions and values. In this light it will be enough to realize interdisciplinary links and generalize humanities at the initial stages of studies.

Consequently, the main obstacle to the integration of interdisciplinary links and humanities into the process of choreographers' training is the traditionalism of choreographic education. This indicates the necessity in forming new teaching methods and forms, which, if they are implemented, will be introduced by a new generation of choreographers.

Due to the fact that the development of choreography is one of the national priorities based on the Russian government strategy of culture and education development, the perspectives of perfecting the educational system in the area of choreography are defined by the integration of humanities. (Decree No. 660, 2001; International Society for Technology in Education, 2000). Hence, further examination of the integration of these knowledge areas will continue and extend the list of humanities, which can serve the perfection of specialists' training process.

## Conclusions

Thus, finalizing the work done, we can summarize the conclusions made:

- both domestic and international specialists cannot reach common ground in the issues of training highly-qualified choreographic teachers. However, the idea of all-round education connected with the integration processes in education has been already considered in the scientific society, some way or another, from the last century. And if during the Soviet period humanities were equated with the knowledge of national importance, today this position has lost its significance, and the decadence of the moral and cultural image of the society has been revealed together with it. Consequently, the actualization of humanitarian disciplines in the process of training choreographic teachers is a key one;
- issues of humanities integration into the choreographers' training plan have been discussed for quite a while, however, still there is no clear and solid opinion on the topic as the positions of theoreticians and practitioners differ greatly. On the one hand, humanitarian disciplines actually serve the outlook broadening and integral personality

formation, but, on the other hand, a teacher should be able to teach but not discuss unrelated matters. But both positions are imperfect and ambiguous. Therefore, it is not surprising that the issue of humanities integration into choreographers' education is one of the key ones in the disputes on further development of choreography;

- today, independently from the indicated course to the integration in education, choreographic HEIs keep the traditional teaching forms. The students themselves, despite of the problems in the knowledge on a number of humanitarian disciplines, believe that they need only the basics of knowledge in choreography in their practical activity. And the teachers see the need in metadisciplinary links only in those cases when the discipline is taught during the whole period of studies;
- today choreography is considered one of the priority directions in art development, so, it is possible to study the topic of humanities integration into choreographers' education in more detail. In compliance with the Russian government strategy of culture and education development, the perspectives of perfecting the educational system in the area of choreography are defined by deeper study of disciplines in art, history and culture. This indicates the implementation of national priorities in the frameworks of further works on the studied topic.

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## Formation and formulation of state policy to ensure national security: theoretical and legal aspects

### Формування та формулювання державної політики із забезпечення національної безпеки: теоретичні і правові основи

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#### Abstract

In the article there were defined and substantiated the theoretical and legal foundations of the formation and formulation of state policy to ensure national security. The essential features of the formation of state policy on ensuring national security as a legal category were determined. Structural elements, main forms and their varieties, methods of the formation of state policy were substantiated and characterized. It was proved that state policy of ensuring the national security of Ukraine was inextricably linked with the law.

The meaning of legal principles is revealed and the need for their implementation and observance is substantiated, as well as the creation of a system of scientific support for the principles of implementation of state policy to ensure national security. Author's proposals were presented in the article.

**Keywords:** state policy, formation, provision, national security, legislation, normative legal acts.

#### Анотація

У статті визначаються та обґрунтовуються теоретичні і правові основи формування і формулювання державної політики із забезпечення національної безпеки. Зокрема, визначено сутнісні ознаки формування державної політики із забезпечення національної безпеки, як правової категорії. Поряд з цим обґрунтовано і охарактеризовано структурні елементи, основні форми та їх різновиди, методи формування державної політики, доводиться, що державна політика із забезпечення національної безпеки України нерозривно пов'язана з правом.

Розкривається значення правових засад та обґрунтовується необхідність дотримання, а також створення системи наукового забезпечення засад формування та упровадження державної політики із забезпечення національної безпеки, подаються авторські пропозиції щодо цього.

**Ключові слова:** державна політика, формування, реалізація, забезпечення, національна безпека, законодавство, нормативно-правові акти.

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## Introduction

Ensuring of National Security directly depends on the proper mechanism for the formation and implementation of the corresponding effective State policy. To develop such a mechanism, it is necessary to have a clear understanding about what State policy and National Security policy are in general. Also, it is necessary to define the theoretical and legal foundations of their formation. At the same time, it is important to realize that in the modern period the problem of the state policy of Ukraine is to ensure national security, to find different ways to improve it, taking into account, first of all, the conduction of so-called hybrid war against our State (Ukraine), the aggravation of social contradictions in all spheres of the society. This problem of formation and formulation of State policy to ensure National Security of Ukraine deals with the questions of the emergence and the basis of various and extremely acute conflicts, which nowadays have become especially relevant (Konuk, 2019). The solution of this specified problem requires us organizing corresponding scientific research.

## Methods of the research

That's why in the process of our research general and special scientific research methods were used. General methods determine philosophical and worldview approaches, such as dialectical and phenomenological methods, thanks to which the essence, the concept and the meaning of State policy to ensure national security and its relationships with law were analyzed.

We also used such theoretical and logical methods, as: deduction, induction, systematic approach, methods of the analysis, synthesis, which made us possible to obtain reliable knowledge about the role and the significance of legal aspects in the formation of State policy to ensure national security, to determine and to justify its essential features, algorithm, principles, conceptual foundations and to propose the ways to improve the system of scientific support and its implementation into practice.

In our own research we've analyzed Ukrainian normative legal acts, among which special attention was paid by us to the analysis of such legislative acts, such as: the Constitution of Ukraine, the Law of Ukraine "On National Security", as well as Decrees of the President of Ukraine, which approved the Strategies of individual components of national security.

## Literature Review

State policy is a complex phenomenon that includes a set of decisions and measures having been taken into account by many subjects and institutions. Often it is formed by previous political experience and it is closely related to other, the most extraneous decisions. Therefore, it is very difficult to analyze this problem (Govlet & Magadevan, 2004, p. 15).

Nowadays scientists have developed numerous approaches to the analysis of State policy processes. Analyzing the researches of foreign scientists on public policy, Govlet M. and Magadevan R. noted that the direction of the researches of many scientists was the search for causal variables in the sphere of the development of public policy. In other words, the main there are political determinants, the purpose of which is to answer the question: what questions determine public policy (in such a way we mean the macro level of socio-economic factors or micro-level elements of the person's behavior). Such researches are largely empirical and often quantitative according to their orientation. Some of the scientists in their attempt to understand the development of State policy, limit themselves to the organization of the State itself. One of the ways to understand the processes of State policy is to study the nature of the political regime, which is vaguely defined as the organization of the political system in the whole. Such researchers, as Theodore Loewy, James K. Wilson and Lester Salomon focus their attention on the study of the content of politics in general. Another group of the researchers concentrates on the influence and consequences of politics (Govlet & Magadevan, 2004, p. 15-16).

In general, as Govlet M. and Magadevan R. think, everybody has to agree with Peter De Leon that studies of policy have a long history, but a short past. In such a way politics of State have been concentrated on the focus of a lot of researches over the past millennium, but its systematic study has been spanned only by a few decades. The last argument is explained by the existence of different approaches to this problem, originating from different academic schools (Govlet & Magadevan, 2004, p. 27).

Separate aspects of the indicated problematic issue were also analyzed by us in previous scientific works (Onyshchuk, Onyshchuk, Petrove & Chernysh, 2020; Vlasenko, Chernysh, Dergach, Lobunets & Kurylo, 2020; Chernysh, Pogrebnyaya, Montrin, Koval & Paramonova,

2020; Kostenko, Strilchu, Chernysh & Buchynska, 2021; Chernysh, Prozorov, Tytarenko, Matsiuk & Lebedev, 2022).

The 90s of the last century proved that the process of developing State policy has to meet such kind of increased requirements. It should be meaningful and justified. In other words, State policy is strategic in its nature, because it is necessary for making important appropriate decisions (Brown, 2000, p. 16).

The theoretical basis of our research consists of some scientific achievements. First of all, we take into account the researches of Gladunyak I., who paid a great attention to the consideration of the Constitution as a basis for the formation and implementation of state policy in general. Also, we've studied the issues of Avakian T., who proposed in his scientific articles the definition of subjects and forms of the implementation of State policy in the field of internal affairs and to the disclosure of the content of Ukrainian Security policy in the context of European integration. Other scientists, for example Dzevelyuk M. studied the problem of the relationships between State policy and the functions of the modern State. In the researches of Tertychka V. he systematized the scientific paradigm and revealed the content, principles and the methodology of the analysis of State policy in Ukraine.

In our country, in Ukraine, and in foreign countries different authors have written their issues about State policy, Legal theory, theoretical and legal foundations of ensuring national security (we mean the researches of M. Paul Brown, Michael Govlet and Magadevan Ramesh).

## Results and discussion

Based on the results of the analysis of different scientific researches, we'd like to state that practically no attention was paid to the research issues on the formation of State policy specifically to ensure the national security of Ukraine and primarily its legal basis.

In order to determine the theoretical and the legal foundations of the formation of the State policy to ensure national security, first of all, it is necessary to understand what it is meant by the term "formation". According to the Great Explanatory Dictionary of the Ukrainian Language, "formation is an action with the meaning of forming: 1) to give existence to something; to create, providing some structure,

organization, form; 2) to organize, create something (some structure, unit, etc.) from a certain number of participants... to define, to establish, to outline something (Bussel, 2005).

We also consider that it is appropriate to clarify the place and the role of the State in the political system of our society, as well as we've to analyze what the categories "politics" and "State policy" mean.

The place and the role of the state in the political system of our society is revealed in its main functions. Traditionally, they are divided into *internal* and *external* ones. The following functions are classified as *internal* ones:

- the economic function – the protection of the existing method of production, regulation of economic processes with the help of tax and credit policy, the stabilization of the economy and creation of incentives for economic growth, the regulation of "natural monopolies" (we mean the ways of communication, energetic sphere);
- a social function – satisfaction of people's needs in work, housing, health care, provision of social guarantees to socially vulnerable groups of population (young people, pensioners, unemployed people, orphans, disabled people, large families, etc.);
- a legal function – it is ensuring legality and laws, and their order;
- a political function – ensuring political stability, developing a political course that meets the needs of the population;
- educational and cultural functions – the formation of some concrete conditions for obtaining accessible general and secondary professional education, as well as the conditions for obtaining the cultural needs of the population;
- the ecological function – the protection of the natural environment.

*External functions* include: protection of state interests in the international arena; ensuring the security and the defense of the country; the development of cooperation and integration of this country with other ones.

To perform some specified functions the State has to use some certain means (resources of State power), and has to rely on a complex of special State agencies that make up the relevant executive mechanism of the State.

In practice, the State implements these functions with the help of State policy (Abdulina, 2014, p. 93). This certainly applies to ensuring national security.

In everyday use the term “politics” is interpreted ambiguously. In some a way, according to the encyclopedic dictionary of political terms, it is “an organizational, regulatory and control sphere of the society, within which social activity is carried out, with the aim mainly for achieving, maintaining and realizing the power by individuals and social groups for the fulfillment of their own requests and needs” (Political dictionary, 1997, with. 258). Piren M. interprets politics as a type of the activity to satisfy the long-term current interests of social groups (Piren, 2009, p. 15).

At the same time, as the analysis of available scientific sources shows, that “politics” is mainly understood as the art of public administration, the science of state goals and effective means of achieving them. Based on this position, in our opinion, the purpose of the policy is to define priority of problems in one or another area, as well as subjects, effective means, forms and methods of solving them. If this opinion is related to the activities of State power, then it should be attributed to State policy.

The way how analysts explain State policy and the aspects they emphasize on, depends on their ideas, which in turn depends on their interests, ideologies and experience (Govlet & Magadevan, 2004, p. 15).

From our point of view, State policy is a system of ideas, actions, attitudes of subjects of State policy according to the formation, the formulation and the implementation of State interests.

The ideas explain the imagination of State policy of subjects about the direction of State development. The actions are cognitive and transformative ways of providing the activities of subjects of State policy for the implementation of some ideas. Relations are social ties that are arisen between different subjects of State policy, which are realized during its implementation. The ideas, the actions, the attitudes are also arisen in the process of forming of the implementation of State policy. The process of formation is the activity of subjects of State policy to generate some main ideas about the development of the State. The formulation, in such a way, is the consolidation and the reflection

of these ideas in legal and political documents (Shmotkin, 2013, p. 62-64).

So, State policy has the aim of realizing State interests. State interests are some general state needs for the realization of national values, having been implemented by the subjects of State policy.

As Dzevelyuk M. rightly notes, the formation and the implementation of purposeful, socially oriented, stable and competent State policy is one of the conditions for the existence of a Legal, Social, Democratic State (Dzevelyuk, 2016, p. 23).

Let’s consider the conceptual principles of the formation of State policy based on the principles of ensuring national security.

According to the current legislation of Ukraine, State policy in the spheres of national security and defense has the aim for protecting: people and citizens – their lives and dignity, constitutional rights and freedoms, safe living conditions; the society – its democratic values, well-being and conditions for sustainable development; the State – its constitutional system, sovereignty, territorial integrity and inviolability; a territory, natural environment – from emergency (Law 2469-VIII, 2018).

Therefore, we’ve to emphasize that the main goal of State policy is to ensure national security, to guarantee safe and stable functioning and the development of the State, its constitutional system, sovereignty, territorial integrity and inviolability of the territory, the rights and the freedoms of a man and citizens (Chernysh & Osichnyuk, 2021).

*The tasks* of the national security policy are to determine the priority of national interests of Ukraine; possible threats to national security of Ukraine in the most important spheres of our life; the main subjects and objects; the basic principles; the main directions of the State national policy of Ukraine in foreign and internal policy, economic, social, military, environmental, scientific and technological, informational, humanitarian and in the spheres of State security, security of the State border of Ukraine, according to civil protection of our country, international cooperation, as well as in accordance with the creation of a system for ensuring national security of Ukraine.

*The essence of the State policy* to ensure national security consists in the formation and the

implementation of an appropriate system of the influence on certain areas of the State's life in order to guarantee its safe development and sustainable growth.

The formation of State policy takes a great place according to a certain algorithm. Dzevelyuk M. agrees with sharing the position of Petrenko I.; he emphasizes that State policy is formed by five stages: *the initiation of policy* – the definition and the analysis of social problems, the formation of goals and priorities of State policy; *policy formation* – the development of State policy, which involves the coordination of interests, goals and means of achieving them; *the adoption of policy* – the legitimization and financing, the consolidation of the developed policy in a number of decisions and programs; *the implementation* – we mean the implementation and monitoring of State policy, which includes a set of measures for the implementation of different decisions and programs; *policy evaluation* – audit of its effectiveness and quality, regulation of State policy as a result of which there may be an adjustment or refusal to implement the policy (Dzevelyuk, 2016, p. 23; Petrenko, 2011, p. 24).

Such approach is used with the purpose to determine the algorithm of State policy formation, is somewhat contradictory. First of all, there is a tautology in the proposed version, because the second stage of the formation of State policy we define the process of the formation of the policy. Secondly, proposing to consider implementation as the fourth stage of the formation of State policy, we've mixed two types of the activities of formation and implementation of State policy.

In our opinion, the formation of State policy involves three stages. *The first one* is preparatory, which consists of the analysis and the assessment of the existing situation in the country; the identification, awareness and formulation of urgent social problems that all people have to solve urgently to ensure national security; the search of options (alternatives) for solving specified problem, choosing the optimal one from them, forecasting the results of their implementation; substantiation of the need for the formation of State policy and explaining the expediency of its model; making up some relevant decisions. *The second stage* is the main one. It directly develops State policy, defines its content (goals, tasks, objects and subjects, powers of citizens, means of solving existing social problems). *The third stage* is the final one, which provides great opportunities for the

adoption of some decisions – their consolidation in the form of correspondingly developed normative-legal act, program-target document, organizational-administrative decision in the form of a Doctrine, a Strategy, a Concept at the legislative level (we mean their approval by the Verkhovna Rada, the Decree of the President of Ukraine, the Resolution of the Verkhovna Rada, the Cabinet of Ministers of Ukraine).

The essence of the formation of the State policy is to ensure national security as a legal category. It creates conditions for guaranteeing the safe and sustainable development of the country through its development, by legally defined entities, according to appropriate legal means – permissions, prohibitions and restrictions for the appropriate regulation of social relations in certain spheres of its life activity.

Therefore, in such a way we'll state that the State policy of ensuring the national security of Ukraine is inextricably linked with the law.

In the opinion of Gladunyak I., which we support, “a scientifically based approach to the analysis of the processes of formation of State policy involves highlighting of its connection with the basic principles of organization, functioning and goal-setting of State power, having been enshrined in each specific country at the level of its Basic Law” (Gladunyak, 2007). The presence of a dialectical connection between the Constitution and State policy, as some scientists mention, is that “on the one hand, State policy, as Selivanov V. proves, is designed to determine the role and the tasks of State power in vital spheres of the society, its strategic goals of legislative, managerial, administrative and some other measures to preserve the integrity of the society and guide it towards a way of social progress”. “On the other hand, the very process of goal setting takes a place in accordance with the principles of the organization of a social system having been established at the level of the Basic Law” (Gladunyak, 2007).

According to the Law of Ukraine “About National Security”, the main principles, that determine the procedure for the formation of State policy in the spheres of national security and defense are:

- 1) the rules of law, accountability, legality, transparency and compliance with the principles of democratic civilian control over the functioning of the security and defense sector and the use of force;

- 2) the compliance with the norms of international law, the participation (according to the interests of Ukraine) in international efforts to maintain peace and security, to deal with interstate systems and mechanisms of international collective security;
- 3) the development of the security and defense sector as the main instrument for the implementation of State policy in the spheres of national security and defense (Law 2469-VIII, 2018).

Justifying the appropriateness of understanding the phenomenon of State policy as a relatively stable, organized and purposeful activity/inactivity of state institutions, Tertychka V. described these state institutions, their direct or indirect activity in relations to a certain problem or set of problems that affect the life of our society. So, Tertychka V. notes, that the definition of State policy implicitly implies that it is based on a certain law and has to be legitimated. In modern society fiscal, regulatory or control actions are perceived as legitimated ones, and legitimacy is a necessary but not sufficient condition for effective State policy (Tertychka, 2002, p. 82-83). State policy does not appear, we'll speak, because of the will and the desire of those people who are currently endowed with a great State authority power. On the contrary, in order for this area of State activity to have a systemic and integral character, it is necessary from the very beginning to have a certain set of rules and principles that has to be fixed at the legislative level. The method of constitutional determination is a universal way of fixing the specified norms and rules. Taking these rules and principles into account as some of imperative importance, the state acts as a guarantor that all the participants in social and political relations will comply with them (Gladunyak, 2007).

Undoubtedly, we also mean all these grounds according to Ukraine. In accordance with Article the 2<sup>nd</sup> of the Law of Ukraine "About National Security" the legal basis of State policy in the spheres of national security and defense is the Constitution of Ukraine. We mean this and other laws of Ukraine, international contracts, the binding consent of which has been given by the Verkhovna Rada of Ukraine, as well as it was issued for the implementation of Constitution and laws of Ukraine and some other legal acts (Law 2469-VIII, 2018). In such a way we mean the Strategy of National and State Security, the Strategy of Economic, Energy, Military, Ecological, Biological, Food, Information and

Cyber Security, the Strategy of Public Safety and Civil Defense of Ukraine, the development of the Defense of industrial complex of Ukraine, Foreign Policy Activities, as well as the Concept of the counter-intelligence regime, the Military Doctrine of Ukraine, the National Intelligence Program, which should determine the target guidelines and guiding principles of State policy to ensure the safe functioning of the State, the directions of the activity of relevant subjects of the Security Sector. These specified documents are mandatory for their implementation and the basis for the development of specific State Programs based on the components of the State National Security Policy with the aim of timely detection, prevention and neutralization of real and potential threats to the national interests of Ukraine.

The mechanism of the formation and implementation of State policy consists of the practical activities of relevant subjects – state institutions and public associations in the field of legal regulation of social relations.

According to the purpose, the role and the importance in the system of ensuring national security, subjects of state policy, in our opinion, can be classified in such a way: the main subject, the main executive subject and the auxiliary one.

*The main subject* should include the highest bodies of State power and management – the President of Ukraine, the Verkhovna Rada, the Council of National Security and Defense of Ukraine, the Cabinet of Ministers of Ukraine.

*The main executive entity* includes ministries and other central bodies of executive power; National Bank of Ukraine; courts of general jurisdiction; Prosecutor's Office of Ukraine; National Anti-Corruption Bureau of Ukraine; local state administrations and local self-government bodies; The Armed Forces of Ukraine, the Security Service of Ukraine, the Foreign Intelligence Service of Ukraine, the State Border Service of Ukraine and other military formations, which were formed in accordance with the laws of Ukraine; law enforcement agencies – such as the National Police, the National Guard, bodies of territorial defense, civil defense, structural subdivisions of the administrative bodies.

The auxiliary subject of State policy is represented by institutions of public society (public organizations and movements, other associations of citizens), as well as other citizens.

As rightly it was noted by Avakian T., the subjects of State policy, “usually contribute to the most civilized and effective solution of practically significant tasks of the society, ensure the reliability and the stability of the relations that are arisen between them, thereby increasing the value and the role of some Law, its potential in preventing conflicts, and the interaction of such subjects as “the objects, which is a prerequisite for solving organizational and management issues of various levels of complexity” (Avakyan, 2015, p. 38).

The object of State policy in the context of the investigated problem is a person and a citizen – their constitutional rights and freedoms; a society – its spiritual, moral and ethical, cultural, historical, intellectual and material values, informational and environmental environment and natural resources; the state – its constitutional system, sovereignty, territorial integrity and inviolability.

The lack of legislative consolidation of decisions having been made by an authorized body of State power regarding to the formation of a system of targeted measures to solve certain social problems, satisfy public needs, ensure state security and protect national interests, or deals with the adoption or implementation of such decisions by subjects not authorized by the law, which can be attributed to state policy and its implementation.

A mandatory condition for the formation of effective State policy is compliance with its constitutional principles. The constitution, which defines the goals of the State and the values of national interests, is the core of the determination of the State policy to ensure State security and the mechanisms for its practical implementation.

A number of scientists pay a great attention to the defining role and the place of the Constitution in the formation and implementation of State policy. Thus, in particular, Gladunyak I. claims that the constitution “with real legal acts turns into one of the decisive factors of social and state-legal development. In this sense the interpretation of the Constitution as a source of State policy cannot be disputed. Moreover, the Constitution appears not only as one of the most possible factors of the influence on state policy, but as its fundamental basis and decisive factor, without which democratic foundations disappear. And without a focus on democracy, it already begins to serve not the interests of the society as a whole, but exclusively the interests of certain clans, political groups or individual

politicians”. The scientist also believes that any “constitution always carries a certain prognostic and axiological element that allows predicting the future direction of State development, and accordingly, State policy” (Gladunyak, 2007).

The lack of a systematic vision of the goals and tasks of State power, as well as a real analysis of existing problems in the country and a scientific approach to their solution based on legal grounds, gradually leads to the separation of State policy from the constitutional basis and turns it from general means of ensuring public needs into a mechanism for serving certain political parties, oligarchs or criminal groups. This constitutes one of the most important problems in modern Ukraine, obstacles to the democratization of its political system and the mechanism of State management in the sphere of ensuring National Security. In this case, the observation of Dzevelyuk M. emphasizes that a retrospective analysis of State policy proves the existence of a considerable number of examples of wrong policies – the arbitrary one, anti-people policy, shadowy one, which led to negative consequences, which are in a great degree suffering and provide human sacrifices (Dzevelyuk, 2016, p. 24).

At the same time, comparing the state of systematization and consistency of implementation of State policy in certain spheres, we’ll note that the greatest number of problems nowadays are encountered precisely in the sphere of political regulation. State policy in this area has an exclusively situational nature, which sometimes contradicts the Constitution. This can be evidenced in particular by the repeated postponement of the Verkhovna Rada’s adoption of the Law about the opposition, which activity is one of the basic political rights guaranteed by the Constitution (Gladunyak, 2007).

From the point of view of the Constitution, in our opinion, it is the decision of the Council of National Security and Defense of Ukraine we mean the application of sanctions to some citizens of Ukraine and the closure of some mass media is also controversial.

Policy mistakes are worse than the crime because the consequences can have reverse effects for millions of people. At the same time, the most effective, wise, realistic policy is a prerequisite for the prosperity and well-being of the nation, stability in the society and the effective implementation of State functions (Dzevelyuk, 2016, p. 24).

Therefore, the only one possible way, that is capable in returning not only minimal meaningfulness to State policy, but also putting it on a reliable foundation, is an appeal to the Constitution, which defines the goals and values of State policy, that proposes mechanisms having been designed to facilitate their practical implementation (Gladunyak, 2007).

### Conclusions

Summarizing the results of our research, we'll formulate the following *conclusions*:

According to the current legislation of Ukraine the National Security of Ukraine is ensured by conducting a balanced State policy in accordance with the doctrines, concepts, strategies and programs having been adopted in the established order in the political, economic, social, military, environmental, scientific and technological, informational and other spheres of the life of our State.

The choice of specific means and ways of ensuring national security of Ukraine is determined by the need to take measures in a timely manner, adequate in nature and scale of threats to national interests.

The main features of the formation of the State policy on ensuring national security, as a legal category, are:

- the presence of a special subject, having been defined by current legislation, which is authorized to make binding decisions with the aim to guarantee safe and sustainable development of the State;
- the development and the adoption by the specified special entity of binding decisions in the form of program documents in accordance with the procedure defined by the current legislation, the essence of which is the intended impact on certain areas of the country's life and social relations through the implementation of appropriate legal means in order to ensure its sustainable and safe development;
- creating guarantees of the influence on certain areas of the country's life and social relations through the development of legal means of the implementation – appropriate permits, prohibitions and restrictions;
- approval by the legislative body of such program documents, confirmation by normative legal acts of the order of their implementation and determination of executive entities;

- the obligation to implement the adopted decisions;
- participation of institutions of public society and citizens (the professional activity in advisory councils, representative bodies, etc., conducting referendums, public examinations of draft laws, decisions, programs, presenting their conclusions and proposals for consideration by relevant State bodies).

The State policy for ensuring the national security of Ukraine is inextricably linked with the Law. Its formation necessarily involves: the creation of an appropriate legal mechanism (the development and the adoption of relevant regulatory and legal acts, which have to define the main principles of State policy – the goals, tasks, main directions, subjects and their legal status, objects, measures and means).

The formation of effective State policy is impossible without observing its constitutional principles. Neglect of the provisions of the Basic Law or manipulation of constitutional provisions in a case of forming State policy to ensure National Security, instead of eliminating real and potentially possible threats to it and solving public needs. Such a position can lead to its transformation into one of the ways for the realization of self-interests of some political forces, cause this or that political force to lose its legitimacy.

In order to achieve the goal of forming and implementing an effective State policy to ensure National Security, it is necessary to create an appropriate system of its scientific support. For this purpose, it is advisable:

- to determine the list of priority of urgent social problems, the solution of which requires scientific support, to work out the tasks of scientific and research institutions of Ukraine to conduct relevant researches;
- to restore the functioning of previously liquidated scientific research institutes for studying national security problems;
- intelligence, counter-intelligence and law enforcement agencies under the leadership of the Council of National Security and Defense of Ukraine to create coordinated reliable system for monitoring the operational situation in the country using the latest technologies and methods of obtaining and processing the necessary information;
- to develop an effective mechanism of interaction between subjects of the security sector for information and analytical support

- of higher state authorities on current problems of national security, primarily according to real and potentially possible threats for the formation and implementation of appropriate State policy;
- to introduce the practice of involving leading scientists of the security sector into the scientific examination of projects of normative and legal acts related to the sphere of National Security, creating a corresponding working group of advisers from them.

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## Special mode of economic development of European countries in the post-war period: legal experience

### Спеціальний режим економічного розвитку європейських країн у післявоєнний період: правовий досвід

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#### Abstract

Today, when Ukraine suffers from a terrible war, research on economic and legal trends within the framework of restoration of the affected territories is gaining a certain urgency. The analysis of the legal experience of European countries with a special mode of economic development, which may become an effective basis for the restoration of the territories of Ukraine after the military actions, requires a special emphasis in this context. The study is based on an analysis of scientific and applied approaches to post-war management and the presentation of economic results in European countries, where the experience of Bosnia and Herzegovina, Serbia, Italy and Spain play an important role. The authors paid considerable attention to the analysis of the Ukrainian case in 2014, when Russia occupied Crimea and part of Luhansk and Donetsk regions. Based on European and Ukrainian experience, it has been proved that the main criterion of economic

#### Анотація

Сьогодні, коли Україна потерпає від страшної війни, дослідження економіко-правових тенденцій у рамках відновлення постраждалих територій набувають визначної актуальності. Особливого наголосу в даному контексті потребує аналіз правового досвіду європейських країн зі спеціальним режимом економічного розвитку, який може стати дієвим підґрунтям для відновлення територій України після закінчення військових дій. Дослідження ґрунтується на аналізі науково-прикладних підходів до повоєнного управління й висвітлення економічних результатів у країнах Європи, де важливу роль відіграє досвід Боснії та Герцеговини, Сербії, Італії та Іспанії. Крім того, автори приділили увагу аналізу українського кейсу 2014 року, пов'язаного з російською окупацією Криму й частини Луганської та Донецької областей. На основі європейського та українського досвіду доведено, що головним критерієм ефективності

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efficiency in the post-war period is improvement of the quality of life of the population.

**Keywords:** special mode of economic development, legal experience, European countries, recovery, instruments, post-war period, quality of life of the population.

## Introduction

The war launched against Ukraine by the Russian Federation on February 24, 2022, has become the largest military conflict in the European space since the Second World War. During this war, Russia uses various methods of combat against Ukraine, which provide for maximum use of artillery and missile attacks in Ukrainian cities. Among the most affected cities during the war, Mariupol, Kharkiv, Chernihiv, Sievierodonetsk, Lysychansk, Sumy, Rubizhne, Izyum, Mykolayiv, Bakhmut. This has also resulted in significant casualties among the civilian population and large-scale destruction and damage to the housing stock, administrative buildings, infrastructure, cultural and architectural structures throughout the country, and, above all, in the areas of active fighting in Kharkiv, Luhansk, Donetsk, Kherson, Mykolayiv, Zaporizhzhia, Sumy, Chernihiv and Dnipropetrovsk regions.

Mass character of damages and destruction allows to draw conclusions about large losses of physical assets, indirect losses of economy, in the industry, causes urgent necessity of restoration of damaged or destroyed assets in order to carry out active economic activity. Therefore, the definition of the characteristics of the special mode of economic development in the post-war period and the study of the existing legal experience in Europe will allow Ukraine to restore economy quickly and take into account errors and miscalculations of such countries as Bosnia and Herzegovina, Serbia, Italy and Spain, etc.

## Theoretical Framework or Literature Review

The economic opinion of the redrawn problem is characterized by quite different, often even opposite, views. The latter have undergone dramatic changes in different times, both through the development of economic science and under the influence of the transformation of production processes and economies of certain countries of the world through war. For many decades the world and domestic scientists have been investigating the problems and peculiarities of economic recovery after crises (including after

економіки у післявоєнний період є підвищення якості життя населення.

**Ключові слова:** спеціальний режим економічного розвитку, правовий досвід, європейські країни, відновлення, інструменти, післявоєнний період, якість життя населення.

war) on local territories, especially in Ukraine, because the country has been going through war for eight years.

Among the scientific achievements should be selected the works of such foreign and Ukrainian scientists: O. Blažo (2020), J. Chaisse and G. Dimitropoulos (2021), T. Dorożyński, J. Świerkocki and B. Dobrowolska (2021), V. Navickas, I. Petrokė and V. Bačiulienė (2021), I. Zabłodska and S. Hrechana (2020), Yu. Rohozian, O. Kuzmenko, N. Derzhak (2020), I. Honcharenko, M. Dubinina and N. Kubiniy (2021), S. Shults, L. Simkiv and U. Andrusiv (2022), Z. Siryk, N. Popadynets, M. Pityulichc (2021) and others. However, the conditions of economic activity in different countries are excellent, especially in the post-war time, so the research on the definition of the peculiarities of economic activity is always relevant and interesting to the scientific community.

## Methodology

The purpose of this work is to define the peculiarities of the special mode of economic development in the post-war period in Ukraine by studying the existing legal experience in the countries of Europe in order to quickly restore the economy by taking into account mistakes and miscalculations.

This scientific work is based on official data of Ukraine, normative-legal documents, which are valid in Ukraine concerning development of economic activity in military and post-war time. Scientific and applied approaches to the economy, which are used in the work, provide application of comparative analysis of information for generalization of experience of peculiarities of the economy in the countries of Europe in the post-war time. The methods of synthesis and visualization are used. The research is also based on the theory of regionalistics, economic analysis and statistics. The study is also based on the index method of analysis of the quality of life of the population and its ranking. To analyze the quality of life of

the population, the Numdeo is the world's largest cost-of-living database. To obtain a thorough conclusion, the authors relied on scientific development of leading scientists and economists on effective management through military conflicts.

## Results and Discussion

### 1. *Scientific and applied approaches to the special mode of economic development in the post-war time*

The military conditions of economic activity make it necessary to apply special methods, tools and approaches to the development of the country's economy, which was destroyed by war. The set of these special methods, tools and approaches is based on the definition of the most effective forms, fiscal methods and tools of providing support to producers and the population by providing subsidies, state aid, financial support, budget support, protection of commodity producers, etc.

The work of many scientists, devoted to problems of support of enterprises and certain branches of economy, is traced first of all to the fact that support of producers is related to their own support by the state. That is why the research mainly uses state support, which is an integral part of state regulation of economic activity in the post-war period and is a combination of different levers and instruments, preferential and free financing of producers.

Producer support is an integral part of the system of state regulation of the economy in the post-war period and a way of achieving the goals of the post-war economic policy, which includes means related to the ratio of resources, first of all budget funds, both in the form of direct financing and in other forms of preference and incentives, and are implemented to promote effective economic activity of producers as the basis for economic recovery. In the issues of producer support, the most discussions among scientists are held on expediency and volume of support of economic activity, as well as forms, methods and means of its realization. And under the economic activity in understands the activity of economic entities in the sphere of public production, aimed at manufacturing and sale of products, performance of works or rendering services of a value nature, which have a price definition (Bandorina & Savchuk, 2017).

The importance and importance of economic activity for the economy of any country was

started in Germany at the end of XIX and beginning of XX century, and later - in the Soviet Union. Since then, the role of the state in controlling the country's economy has been strengthened in order to ensure the realization of public and state interests through support from producers of certain sectors. But the difference between approaches to economic development in the post-war time is that the destruction or destruction of economic activity occurs on local territories, not on the whole territory. Therefore, the peculiarities of the management in the post-war time have territorial differences.

For instance, Bosnia and Herzegovina has used the following approaches to the development in the post-war period:

- economic entities are created and functioning according to the following rules:
- the enterprise acquires the status of a legal entity, and the individual acquires the status of an independent entrepreneur by means of its inclusion in the register of enterprises and entrepreneurs;
- in an individual or legal entity, registered outside Bosnia and Herzegovina, a branch may operate within the country's districts if the business entity is registered in the country of residence for more than one year or if the enterprise has a minimum capital of at least 500 000 conversion marks of Bosnia and Herzegovina or equivalent in euros;
- the name of the enterprise of any ownership form cannot contain names of administrative-territorial units of Bosnia and Herzegovina, foreign or international enterprises registered in the territory of the country. The exception to this rule is the possibility to name the enterprise using the words "Brcko", "District" and "Bosnia and Herzegovina" as instruments for repositioning of the post-conflict territory and increasing its recognition, but the derived from these words and their reduction can be used only with the permission of the Department of Professional and Administrative Affairs of the Local Council of Brcko;
- foreign investors have the right to open an account in any commercial bank on the territory of Brcko in local or any other freely convertible currency for investment purposes, and can freely and without delay transfer abroad to the freely convertible currency their profit received as a result of their investment activities in the area. Such foreign investments are not subject to nationalization, expropriation or other

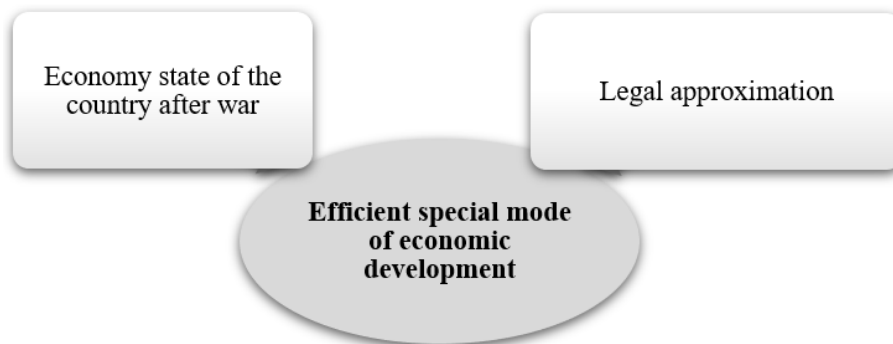
processes with similar consequences, except for exclusive public interests of residents of Brcko district in accordance with local rules (Law No. 13, 2006).

The following approaches were used in Brcko district to develop the economy in the post-war period as well as foreign investments were allowed to flow into the following forms:

- creation of a legal entity in common national and foreign property;
- taking full responsibility for a local legal entity by a foreign business entity;
- investing in the activity of an existing legal entity;
- specific forms of investment approved by the head of the Brcko district (for example, investments in military enterprises) (Law No. 01.3-05-1188/11, 2011).

The following customs and fiscal privileges have been established in the Republic of Serbia on the affected territories:

- exemption from payment of customs duties and other import duties for goods intended for construction of objects in the free zone (raw materials, equipment, building materials);
  - exemption of economic entities from the payment of the value-added tax for energy consumption;
  - exemption from vat for sale of goods and services in a free zone, as well as for sale of goods between users of two free zones;
  - absence of bank guarantee for collection of customs debts for foreign goods, which are in the free zone, intended for realization of production activity;
  - exemption from vat when importing goods into a free zone, as well as provision of transport and other services related to the import of goods (Club Advanced, 2014).
- Summing up, it is possible to assert that the general features of development in the post-war time should be attributed to economic and legal, figure 1.



**Figure 1.** Dualism of features of efficient special mode of economic development after war (Source: own processing)

Thus, effective special mode of economic development in the post-war period is possible only by the results of analysis of the state of the country's economy after the war for adaptation, improvement of the current legislation on economic recovery, search of ways of development of all kinds of economic activity with the purpose of improving the quality of life of the population.

2. *Results analysis of special mode of economic development in the post-war period in the European countries*

The war in Bosnia and Herzegovina has forced the representatives of the state authorities to face a huge challenge: To restore the economy and provide conditions for the return of refugees and

internally displaced persons, but the process has become more acute because of the complete absence of political and ethnic unity between Bosnia and Herzegovina. Moreover, the country had a legacy of the centralized and planned economy, despite the fact that before the war the territory of the entire former Yugoslavia began to move slowly toward a market economy. Therefore, Bosnia and Herzegovina has faced three major post-conflict challenges, more or less typical of many post-conflict areas (especially in developing countries):

- firstly, it was necessary to implement programs of reconstruction and rehabilitation of affected areas, to cover military losses;

- secondly, to develop a new management structure at both the state and local levels;
- thirdly, ensure effective governance and the process of transition to the market economy in the context of creating employment opportunities for refugees, displaced persons and demineralized soldiers (Lake, 1990).

That is why the law "On encouragement of economic development in the territory of the district of Brcko Bosnia and Herzegovina" was adopted, which defined the right of Brcko entrepreneurs to realize the following benefits for efficient business:

1. Full exemption from payment of the utility fee for the registration of the enterprise;
2. Compensation of paid judicial fees connected with creation of business entity and registration of changes in the court register;
3. Compensation of paid special fees and services connected with connection of the subject of economic activity to the electric network, water-sewerage network;
4. Compensation of taxi, necessary for obtaining consent from the local authority and building permit;
5. Setting of payment for electricity and water consumption for business entities at the price level determined for citizens;
6. Possibility of compensation of part of paid labor contribution (amount of labor payment for all years of work in a company with unlimited or limited liability; a team or joint-stock company);
7. Compensation of 50% of the total amount allocated by the small and medium-sized enterprise for medical insurance of 1 employee; it is carried out for a three-year period;
8. Compensation of wages during maternity leave of the employee falling on the burden of the employer is covered by the district by 100%;
9. The district will reimburse the entities for the amount of new investments invested in the purchase of fixed assets, which are included in the amount of the established and paid income tax for the calendar year in which such funds were purchased; the right to compensation can be realized three times.

Interestingly, the provisions of the normative-legal act also provide penalties for those economic entities that have the purpose of illegal use of the above-mentioned preferences. Thus, in 2006, when the Law began to act, for such

entities it was envisaged a fine in the amount of 5 000,00 to 10 000,00 convertible stamps of Bosnia and Herzegovina for submission of unreliable information about the enterprise or its founders and participants, as well as for submission of relevant documents not within a specified period of time (Law No. 13, 2006).

In the post-war period, there was continued support from international donors for Bosnia and Herzegovina. It was planned that by financing short-term programs of economic recovery the country will be able to gradually supplement this process with its own resources, and then, in the strategic perspective, to completely abandon external funds. However, this plan has not yet found its implementation, the country still depends on external technical and financial support, which significantly reduces the efficiency of economic activity.

The main result of the full restoration of Bosnia and Herzegovina was the establishment of the Brcko district, which had excellent economic conditions, i.e., the construction of incentives for economic recovery of the territory. At the moment, the implementation of the Dayton Agreement, the implementation of the program instruments of international donors and the legal instruments of 2001-2006 years in the Brcko district have formed successful experience only in the part concerning military issues (dissolving enemy parties, moving heavy weapons), but still remain unresolved problems of socio-economic character, returning refugees and displaced persons, arrest of war criminals, creation of effective and non-corrupt local institutions of government, removal of shadow economy (Bagatsky, 2016).

Serbia also created free economic zones in the post-war period, which became an effective instrument of efficient economic management in the destroyed territories by increasing their inflow of investment, increasing exports and, consequently, improving the balance of payments of the whole country. Other territories of Serbia, characterized by a reduced level of development compared to other regions, are Vojvodina, where except for Serbs, which make up 65% of the total population live in Hungarians, Croats, Ukrainians, Slovaks, Gypsies, Romanians and Germans (International Crisis Group, 1998), which occasionally leads to a conflict of interests in one or another sphere. That is why in recent years the territory has started to face uneven employment among representatives of different national groups, which is the main destabilizing factor of

development. This imbalance in the labor sector leads not only to a lack of income, but also to a lack of strength and independence, since the problems of national minorities are generally neglected at all levels of government (Club Advanced, 2014).

In this context, the experience of South Tyrol, on the territory of which the phenomenon of "Tyrol separatism" appeared, connected with presence in the border areas of Italy of the German-speaking population, is important. The South Tyrol conflict arose in 1919 after the accession of South Tyrol to Italy at the end of the first World War – the region in the Alps, which for almost 600 years was part of Austria with a predominantly German population (95%). At the same time, the Italian government tried to pursue a policy of forced marginalization in the region, which led to the explosion of violence and the beginning of terrorist attacks. The conflict was particularly acute between 1956 and 1988, during which time the separatists of South Tyrol carried out more than 360 terrorist attacks, the victims of which were dozens of people, significant destruction of infrastructure. For instance, from June 11 to 13, 1961, during the so-called "night of fire", the separatists broke 50 poles of electric transmission, removing the industrial region of Italy Bolzano electricity and interrupting the railway connection.

Despite the fact that under pressure from the UN the parties reached an agreement in 1969, having signed a "peace pact", this confrontation lasted until 1992, and de jure ended in 2001, when South Tyrol gained an expanded autonomous status, which includes the legislative status and mechanisms for the protection of national minorities in all spheres of life. Today South Tyrol is one of the richest regions of Italy and in order to avoid conflicts in the economic sphere, in 2019 the following preferences were introduced:

- the province receives almost all revenues from state taxes collected in South Tyrol, as well as abroad, while only 1/10 revenues are kept by the state to finance its own powers, which emphasizes the financial autonomy of the given territory;
- only in this region German language is equal to Italian and recognized as official language, which can be applied in administrative, criminal, judicial, law enforcement and other spheres of life.
- the composition of the authorities of South Tyrol and the police should correspond to the numerical proportions of the national

language groups living on this territory (Bortnyk, 2022).

Over the past few years, it has become increasingly possible to hear about Catalonia's attempts (an autonomous region of Spain) to gain full independence and finally to separate itself from the state. In 2006, the autonomy of this region was extended, enabling the creation of its own tax administration and the introduction of a new model of distribution of tax revenues, in particular from value added taxes and corporate profits. The aim of this specific practice was to displease the local population with the flow of money from Catalonia. Even though today Catalonia's economy is on the rise (2021 gross regional product growth of 2,7% per year is recorded), representatives of local authorities are seeking to introduce special tax preferences and separate regime of economic activity on the territory of the region through the unfair system of distribution of the state budget. It is a matter of fact that in Spain this system functions at the expense of basic and reverse subsidies, which are considered as a mechanism of levelling and horizontal planning of tax capacity of individual regions of the country and are two opposite financial flows. For Catalonia, the reverse subsidy is about 120% of the country's average level, and the subsidy is 100% and less, which means that Catalans pay more than others to the country's overall budget, but get less (Kusch, 2017).

An important case concerning the peculiarities of economic activity due to a war or military conflict is observed in Spain, which belongs to the region of "Basque country" (or as it is called Spaniards – Baskonia), known by separatist processes, which were developed on the basis of ethnic cultural differences, reinforced by ineffective state policy and economic problems. However, Spain, as a unitary state, was able to find a political solution – to determine the special status of autonomy for the Basque country.

After the end of the Second World War, the Basque country was founded initially by the nationalist organization "eta" (bask. "Euskadi ta Askatasuna"; eng. "Basque country and Freedom"), which later transformed into a military organization, which was forced (often terrorist) to separate the region from Spain in order to create an independent Basque state. The organization opened a terrorist and partisan war against the authorities, which killed about a thousand people. As a base of operations, it used the border areas of France, where there are also many Basque people. Peaceful negotiations with

the EU have repeatedly been frustrated, and the level of distrust between the representatives of Spain, the Basques, was extremely high, which was complicated by the absence of rational negotiating parties. In 1978, the Spanish government took a huge risk – the new constitution of the country consolidated the autonomous status of the Basque country, which significantly reduced the social support of the Basque radical separatists and led to the formation of a legal political entity – the Basque nationalist Party, which enjoys the support of the population of the region, and is also a guarantor for integration and political dialog with Spain (Bortnyk, 2022).

The Statute of autonomy, which was agreed upon for the Basque country, gave it an exclusive jurisdiction on issues affecting social security, health care, welfare, labor relations and working conditions, education, culture, communications, environmental protection, control over transport and agriculture and fisheries. This meant that the Basques could have freedom in both cultural and economic matters.

An interesting development concerning the peculiarities of the economy was in Ukraine during 2014-2022. In 2014, Russia occupied Crimea and part of Luhansk and Donetsk regions, so after the end of military actions in the East of Ukraine for a long time the state has promoted intensification of economic activity in these territories. Only in 2020 the Concept of Economic Development of Donetsk and Luhansk Regions was approved. The purpose of the Concept was to define conceptual approaches and main directions of development of the Strategy of economic development of Donetsk and Lugansk regions for creation of normative-legal, institutional and organizational conditions concerning formation and development of economy of Donetsk and Lugansk regions on the basis of complex introduction of separate system of management and organization of economic processes with wide attraction of investment resources, that will become the basis for the

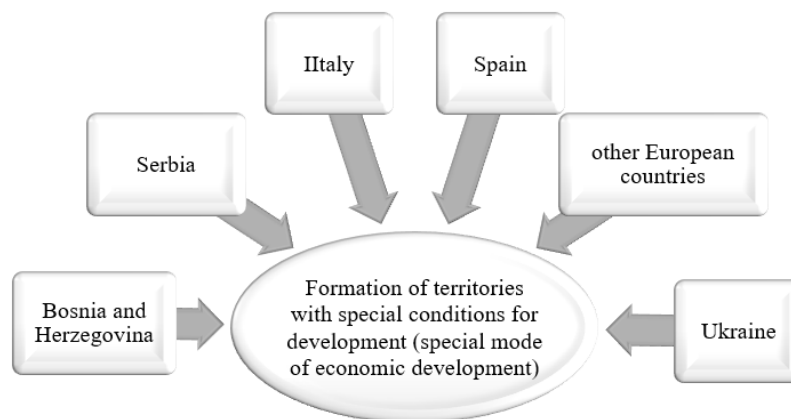
ahead development of territorial communities of Donetsk and Luhansk regions, providing comfortable living conditions, self-realization, development of citizens and improvement of their quality of life, and later full-scale reintegration of temporarily occupied territories after their return to the unified constitutional space of Ukraine (Order No. 1660, 2020).

And in 2021 the Strategy of Economic Development of Donetsk and Lugansk regions was developed and approved till 2030. The strategy envisages the introduction of special conditions and formation of priority development areas, the state stimulation of development and implementation of new economic development models, which will serve as a unifying mechanism based on a simple and clear logic — community development to create comfortable conditions for citizens and improve their quality of life through efficient economic management (Decree No. 1078-r., 2021).

Creation of priority development areas will be with three levels of special regimes on the territory of communities adjacent to the line of demarcation with temporarily occupied territories, on the whole territory of Donetsk and Luhansk regions, on the territory of separate production and recreational clusters, in particular innovation and industrial ones, which will provide for creation of incentive conditions for each separate type of level. Also, an experiment will be introduced in priority development areas to create opportunities to change the control system on the part of state authorities to the function of voluntary liability insurance of business owners. However, due to the beginning of the full-scale war against Ukraine on February 24, 2022, this strategy was not implemented.

Thus, the main feature of efficient economic management in the post-war period is restoration of destroyed territories – regions by means of introduction of special legal regime of economic management, figure 2.





**Figure 2.** Features of efficient special mode of economic development in the post-war time: legal experience (source: own processing)

The main criterion of the efficiency of economic management in the post-war period is the improvement of the quality of life of the population. The quality of life is estimated by the following dimensions: cost of life, purchasing power, security, health care, ratio of real estate price and income, travel time, pollution level, climate conditions.

Numbeo is the world’s largest cost of living database as well as a crowd-sourced global database of quality-of-life data: housing indicators, perceived crime rates, healthcare quality, transport quality, and other statistics

(Numbeo, 2022). The quality of life index is an estimation of the overall quality of life by means of an assessment formula that takes into account the index of purchasing power (the higher the better), the index of pollution of the environment (the lower the better), the ratio of housing price to income (the better), the index of cost of living (the lower the better), the index of safety (the higher the better), the health care index (the higher the better), the travel time index (the lower the better) and the climatic index (the higher the better). The quality-of-life index in Europe as of mid-2022 and its ranking are shown in table 1.

**Table 1.**  
*Quality of life Index in Europe as of mid-2022*

Rank	Country	The quality-of-life index	Rank	Country	The quality-of-life index
1	Switzerland	195,06	19	Belgium	155,76
2	Denmark	194,15	20	France	152,74
3	Netherlands	191,46	21	Latvia	152,22
4	Finland	186,84	22	Ireland	151,73
5	Iceland	184,48	23	Slovakia	150,50
6	Norway	179,63	24	Italy	137,27
7	Germany	178,32	25	Hungary	136,22
8	Austria	178,06	26	Poland	132,16
9	Estonia	173,83	27	Romania	131,09
10	Luxembourg	173,76	28	Bosnia and Herzegovina	129,37
11	Sweden	173,71	29	Bulgaria	128,96
12	Spain	173,01	30	Greece	127,08
13	Slovenia	168,74	31	Serbia	120,40
14	United Kingdom	164,80	<b>32</b>	<b>Ukraine</b>	<b>112,06</b>
15	Czech Republic	163,78	33	Northern Macedonia	109,82
16	Lithuania	162,95	34	Belarus	109,60
17	Croatia	162,74	35	Malta	106,08
18	Portugal	162,17	36	Russia	103,19

(Source: own processing based on (Numbeo, 2022))

According to the data of Table 1 in Ukraine, the quality-of-life index of the population is very low – 112.06. It ranks 32 among the countries of Europe: this low standard of living is due to the war that is now taking place in Ukraine.

### Conclusions

The conducted research of experience and peculiarities of management in the post-war period in different parts of Europe allowed to make the following conclusions. The military conditions of economic activity make it necessary to apply special methods, tools and approaches to the development of the country's economy, which was destroyed by war. The work of many scientists, devoted to problems of support of enterprises and certain branches of economy, is traced first of all to the fact that support of producers is related to their own support by the state. The economic opinion of the redrawn problem is characterized by quite different, often even opposite, views.

The difference of approaches to special mode of economic development in the post-war time is that destruction or destruction of economic activity occurs on local territories, not on the whole territory. Therefore, the peculiarities of the management in the post-war time have territorial differences. And every country uses its instruments to build up its economy in the post-war period. However, it can be argued that economic and legal aspects should be included in the general features of economic management in the post-war period. And effective economic management in the post-war period is possible only by the results of analysis of the state of the country's economy after the war for adaptation, improvement of the current legislation on economic recovery, search of ways of development of all kinds of economic activity in order to improve the quality of life of the population.

The analysis of the results of the post-war period in the European countries proved that Bosnia and Herzegovina faced three major post-conflict challenges, which are more or less characteristic of many post-conflict areas (especially in developing countries): First, programs of reconstruction and rehabilitation of affected areas, covering military losses were to be implemented; secondly, to develop a new management structure at both the state and local levels; thirdly, to ensure effective management and the process of transition of the country to a market economy, in the context of creating opportunities for employment of refugees,

displaced persons and demobilized soldiers. And the main result of the restoration of Bosnia and Herzegovina in full time was the establishment of the Brcko district, which had excellent economic conditions, i.e., the construction of incentives for economic recovery of the territory.

Serbia also created free economic zones in the post-war period, which became an effective instrument of efficient economic management in the destroyed territories by increasing their inflow of investment, increasing exports and, consequently, improving the balance of payments of the whole country. This instrument was used in Italy, Spain and other European countries. This tool – the formation of priority development areas or territories with special development conditions, Ukraine was also trying to use.

The quality of life of the population is defined as the main criterion of efficiency of management in the post-war period. The ranking of the quality-of-life index in European countries by mid-2022 made it possible to establish that Ukraine has a very low index of quality of life, which is due to the war that is currently taking place in Ukraine.

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## Does Money Help Elections? Analysis of the Impact of Campaign Spending and Incumbency in Ecuador

### ¿El Dinero ayuda a las Elecciones? Análisis del Impacto del Gasto de Campaña y la Incumbencia en Ecuador

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#### Abstract

Restricting policies on electoral spending are intended to equalize the conditions of participation of candidates for a seat in a popular election. However, does the application of these restrictions generate equity in the electoral contest, or the opposite? There is much evidence about the advantage of the candidate who is reelected (incumbent) against his contender (challenger), which questions whether the budget restriction on electoral spending is effective in itself. For this research, we used a multiple linear regression method that measures the effects of the effectiveness of campaign spending in attracting votes from candidates for mayor of Ecuador, resulting in incumbency providing a degree of advantage over challengers. much more than the efficiency of spending, all in a highly restrictive scenario in electoral budgets and political campaign time.

**Keywords:** Electoral spending, electoral budgets, incumbent, elections, mayors.

#### Introduction

There is plenty of evidence about the influence of money in attracting votes. Despite it being a preponderant factor, it is not the only reason a candidate wins. There are many factors that can be measurable or subjective, such as incumbency and campaign spending. These variables have become the parameters within which studies seek

#### Resumen

Las políticas de restricción del gasto electoral tienen por objeto igualar las condiciones de participación de los candidatos a un escaño en una elección popular. Sin embargo, ¿la aplicación de estas restricciones genera equidad en la contienda electoral o todo lo contrario? Hay mucha evidencia sobre la ventaja del candidato que es reelegido (titular) frente a su contendiente (retador), lo que cuestiona que la restricción presupuestaria al gasto electoral sea efectiva en sí misma. Para esta investigación, utilizamos un método de regresión lineal múltiple que mide los efectos de la efectividad del gasto de campaña para atraer votos de los candidatos a la alcaldía de Ecuador, lo que da como resultado que la titularidad proporcione un grado de ventaja sobre los retadores. mucho más que la eficiencia del gasto, todo en un escenario altamente restrictivo en presupuestos electorales y tiempos de campaña política.

**Palabras clave:** Gasto electoral, presupuesto electoral, incumbente, elecciones, alcaldes.

to learn the impact on attracting votes in an election.

For Rivera (2012), the relationship between money and politics in electoral contexts is of greatest interest among political science studies, with money being an important variable on

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electoral performance. At an academic level, this topic is of growing interest (Stratmann, 2005) but the volume of research that seeks to empirically find out the effect of money on elections and party systems has not received the expected attention (Morales & Piñeiro, 2010).

Jacobson (1978), the initiator of this research, proposes that campaign spending has a positive influence on capturing votes in an election, and incumbency is a determining factor of advantage over a challenger (Abramowitz, 1991). His detractors, Green & Krasno (1988) claim that marginal spending favors the contender or opponent much more than the incumbent. Also, in a joint study, Jacobson and Kernell (1983) measure the importance of strategy and the experience of the candidates in the electoral contest.

Research conducted on the election of candidates for the US Congress has confirmed the advantage that incumbents have over challengers, whose only way to compete against incumbents is the experience and funding they have (Holbrook & Weinschenk, 2014). Several studies confirm this premise in state legislative elections (Van Dunk, 1997; Abbe & Herrnsen, 2003; Carey, Niemi, & Powell, 2000), governor elections (King, 2001) and municipal councilors (Gierzynski, Klepner & Lewis, 1998); all this within the US electoral system.

In other regions of the world, the interest in the influence of money in electoral wins has led authors such as Palda & Palda (1998) to review the French elections, and arrive at the conclusion that the challenger performs better than the incumbent. Shin et al., (2005) infers that the spending of the challengers captures more votes in an election for congressmen in Korea. Similar results were found in Japan (Cox & Thies, 2000) and Portugal (Veiga & Goncalves, 2004).

Latin America offers very particular study grounds; the local political bases built on two populist tendencies (left and right) make for comparative diversity where this type of research can be applied. There is extensive literature in Latin America analyzing the financing mechanisms of parties and candidates, as well as the need for the existence of public financing regulations (Del Castillo & Zovatto, 1998). "Because campaign finance has such enormous potential policy and regulatory implications everywhere, academics must begin to evaluate its impact in a comparative perspective" (Samuels, 2001).

In Chile, studies on electoral spending and its impact on electoral performance (Rivera, 2012; Acevedo & Navia, 2015) showed that money is relevant but not decisive to win an election. On the other hand, in countries such as Argentina, Mexico, and Ecuador, studies place public spending as a factor in capturing more votes or having influence (Nazareno, Stokes, & Brusco, 2006; Carrillo, 2006; Borja, 2020).

In this context, Ecuador offers an unexplored political scenario to address the issue of the impact of electoral spending on elections, due to its spending restriction policies that contemplate a minimum budget, in addition to a 45-day time limit to campaign for any seat up for election, and an open party system that does not limit the number of contenders for a popular position.

This research aims to quantitatively evaluate the capture of votes and electoral spending within a restrictive policy of campaign spending in Ecuador for a mayoral election, the inclusion of efficiency as an independent variable understood as the total percentage of spending on the limit of each candidate and the effect of being a titular or incumbent candidate in Ecuador for the 2014 mayoral elections.

The results are expected to show favorable effects for the incumbent and a positive effect on the efficiency of voting spending, showing that the voting budget restriction only benefits certain candidates in the Ecuadorian contest. Therefore, this research will evaluate a policy whose purpose is to create equality of conditions for candidates within an electoral contest, and will offer a way to technically understand the effectiveness of campaign spending for candidates.

## Literature Review

The classic discussion on the impact of spending and electoral success was initiated by Jacobson, (1978) in his publication "The effects of Campaign Spending in Congressional Elections," where he justifies that the impact electoral spending performance has on incumbents is not significant since they have a much higher position than any other candidate over the electoral population. The political production curve is unknown by the candidates, says Alexander (1984); this focuses the efforts to get votes only on the amount of spending that a candidate can invest in his campaign, since they empirically understand that success depends on the investment and not on the returns from it.

Campaign spending continues to be a determining factor in attracting votes –the incumbent and the challenger generate benefits around this variable, but there are other factors that intervene in electoral success since it heavily depends on the financing that a candidate may have, and if a spending limit exists, it would serve to protect the incumbent in an effective contest (Abramowitz, 1991).

Other authors criticize Jacobson's position (1978, 1987), demonstrating that the challenger can match spending performance almost at similar levels than the incumbent since there are other characteristics to consider that benefit them in a competition, such as the quality of the candidate (Love, 2009); therefore, when an incumbent competes with a rival with high popularity levels and chances of winning, he tends to considerably increase his campaign spending in such a way that this variable is statistically significant in electoral performance (Green & Krasno, 1988).

Despite the fact that studies regarding the impact of spending on attracting votes have been carried out in a limited time period (Erikson & Palfrey, 1998), such studies showed that spending has a long-term beneficial effect on the incumbent on a cumulative basis: an incumbent's campaigns appear to see longer-lasting effects, which grants benefits and an advantage in the electoral race (Erikson & Palfrey, 1998).

Many studies on electoral spending performance do not determine the causes related to attracting votes, they only conclude its relevance. In France, the return on spending is much higher in challengers but incumbency continues to be an important factor in attracting votes (Palda & Palda, 1998). These authors propose the effect that the spending restriction has on incumbents, stating that if the campaign spending cap had been cut in half in assembly elections, incumbents would have gained a 10% advantage over their closest challenger.

In his research on congressional elections in Korea, Shin et al., (2005) shows that the defendant's spending tends to increase the amount of votes a candidate gets in his favor and the incumbent's spending decreases the rival's vote percentage. This study adds an interesting factor to the analysis: the impact that the region has when the leader of a candidate's party is a native.

In Latin America, Samuels (2001) and Morales & Piñeiro (2010), studied voting behavior in Brazil and Chile respectively. In Brazil, both the

incumbent and the challenger benefitted from campaign spending, despite the differences in conditions (Morales Quiroga & Reveco Cabello, 2018), and electoral limits here encourage competition between candidates. However, in Chile, a democratic system with control of electoral spending already benefiting the incumbent, he sees a significant advantage in attracting votes.

In Ecuador, a restrictive policy on electoral spending should improve the participation of the other candidates and the incumbent, as it equals their campaign expenses (Macas-Acosta et al. 2022). This will be demonstrated in the model made to determine if incumbency is an advantage point in elections, and whether the return on spending favors the incumbent or not.

Definitely, the discussion on the effectiveness of electoral spending has several standpoints, the only one in its favor is that spending is still a highly relevant factor in attracting votes, but there are also decisive factors that complement spending and make a candidate's campaign in any election much more effective.

The questions to answer in this investigation are the following: Does the incumbent have an advantage over the new mayoral candidates? How much does investment influence the amount of votes a candidate gets under a restrictive electoral spending policy? Does spending performance influence how many votes the candidates get? Does a policy that limits electoral spending improve the conditions for candidates in an election?

#### *Ecuadorian political context for the 2014 elections*

Ecuador has been following a neoliberal model of development since the late eighties (Ochoa-Rico et al., 2022), set off during president Sixto Duran Ballen's period (1992 - 1996). Many authors agree that this is the moment neoliberalism was consolidated in the country, through fiscal adjustment "stabilization" policies, deregulation of fuel prices, increases in public service and oil product prices (Minteguiga, 2012). Vice President Alberto Dahik resigned from his position and fled the country after being accused of misuse of reserved funds. In spite of the crisis, President Durán Ballén completed his term, which would become the last time an Ecuadorian president completed his term until 2007.

In 1996, populist president Abdalá Bucaram was elected into office. He implemented currency convertibility policies and overturned several subsidies, which confronted the business community and trade unionists. His policies lost him popular and institutional legitimacy, which gave the National Congress an excuse for his removal. He subsequently fled the country, and the president of Congress, Fabián Alarcón, came into power in 1997, after a one-day legal dispute with Vice President Rosalía Arteaga, whose term was the shortest in the history of Ecuadorian democracy.

In 1998, a time of serious political and economic turmoil, Jamil Mahuad was elected president in a democratic election. A year later, Ecuador saw one of the worst economic crises in its history (Sorhegui-Ortega et al., 2021), deepened by measures taken by Mahuad. Around thirty banking institutions closed between 1998 and 1999, and by January 2000, Ecuador dropped its currency in favor of the dollar. The same month, President Mahuad was overturned and Vice President Gustavo Noboa, who served until 2003, took office.

Lucio Gutiérrez, a former military man and coup leader, won a new election in 2003, and was dismissed after two years. Vice President Alfredo Palacios took his place until 2007, when new elections were called. Such an unstable political panorama fostered the emergence of populist presidential candidate, Rafael Correa, along with a new political party called Alianza País, whose leftist speech against neoliberal policies and multilateral organizations won him the first of three consecutive periods, from 2007 to 2017.

The emergence of President Correa and his Alianza País movement (MPAIS) represents a moment of recovery of the spaces of governance, in a process of "constructive destruction", that puts forward important criticism regarding the deinstitutionalization of the State, when the traditional parties' existing structure is weakened and a new ruling party enters the political arena. This new ruling party has been consistently successful in several instances, as it's positioned a president and the National Assembly, and has won successive referendums and popular consultations (Castillo & Granda, 2014).

By 2014, the Ecuadorian political context was marked by a period of stability, led by President Rafael Correa and his widely popular "Citizen's Revolution" project, which ended ten years of political turmoil in which no president finished

his four-year term (Machado, 2008; Pachano, 2009; Romero-Subia et al., 2022).

It is important to offer a historical description of the last 25 years of Ecuadorian politics, in order to understand the relevance and importance of the 2014 mayoral elections, where political leaders held three, four and up to five consecutive reelections in their territories. In 2009, this scenario of indefinite re-elections came to an end with the Code of Democracy, which only allows a single re-election for any popularly elected seat; therefore, mayors who had already been in power for several terms had to appoint their successors.

#### *Electoral system and electoral spending limit*

This research seeks to depict the behavior of electoral spending in a restrictive scenario with a mandatory and multiparty voting system. The sample includes the results of the 2014 elections, number of votes per candidate, electoral spending limit and the total spending declared by each candidate in the 221 cities of Ecuador.

In Ecuador, citizens over 18 and under 65 are required to vote in elections, and citizens over 16 and 65 are encouraged but not required to vote. Unlike other countries, the list of candidates per city ranges from 5 to 10 in small and medium-sized cities, while for the main cities, mayoral candidates can be as many as 19.

In order to run for a democratically elected seat, the candidate must belong to a registered political organization and be over eighteen years old. For president and vice president, the minimum age required to be a candidate is thirty-five years old, and to have been born in the country.

The Democracy Code, passed in 2009, states that dignitaries may be reelected only once, consecutively or not; and can never run for the same position again. This reform ended the careers of candidates who'd served as mayor for 18 years, such is the case of cities such as Guayaquil, Machala and Daule; while the city of Samborondón had reelected the same mayor for 22 years until 2019.

This law became effective for public office candidates two election periods later. Therefore, this regulation did not alter the democratic performance of the 2014 elections, nor did it affect the subject of this study, as incumbent behavior was still unregulated back then. A subsequent study of the 2019 elections will help to verify whether or not incumbency is inherited

to a candidate or political party, but we will leave that for future research.

The legal norm signed in the 2009 Code of Democracy guarantees the type of electoral propaganda that can be financed by the State, as well as the amounts and limits of campaign spending that a candidate who is running for a democratically elected seat can use during a campaign. This is how the State guarantees the equitable and equal financing of propaganda through written media, radio, television and billboards to all candidates.

Furthermore, this Code sets a campaign period of 45 days before the elections. It also establishes the electoral spending limit that candidates can use, apart from those of propaganda (that is already financed by the State). The limit criteria are the following:

- For presidential tickets, the amount that results from multiplying USD 0.15 by the number of citizens in the national registry.
- For National Assembly, Provincial Assembly and Prefect candidates, a maximum amount is estimated from multiplying USD 0.15 for each person in the registry, according to the respective jurisdiction, and in no case may the total limit be less than USD15,000 (for jurisdictions with fewer than 100,000 registrants).
- For mayoral candidates, the limit is calculated by multiplying the amount of USD 0.20 by the number of citizens registered in the township or metropolitan registry. In the case of cantons with less than 35,000 registered persons, the spending limit may not be less than USD 10,000, while for townships with less than 15,000 registered persons, the limit may not be less than USD 5,000 per candidate.
- For regional, township or parochial councilors, the maximum amount is 60% of the budget assigned to the highest seat of each jurisdiction respectively.

In 2014, a total of 28,180 candidates for prefects, mayors, and township council members were introduced nationwide. For the positions of Prefect and Vice Prefect, there were a total of 116 candidates in 24 provinces; in 221 townships, there were 1,201 mayoral candidates, 2,465 candidates for rural councilors, 5,745 for urban councilors and 18,653 for parish council members.

Research on the effect of spending concludes that incumbency brings benefits. Leaving Jacobson's findings (1978) aside; apart from having a public advantage based on their position, and regardless of how effectively they use their budget compared to their challenger, incumbents will always have an advantage in the electoral race based on their campaign investment, with a permanent effect over time. (Erikson & Palfrey, 1998). In addition, there are favorable conditions for incumbents that do not rely on campaign spending. For instance, an incumbent can campaign constantly by redirecting public spending toward strategic popular sectors to increase their acceptance. Favorable economic performance benefits incumbents in an election (Veiga & Goncalves, 2004).

However, one of the discussions in this study is whether the policy of electoral spending limits equalizes the conditions in the political race. For Abramowitz (1991), a low spending ceiling would simply serve to protect the incumbency of a candidate and promote ineffective competition. Given that this study focuses on evaluating the impact of electoral spending and the incumbency of the 2014 elections, it will only be possible to demonstrate what effect these variables have on each candidate.

### Methodology

The data collected from the 2014 mayoral elections in Ecuador contains a total of 1,201 candidates, the budgets spent on the campaign and the final vote count obtained by each candidate. Two independent variables are defined in two econometric multiple regression models. For each equation the dependent variable is the percentage of votes that each mayoral candidate received in their canton (Hernández-Rojas et al., 2021; Jimber del Río et al., 2020). The variables described are the following:

- **%Voto.** - Dependent variable obtained from the number of votes each candidate received divided by the total number of votes registered in that city.
- **EFL.** - Independent variable obtained by dividing the expenditure of a candidate for the spending limit of the city of its corresponding jurisdiction.
- **INCUMB.** - Proxy variable used to learn the effect of incumbency where 1 = incumbent and 0 = challenger

As explained, we used a multiple linear regression model to estimate the effects of each variable on the percentage of votes obtained; two



statistical models are proposed to compare the results.

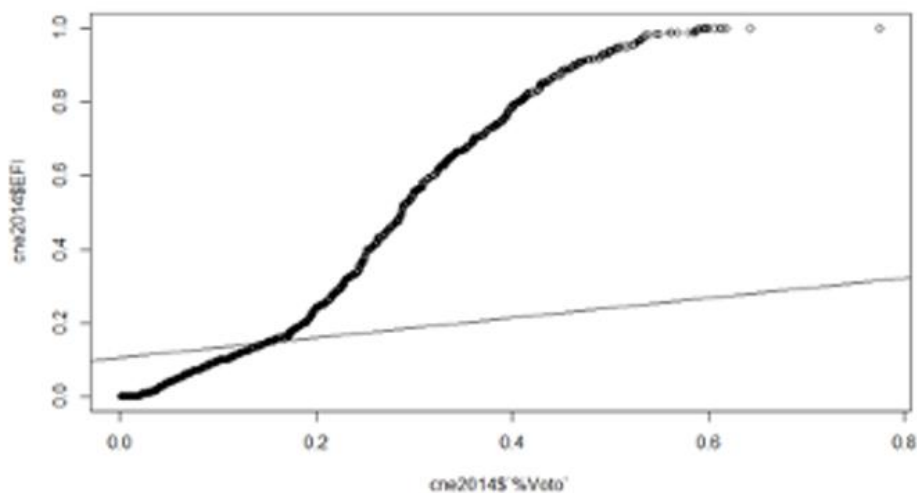
The first model (Model 1) describes the impact of spending efficiency for each candidate, as can be seen in formula 1. This model calculates the interrelation that the efficiency percentage of electoral spending has on the percentage of votes. It shows the impact of efficiency in electoral spending in capturing votes; that is, any candidate who spends 100% of his budget will be much more efficient than one who does not manage to spend his entire budget.

$$Y_i(\% \text{ voto}) = \beta_0 + \beta_1 X_{1i}(EFI) + e_i \quad (1)$$

For the second model, the dichotomous variable INCUMB is incorporated to measure the effect of incumbency in these elections. Incumbency is shown to be as important a factor as spending efficiency. Incumbency exerts a direct advantage on the contender, due to the incumbent's state of permanent campaign granted by his position in office. As has already been shown in other studies, the directionality of public spending towards certain sectors benefits acceptance of the candidate in his re-election.

$$Y_i(\% \text{ voto}) = \beta_0 + \beta_1 X_{1i}(EFI) + \beta_2 X_{2i}(INCUMB) + e_i \quad (2)$$

## Results and Discussion



**Figura 1.** Scatter diagram between percentage of votes an efficiency of electoral spending.

The scatter diagram shows the relationship of the data obtained from the 2014 mayoral elections, where, it is observed, the relationship is direct: the greater or more efficient spending, the greater the number of votes obtained. This preliminary result collides with a positive effect of the law restricting electoral spending in Ecuador, since it equates the conditions of all candidates by subjecting the electoral budget to a ceiling for each of their campaigns; therefore, to a certain extent, a restrictive policy equates the conditions of competitors, provided that this limit is respected and controlled. The Y axis represents the candidates' campaign spending Efficiency and the X axis is the percentage of

votes obtained per candidate. N = 1,201. Source: Own graph results in R Studio.

To infer the impact of spending on the amount of votes obtained, we ran the previously detailed model, the results of models 1 and 2 are presented in Table 1. It should be clarified that the amount of votes is not determined only by spending, but this model brings us closer to understanding the relationship that exists between the proposed variables. We should also clarify that there are additional factors that favor voting intention, such as partisan sympathy (Angulo, 2015), the candidate's approach to proposals and policies (Downs, 1957), charisma or affiliation to a political party. We will not talk about the effect of populism in this research.

**Table 1.**  
Results table

Independent variables	Coefficients (Standard Errors)	
	Model 1	Model 2
Interceptor	0,1054*** -0.005	0,0918*** -0.004
EFI (Efficiency)	0,268*** -0.012	0,1651*** -0.0101
INCUMB (Incumbency)		0,2376*** -0.008
R2	0.2829	0.5769

\*p < .05; \*\*p < .01; \*\*\*p < .001

The results establish that there is strong statistical evidence to reject the hypothesis that the coefficients are equal to zero; therefore, there is a correlation between the variables of both models. The autonomous variable, or interceptor, establishes that there is a percentage of votes that does not correspond to the expense or the candidate's incumbency. The results also establish an important factor given by R squared, for Model 1. This value is 0.2829, that is, the model barely explains 28% of votes obtained through spending, but when the Incumbency variable is added, R squared increases to 0.5769, which strengthens the model, explaining 57% of the votes obtained. Regarding the variables, in Model 1, we see that for each percentage change in spending efficiency, a candidate can get 26% of a vote.

### Conclusions

This study is the first in the Ecuadorian context to confirm the direct relationship between campaign spending and the amount of votes obtained within a restrictive policy for electoral spending. The results produced by the models clearly indicate the direct relationship between electoral spending and the amount of votes obtained, although not causally: the more a candidate strives to be efficient in his campaign spending, the greater their chance of obtaining more votes.

This first result shows that within the restrictive spending policy, there is an equitable competitiveness margin among the contenders in the electoral race, at least in the Ecuadorian system. Spending restrictions, limited campaign time and government financing for parties are factors that even out the conditions for all the candidates, provided that the established deadlines and limits are met.

The second model, on the contrary, shows that when there is an incumbent, his chances of winning increase significantly against his direct challenger. In other words, the incumbent candidate who opts for reelection gets an advantage over his opponents. This advantage, according to several authors, responds to the investment made by the incumbents during their time in office, which has a direct impact on the voter; while other authors infer that it is the candidate's experience which translates in voting intention in his favor.

The current reelection policies promote a more active political intervention, since, when indefinite reelection was eliminated, the candidates or political parties lost the advantages of incumbency to continue in power, as occurred in the last 20 years in Ecuador. The two-term reelection law prompted some mayors to pass on incumbency to their children by positioning them as candidates for their seat. The effect of this phenomenon has not yet been measured and will be the subject of new research.

To conclude, an electoral scenario with a policy of electoral spending ends up increasing the inequalities between an incumbent candidate and a challenger, due to the advantage of the former on the political scene. The limit of electoral spending coerces the advantage that campaign investment generates for a challenging candidate, spending is so important in attracting votes that the limitations harm free competition.

Debating whether or not a spending control policy is beneficial is not conclusive in this study, since this control allows us to observe the behavior of certain political parties and candidates in an electoral contest. If a candidate is not efficient in his campaign spending, it should be cause to limit his participation in future elections as a measure refining the electoral

register, where control entities reward or punish participation based on its efficiency.

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## Matrix method of reflecting activity in the digital twin of the social system

### Матричный способ отражения деятельности в цифровом двойнике социальной системы

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#### Abstract

The paper considers the approach to solving the problem of exact reflection of processes taking place in the company in the digital twin of the social system – not only technological and production ones but also the processes of interaction between subjects. The approach presented is the development aimed at the creation of the digital twin of the comprehensive mathematical model of the social system functioning in the active environment. Due to the presentation of agents' actions as the transformation act of the resource base controlled by them, there appeared an opportunity to use multidimensional matrixes reflecting the phase transition of the social system resource base for solving the problem of process fixation. Combined with the calculation, the probabilities of a human to perform certain conditioned matrix actions reflecting resource transformations allow the digital twin to forecast the activity results, calculate deviations from the target trajectory of the system motion and calculate the required control actions. The novelty lies in the activity representation as a multidimensional matrix. As an example, the paper considers the use of three-dimensional matrix but the possible need in using matrixes of larger dimensionality is pointed out.

#### Аннотация

В статье рассматривается подход к решению задачи точного отражения в цифровом двойнике социальной системы процессов, происходящих в компании – не только технологических и производственных, но и процессов взаимодействия субъектов. Представленный подход является развитием для целей создания цифрового двойника комплексной математической модели социальной системы, функционирующей в активной среде. За счёт представления действий агентов как акта преобразования подконтрольной им ресурсной базы появилась возможность для решения задачи фиксации процессов использовать многомерные матрицы, отражающие фазовые переходы ресурсной базы социальной системы. Вместе с расчётом вероятности совершения человеком определённых обусловленных действий матрицы, отражающие ресурсные преобразования, позволяют цифровому двойнику прогнозировать результаты деятельности, рассчитывать отклонения от заданной траектории движения системы и рассчитывать необходимые управляющие воздействия. Новизна заключается в представлении деятельности в виде многомерной матрицы. Для примера в статье рассматривается использование трёхмерной матрицы, но отмечается возможная необходимость использования матриц большей размерности.

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**Keywords:** digital twin of company, digital twin of social system, comprehensive mathematical agent-based model of social system, simulation model of social system, economy digitalization, digital transformation, resource and functional approach, active system.

**Ключевые слова:** цифровой двойник предприятия, цифровой двойник социальной системы, комплексная математическая агенто-ориентированная модель социальной системы, имитационная модель социальной системы, цифровизация экономики, цифровая трансформация, ресурсно-функциональный подход, активная система, активность, экономика.

## Introduction

The need in economy digitalization, computerization of company activities is undeniable. And we already have examples of production computerization demonstrating the possibility and reasonability of such systems. Thus, as early as in 2015 Changying Precision Technology opened a completely computerized factory without physical presence of a human (The world of technology, 2015). But the today's examples are mainly the ones of production activity computerization. Besides, the management and activity arrangement are not properly computerized – the existing products only fragmentarily solve this problem.

For management computerization it is necessary to have a model adequately reflecting the management object dynamics. But for proper system dynamics modeling it is required to have the possibility to fix and calculate all phase transitions of the system. For the social system these are the state changes caused by the participants' actions, including the change in the state of interacting subjects. As discussed earlier in (Samosudov, 2022), a social system state is described by the aggregate of phase variables, which can be grouped as follows:

- Phase variables of the system state connected with the participants of the system corporate relations: number of participants, their behavior, available resources, needs, vision of their state, and state of social and economic space (SES).
- Phase variables connected with the social system resource base: types and amount of resources available in the system (obtained from the agents), distribution of the resources among the agents (social localization of resources).
- Phase variables connected with institutional environment: structure and parameters of social institutions, including external and internal, formal and informal institutions that define the rules of interaction of agents.
- Phase variables connected with the activity of the system and its participants: flows of resources and messages, transmission channels used, array of agents obtaining resources and messages from the system.

In their previous papers the authors described the key fixation aspects of institutional environment parameters, calculation of the influence of information flows on the agents' behavior, formalization of the social system agents' activeness in a digital twin. In this paper we deal with the issue of formalization (fixation) of the resource base dynamics occurring as a result of process implementation in a company (performance of certain actions by the agents).

The task of process registration in a digital twin (DT) comes down to the registration of all existing phase transitions (changes in the values of phase variables).

In this paper we set the goal to find the way to fix changes in the system resource base, caused by certain actions performed by the agents, in DT.

## Literature overview

To develop complex software products for computerizing the activity of economic systems, the works in the field of creating DT and activity computerization means based on them seem perspective (Lee at al., 2015; Brenner & Hummel, 2017; Söderberg at al., 2017; Uhlemann at al., 2017; Asimov at al., 2018; Bolton at al., 2018; Tao at al., 2018; Kurganova at al., 2019; Jones at al., 2020; Barkalov at al., 2021; Budiardjo & Migliori, 2021; Traoré, 2021; Becker & Pentland, 2022; Hamzaoui & Julien, 2022; Korovin, 2022; Strielkowski at al., 2022). As pointed out in (Kurganova at al., 2019) “when DTs are developed for newly

created productions, they get the opportunity ... to reveal possible risks and defects, to correct the project through its operation simulation. DT of the existing production allows working through the introduction or change in the technological processes without actual interference with the operation". So, there emerges an opportunity to decrease the number of errors in the process of activity arrangement. But the perspectives to use DT specifically for managing social systems look even more attractive.

DT is based on the imitation model defining the data form and structure, which allows calculating the object dynamics in its functioning environment. As applicable to a company, this is the simulation of social system motion in SES. As indicated in (Petrov, 2018, p. 58), "... simulation modeling ... is defined as a numerical research method of complex systems whose elements are described by heterogeneous mathematical apparatus and combined by a linking model". Simulation models are often realized as hardware-software complexes. At the same time, "traditional simulation modeling methods consider employees ..., suppliers, clients, products, projects, etc. as an arithmetic mean or as passive resources" (Tsenina, 2017, pp. 367-368). Therefore, agent models are more and more often used to model social systems (Churyukin, 2009; Petrov, 2018; Tsenina, 2017) – they allow modeling the social system dynamics through the simulation of agents' interaction.

In many cases, speaking of DT the authors of the papers mean DT of technical systems, separate objects, parts, units, production lines, etc. But DTs of social systems, in particular, have not been spread properly yet. This is partly caused, as indicated before, by the fact that DT requires the availability of the simulation model properly reflecting the system dynamics. At the same time, "Among the management tasks in social and economic, organizational, political and other spheres, ... the complex problems aimed at changing the state of things in general in the desired way are the most complicated ones. In this case, the whole problem region, considered as the dynamic situation consisting of the aggregate of heterogeneous interacting factors, is the management object. ... When trying to use information technologies to solve such problems, as a rule, one has to come across the fact that in contrast to the majority of technical systems, the control object (i.e. situation) has not only been formalized but is also weakly structured" (Kuznetsov, n.d.).

Sometimes the company processes are considered from the position of PDCA cycle (see, for example, (Manakhova at al., 2022)). But this only allows understanding the process general logics and does not allow tracing all phase transitions taking place during the process realization. The schemes are traditionally used to describe business processes. Such notations as IDEF, BPMN, eEPC, etc. are frequently used to form the schemes. But the notations are only the rule of the process schematic depiction. The schemes, as a rule, do not reflect all necessary information about the process, do not provide sufficiently detailed description to have the possibility to exactly define deviations of the actual process from the calculated one when designing the social system. Therefore, they cannot be used for creating DT since they do not allow fixing the process with the sufficient accuracy. They can be quite reasonably used when designing the processes for initial elaboration but in DT it is necessary to fix the system "passing" through the process with rather high accuracy providing the system dynamics tracing (i.e. the change in its resource base), and the abovementioned notations do not provide this information. Although, notation IDEF allows describing a process in more detail, it does not provide the sufficient detailing for the sake of the process reflection in DT. The matrix methods of reflecting the company dynamics are used in some papers (Kukharensko at al., 2015), but this is more appropriate for reflecting the company functioning indices in the matrix form but not the processes themselves as they are. Network models are also used (Dorrer at al., 2020; Dorrer, 2021). However, to create DT the fixation of the system phase transitions is particularly required but not of the results, which are the consequence of changes in the system.

## Method

To complete the task of creating DT, we use the mathematical modeling method. The social system moving in SES serves as the modeling object.

The following entities are used in the model (Samosudov, 2022):

- Invariants and conditional invariants (unchangeable within the problem being solved): a priori existing entities, which the agents can exchange (transferable resources); messages as the aggregate of information initial elements (signs, other information elements identified by a human with the help of own sensory organs); transmission channels structuring the SES.

- Variative entities depending on SES point, in which they are considered: values of the resources; content and sense of messages emerging in individual subspace when interpreting the messages based on the individual alphabet.
- Service entities used to calculate the system dynamics: agents' actions, institutional environment, behavior vector – matrix with the dimensions  $1 \times n$ , every element of which defines the probability of a human to perform a certain conditioned action.

The model considers the agents' activeness not only as the ability to make decisions based on own interests but also as an opportunity to act upon other agents to change own situation in compliance with own interests (system activeness).

The system motion is calculated through the calculation of changes in phase variables as a result of agents' interactions. At the same time, the value of variative entities is calculated based on the information on the values of invariants through the calculation of gradients of resource and information flows within SES point. This allows taking into account the resource value relativity, sense of messages and other factors in the calculations, as well as calculating the forecast of SES dynamics to form managerial and marketing actions.

It is critical to point out that the model operates the whole variety of resources, which can be used in the social system activity. The rules of quantitative estimation of resources of different nature were defined for this (for more detail, see (Samosudov, 2019)). From the point of applied realization, the list of the model resources is defined by the social system analysis to reveal the resources used or by the activity design (for newly created systems).

## Results

Taking the foregoing into account, under the company DT we understand the computer software providing the fixation and processing of the sufficient amount of data to trace the situation change in the company when modeling different actions onto it – controlling, disturbing, etc. Such data complex should reflect all essential cause-and-effect relations, contain the necessary and sufficient data set, which allows simulating the social system dynamics in SES.

From the realization point, DT is a set of program modules fixing data in the required format, processing them in a certain way and thus providing the possibility to model the activity, imitate the dynamics of the social system state, calculate its behavior and properties, consequences of one or another effect. To be used in the management system, it should provide the possibility to perform the following actions:

- Fix the state of companies and environment, in which it is functioning, as a set of values of phase variables (system and environment parameters).
- Fix the change in the company state if any phenomena occur, circumstances change, any actions are performed by the participants.
- Show (calculate) how the social system state and properties change with the change in the values of one or several parameters.

### Formalization of processes in DT

The social system activity means the actions of participants of corporative relations. If the social system is considered within SES and its motion in SES, the system process change with time is conditioned by the actions of all participants (agents), with whom the system is interacting: company employees, partners, clients, competitors, participants of corporative relations of these agents, etc. But for the purposes of our paper and specific task of modeling the particular company we can significantly limit the number of participants and consider the actions of only this limited number. At the same time, it should be pointed out that the approach presented is easily scaled and allows formalizing the activity of any social system.

As indicated before (Samosudov, 2022), the set of actions  $O_j(t)$  performed by  $j^{\text{th}}$  agent at moment  $t$  is defined by the current value of its behavior vector  $B_j(t)$  representing matrix  $1 \times n$ , every element of which defines the probability of a human to perform the corresponding conditioned action:



$$O_j(t) = B_j(t) |_{p(o_n)=1} \quad (1)$$

In turn, the agent's behavior vector value depends on information  $\tilde{I}_j(t)$  obtained at the moment of making decision on performing an action based on deciphering the message received from the environment:

$$B_j(t) = B_j(t_0) + \Delta B_k(\tilde{I}_j(t)) = B_j(t_0) + \left( \int_{t_0}^t \text{div} B_j^1(\tilde{I}_j(t)) dt, \dots, \int_{t_0}^t \text{div} B_j^n(\tilde{I}_j(t)) dt \right) \quad (2)$$

At the same time, all information obtained is the result of interpretation of all messages  $\tilde{M}_j^k$  based on alphabet  $M_j$  received by  $j^{\text{th}}$  agent from all active  $k$  participants. The interpretation result are subjective evaluations of stimuli  $s_n(o_x)$  (obtained resources), limitations  $l_m(o_x)$  (lost resources) and probability of obtaining  $p(s_n)$  or losing  $p(l_m)$  resources caused by the performance of certain actions.

$$\tilde{I}_j(t) = \varphi \left( \sum_k \tilde{M}_j^k(t), M_j \right) = \{s_n(o_x), l_m(o_x), p(s_n), p(l_m)\} \quad (3)$$

In the activity process the initial resource base is successively transformed into the result: final resource or aggregate of resources. Moreover, the action is the act of transforming the resource base controlled by the action subject into the action result. And, consequently, the action result can be a message, resources transferred to someone, new resource or aggregate of resources.

It is crucially important to indicate that to reach the required accuracy of activity comprehension, it is necessary to consider, be able to identify and have the possibility to measure all types of resources (material, informational, social, spatial, intellectual, time), be able to identify and fix phase transitions of the resource base.

The arbitrary action  $O_z$  of the activity subject is formalized by two matrixes: the matrix of resources controlled by the participant at the moment of performing actions and matrix of the resultant distribution of the resources in the system corresponding to this action.

$$(r_1 \quad r_2 \quad \dots \quad r_n) \xrightarrow{O_z} \begin{pmatrix} r_{11} & \dots & r_{1n} \\ \vdots & \ddots & \vdots \\ r_{j1} & \dots & r_{jn} \end{pmatrix} \quad (4)$$

But only the action of one participant is formalized in this way. If we consider the aggregate of participants performing actions in the social system, the formalization of the  $z^{\text{th}}$  action  $O_{iz}$  performed by the  $i^{\text{th}}$  participant will look as follows:

$$\begin{pmatrix} r_{11} & \dots & r_{1n} \\ \vdots & & \vdots \\ r_{in} & \ddots & r_{in} \\ \vdots & & \vdots \\ r_{j1} & \dots & r_{jn} \end{pmatrix} \xrightarrow{O_{iz}} \begin{pmatrix} r_{11} & \dots & r_{1n} \\ \vdots & \ddots & \vdots \\ r_{j1} & \dots & r_{jn} \end{pmatrix} \quad (5)$$

The number of matrix columns is defined by the number of resource types used in the activity, the number of lines – by the number of participants of the activity (economic agents participating in the activity).

As shown before (Samosudov, 2019), the resource base undergoes the following changes in the activity process:

- Resources appear and disappear (they are spent).
- Resources change the spatial-time and social localization.
- Resources transfer from the passive form into the active one and back.

Resources in the social system can appear as a result of their transfer into the system by the activity participants, and as a result of the participants' actions (processes). The change in the social localization assumes the transfer of the resources into ownership or use. Transition of material resources into the active form means the resource preparation for action (switching on the device, etc.). For informational resources this is the information taken in by a human, association of this information with own actions. In many cases this requires time and, perhaps, other resources. In general case, the action can be performed if the corresponding component of the behavior vector equals 1 and all resources are in the active form. Availability of the techniques for measuring all types of resources, for resource analysis and synthesis allows taking into account all phase transitions of the resource base.

The succession of actions (in the compact form of the matrix recording) can be formalized as follows:

$$\left(r_{jn}(t_0)\right) \xrightarrow{o_1} \left(r_{jn}(t_1)\right) \xrightarrow{o_2} \left(r_{jn}(t_2)\right) \xrightarrow{o_3} \dots \xrightarrow{o_z} \left(r_{jn}(t_z)\right) \quad (6)$$

At the same time, each action requires certain time for its performance  $\Delta t(o_z)$ :

$$\left(r_{jn}(t_0)\right) \xrightarrow{o_z} \left(r_{jn}(t_1 = t_0 + \Delta t(o_z))\right) \quad (7)$$

Taking into account that the time for performing different actions differs, in DT it is necessary to have the possibility to consider the influence of different actions on a certain value of the resource base at a certain time moment.

Let us assume that at moment  $t_1$  the first participant successively performs two actions each requiring time  $\Delta t$ , and the second participant – one action requiring time  $2\Delta t$ . Then the actions of the first participant will change the matrix at time moments  $t_2$  and  $t_3$  in compliance with (Eq. 6), and the actions of the second participant – at time moment  $t_3$ . In other words, at each time moment the resource matrix of the social system reflects all resource transformations completed by this moment due to the agents' actions.

The succession of matrixes of the resource base transformation can be represented as three-dimensional matrix  $(r_{jn}(t_z))$  whose layers reflect the resource base state at specific time moment differing from the previous one by  $\Delta t$ . To improve the fixation accuracy of processes in DT, the discretization frequency of the process matrix should provide the formalization of rather fast processes taking place in the company.

## Discussion

The developed approach allows fixing processes of the company functioning in DT of the social system as the succession of resource transformations reflected in the multidimensional matrix. This gives the possibility to solve the problems of activity formalizing, revealing or forecasting (calculating) errors, etc.

If the fixation of phase transitions (actual changes in the resource base) is provided, it is possible to fix, as promptly as possible, all complex of processes of the social functional system and, using the digital twin calculation modules, to forecast the course of events and, if necessary, make the decisions on controlling actions; in particular, to automatically form recommendations for the manager and even form the controlling actions themselves.

Phase transitions can be fixed both by devices and based on the marks of the process participants. To minimize the possibility of distorting the information about the process, it is recommended to use the double-entry recording method – the mark is put by the person who completed the work and obtained the required result, but this mark should be confirmed by the person who uses the work result of the previous activity participant.

It should be also pointed out that the resources possess the attributes reflecting their current status that, possibly, defines the need in using them for fixing the state more often than four-dimensional matrixes. But actually this does not essentially change the model and realization of the social system digital twin.

To arrange the work, at the stage of designing the company digital twin it is necessary to define the list of resources required for the activity and list of actions with the resources. This is done in the course of activity design.

## Conclusion

To create DT of the social system, it is critical to have the possibility to fix the activity resource trace – this is the most accurate method to fix processes. Namely these processes change the system. Therefore, it is rather important to fix the processes and calculate possible consequences of the existing changes in the resource base. The probability of actions performed by the agents is calculated based on the messages, fixed in DT database, transmitted to the participant, as well as the information about the resources obtained by him or her that is fixed in the matrix of resource transformations in compliance with (Eq. 2) as shown in (Samosudov, 2022).

At the same time, it is necessary to emphasize (point out) once again that the model requires accuracy in elaborating the system resource base, defining and recording all types of resources used in the activity.

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## New solutions for assessing insolvency risk in commercial organizations

### Новые решения для оценки риска неплатежеспособности в коммерческих организациях

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#### Abstract

In the context of continuous crises that have occurred in the last decade, effective solutions to reduce risks and introduce effective controls into the financial management process in commercial organizations are extremely important. In order to give a new impetus to sustainable economic growth, it is necessary to prioritize the implementation of large-scale reforms, the difficult fiscal situation in a large number of countries, the problems associated with a decrease in the solvency of commercial organizations in the real sector of the economy also require a comprehensive regulatory solution. The main purpose of this article is to offer solutions for controlling financial risks, in particular, for predicting the risk of insolvency, in the context of new ideas of financial management. Alternative methods for assessing the financial condition of commercial organizations, which also include the assessment of solvency, are based on more complex calculations, algorithms and the principle of joint application of a number of methods. From this point of view, a number of researchers in modern conditions prefer cluster analysis. A new approach to assessing and predicting insolvency risks, proposed as a scientific innovation, provides an opportunity to implement new progressive ideas of financial management in commercial organizations.

**Keywords:** risk management, bankruptcy risk, business risks, financial indicators, solvency, model, forecast, range, variable.

#### Аннотация

В условиях непрерывных кризисов, которые происходили в последнее десятилетие, эффективные решения по снижению рисков и внедрению эффективного контроля в процесс финансового управления в коммерческих организациях чрезвычайно важны. Для того чтобы придать новый импульс устойчивому экономическому росту, необходимо расставить приоритеты в реализации масштабных реформ, сложная фискальная ситуация в большом количестве стран, проблемы, связанные со снижением платежеспособности коммерческих организаций в реальном секторе экономики, также требуют комплексного нормативного решения. Основная цель данной статьи - предложить решения для контроля финансовых рисков, в частности, для прогнозирования риска неплатежеспособности, в контексте новых идей финансового менеджмента. Альтернативные методы оценки финансового состояния коммерческих организаций, к которым также относится оценка платежеспособности, основаны на более сложных расчетах, алгоритмах и принципе совместного применения ряда методов. С этой точки зрения ряд исследователей в современных условиях отдают предпочтение кластерному анализу. Новый подход к оценке и прогнозированию рисков неплатежеспособности, предложенный в качестве научной инновации, предоставляет возможность реализовать новые прогрессивные идеи финансового менеджмента в коммерческих организациях.

**Ключевые слова:** управление рисками, риск банкротства, бизнес-риски, финансовые показатели, платежеспособность, модель, прогноз, диапазон, переменная.

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## Introduction

In the period of 2010-2020, the development of financial management, from the point of view of handling the problems faced, is characterized by the development of information technologies and the use of new innovative approaches related to it. In this phase, methods of expert analysis of asset price changes were created. At the same time, the new financial technologies in the digital economy, such as blockchain (MacKendrick, 2016), cryptocurrencies (Korechikov & Tselishchev, 2017), which are considered as a type of digital currency, began to be widely used.

Without undermining the significant advantages of the financial technology of the digital economy, it should not be ignored the fact that, in particular, the intangible nature of cryptocurrencies leads to significant deviations in their value assessment, which can lead to a number of problems in the assessment of the value of Internet organizations. We do not also exclude the fact that at a certain stage of development of the world economy, the inadequate overvaluation of digital currencies may cause a new global financial crisis. According to predictions (Tebekin, 2019), handling of the global economic crisis caused by 2020-2021 COVID-19 will be accompanied by an increase in the role of human capital in the economy. Therefore, during the financial management processes, improvement in the accounting tools of the value of the human capital and increase in the efficiency of capital management within the framework of capital management of the organization are envisaged.

Currently, in the conditions of the crisis caused by the Russian-Ukrainian war, finding new solutions for sustainable development based on financial risk management and corporate social responsibility is considered one of the key priorities of the financial management philosophy.

Manifestations of specific types of risks are related to time and probability. The major criticism of quantitative risks by the high-level specialists is that the scope of risk results is not represented by probability distribution. (Ashley, 2020)

In the conditions of market economy, solvency is one of the most important standards for strengthening relations between organizations connected with each other by economic ties. According to different approaches to solvency assessment, it is interpreted as the ability of a business to pay off its current liabilities on time with the liquid current assets.

An insolvent organization is attractive to neither suppliers nor investors, as it creates a threat of losing both its resources and the resources involved. Effective management of organization's solvency enables to quickly address the problem of survival in a competitive environment, and furthermore, to be able to receive and pay off the borrowed funds on time and in the necessary amount.

The analysis of the practice of conducting bankruptcy procedures shows that their rehabilitation potential is not used efficiently enough, and the bankruptcy procedures are, in many cases, considered as a means of liquidating organizations (Skripichnikov, 2009).

The recent developments in the world economy have affected the solvency of commercial organizations, and it is the imperative of the time to implement new solutions aimed at the restoration thereof. Unstable international markets, economic restrictions, changes in tax policy and gradual digitization in the business cause certain problems in the process of managing the solvency of organizations and require new solutions.

## Literature Review

The literature review shows that financial risk management in the conditions of a crisis has been highly pivotal in various studies. (Yankovskaya et al., 2022) have proved that investments and corporate social responsibility separately do not contribute positively to sustainable development and they linked the philosophy of financial risk management to corporate social responsibility.

(Van Staveren, 2009) has proposed five stages for making the risk management process more efficient, they are: goal determination, risk identification, risk assessment, consideration of alternative options and risk diagnostics.

The development of financial stability assessment approaches requires the use of financial and operational risk assessment coefficients. The financial coefficients, which the analysts use to determine the uncertainty of the organization's income formation process, are included in the group of coefficients characterizing the risk. They, in turn, are divided into 2 groups:

- operational risk assessment coefficients;
- financial risk assessment coefficients.

Operational risk assessment coefficients reflect the quantitative measurement of the uncertainty related to the receipt of operating income of the organization.

Operational risk management (ORM) is crucial to any organization, and in the era of big data, analytical tools of operational risk management are evolving faster than ever (Araz et al. 2020).

As a rule, the magnitude of the operational risk is related to the state of the organization's scope of activity, which makes it necessary to carry out scope analysis in the process of operational risk assessment. The maximum operational risk occurs at the beginning of the organization's life cycle or at the innovative stage of its development, in which case the volume of uncertainty in terms of income guarantees reaches its maximum size. A high level of operational risk is also observed during the growth and development of the organization's life cycle. If the organization experiences a crisis and decline during its life cycle, there occurs a decrease in the operational risk.

There are two ways of measuring the operational risk. In the first case, it is measured as the ratio of the standard deviation of operating profit to its mean value, by representing the coefficient of covariance of operating profit, and in the second case, the operational risk is measured as the ratio of the standard deviation of net revenue from sales and its mean value, by representing the coefficient of sales covariance.

Determination of the share of the borrowed capital in the total capital structure is one of common approaches to determination of financial risks; the higher the share of the borrowed capital, the higher the financial risk. The operational and financial risks are inversely related to each other; hence financial risks occur at the upper limit of operational risks. Based on this, we can note that maximum operational risks are accompanied by minimum financial risks, an argument for this is currently the venture financing, which is used at the beginning of the life cycle of the organization.

Around the world, the pandemic has exacerbated the risks posed by the increase of debt levels. At the current stage, the containment of the spread of the virus, provision of assistance to the vulnerable groups of population and solving the problems related to vaccines are the priority tasks to be addressed.

Solvency is one of the most important standards for strengthening the relations between organizations connected with each other by economic ties. Therefore, according to different approaches to solvency risk assessment, it is interpreted as the ability of a business to pay off its current liabilities on time with the liquid current assets.

In order to evaluate the long-term solvency of organizations, (Van Horne, 1996) proposed four ratios.

(Savitskaya, 2015) highlights the unreasonable and non-targeted management of the current assets of the organization as one of the reasons for the decrease in solvency, noting, in particular, the accumulation of unsubstantiated receivables, the high share of their overdues and the large volume of unsubstantiated inventory reserve balances.

(Dantsova, 2015) states in her viewpoint that the insolvency of the organization can be significantly dependent on the non-payment of tax liabilities within the specified periods, which leads to additional costs for the payment of penalties and fines.

According to (Smirnov, 2015), the solvency of the organization is quite variable. For example, in the case of occurrence of a maturity date of payables and the lack of funds in the organization's bank accounts, the organization is assessed as insolvent, which is a result of the financial indiscipline of accounts receivable payers, even if the organization has a liquid balance sheet and opportunities to attract new borrowed funds.

(Kudryavtsev, 2015) defines the solvency of the organization as the ability of the corporate debtor to pay off the liabilities within the defined periods.

It should be noted that chronic insolvency is one of the most fundamental impulses of manifestation of bankruptcy risk in commercial organizations. At the current stage, the prediction of the probability of insolvency and bankruptcy risks is considered to be a very important economic problem for commercial organizations that requires effective solutions, because the sooner the negative trends are identified, the greater will be the opportunities for the organization to restore solvency. The first attempts to assess the financial position of organizations were made at the beginning of the

19<sup>th</sup> century. Creditworthiness was the first indicator used for this purpose.

However, only in the 20<sup>th</sup> century, financial and economic indicators began to be widely used to predict not only insolvency, but also various financial problems. (Altman, 1968; Beaver, 1966) have made a great contribution to this process.

Canadian researcher (Springate, 1978) proposed its approach to predicting the probability of bankruptcy risk based on discriminant analysis.

Discriminant analysis based on multiplicative relationship is one of the crucial directions of improvement of regression analysis methods in the approaches to evaluating the solvency of organizations.

Using the latter, evaluating the solvency of organizations has gained special importance when discussing bankruptcy issues. Such a complete system was proposed by (Bastensi, Van Den Berg, & Woody, 1997), In Neural Networks Based Conjoint View.

Among the discriminant models, which are also important in predicting the potential risk of bankruptcy, special importance is given to the approach proposed by (Zaitseva, 1998).

The approaches based on regression formulae for assessing the potential risk of solvency and bankruptcy of commercial organizations, mainly characterize the situation with high accuracy and neutralize many drawbacks of analytical methods. However, it should be noted that the approaches to predicting the probable risk of bankruptcy are mainly focused on the assessment of long-term solvency or financial stability.

The logistic regression analysis is considered to be the most effective regression method for predicting the probable risk of insolvency and bankruptcy, which is an extension of the multivariate regression analysis methodology and is applied to situations where the predicted parameter accepts a true or false value. Among the solutions to logistic regression analysis proposed by the western researchers, let us note the model proposed by (Ohlson, 1980) and the joint approach by (Begley et al., 1996).

One of the researchers, (Voiko, 2019), studying the mechanisms of predicting the probability of bankruptcy based on the use of logit models, proposed a mathematical model for calculating

such probability for small and medium-sized construction organizations.

(Dahiyat et al., 2021) in the coauthored article assessed the performance of companies listed on the Amman Stock Exchange in 2010-2019. liquidity and solvency with data. Return on assets (ROA) and earnings per share (EPS) were highlighted in the developed model. Current liabilities and total debt to total assets were considered by these researchers as indicators of liquidity and solvency. Within the framework of the developed approach, correlation and multiple regression analyzes were used for data analysis, the results of which proved a statistically significant relationship between liquidity and solvency management and company size.

Using data from 244 out of 323 companies listed on the Dhaka Stock Exchange, Mohammad (Abdullah, 2021) developed a solvency prediction model using artificial intelligence to help banks effectively classify their customers based on their solvency.

The development and practical application of a new approach to forecasting solvency risk for alcoholic beverage companies will be quite useful for financial management professionals of commercial organizations. Therefore, it was considered as the main objective in this paper.

## Methodology

Analytical approaches require assessment of the correlation of the financial stability with financial risks comparing their assessments and making conclusions on the feasibility of the policy of attracting funds.

The research was carried out by RA NAS at the M. Kotanyan Institute of Economics. During the research, commercial organizations of the RA real sector were studied, the total number of observations of which was 32. The methods of matrices, least squares, correlation analysis, combining financial ratios and logit analysis were applied. The LOGIT-probit models for assessing the insolvency and bankruptcy risk of organizations are statistical predictive models by their nature, which make it possible to estimate the occurrence of bankruptcy of the organization for a period of 1-3 years. When building similar models, 2 groups of organizations are selected: the first group includes organizations declared bankrupt by the court's decision, and the second group includes financially stable organizations. In the process of building the model, financial coefficients are calculated for those 2 groups of



organizations, after which, using them, a regression model is built with the help of the logistic regression toolkit, which more accurately describes the 2 groups of the sample of organizations.

**In the first step** for this purpose, we offer the following set of financial risk assessment indicators:

- long-term debt /equity;
- long-term debt /total liabilities;
- gross assets/equity;
- total debt/equity;
- (total debt on loans+finance costs)/equity;
- profit before tax/(total debt on loans+finance costs).

**In the second step.**

- In the context of correlation of the proposed coefficients and the following macroeconomic indicators: the AMD/USD exchange rate ( $T_{AMD/USD}$ ), the money multiplier ( $T_{MM}$ ), and the  $M_1$  money supply aggregate ( $T_{M1}$ ), and the impact of the relative growth rates on the selected variables, we offer a logit regression analysis approach. Development of the mathematical model pursues 2 important goals:
  - prediction of the value of the result indicator for the new values of the predicted variables;
  - determination of the degree of impact of each predicted variable included in the model on the the basis of determination of the result indicator.

The most popular methods for addressing this problem are multivariate linear regression (Nikonov, 2021), discriminant analysis (Borovsky et al., 2018) and logit regression (Luchinin & Lyanguzov, 2022).

The multivariate linear regression is mostly used in situations where the dependent (result) variable is considered to be a continuous parameter and it coincides with the predicted variables by size. In this case, the main condition for the effectiveness of this method is the theoretically very close linear dependence of the result indicator and the predicted variables.

The discriminant analysis is effective to use in situations where it is necessary to classify the relevant subject into a specific group or class.

- As a rule, the logit regression is used in situations where the dependent (outcome) variable has a binary value: one true or zero false. In this case, the result indicator can be both discrete and continuous.
- of developing the proposed model, adjustment of selected variables with macroeconomic indicators is performed.:
- a table of standardized coefficients is built using the matrix method (Goldman & Schmalz, 2004).
- the table of squares is built based on the data of the table of standardized coefficients.
- we develop the regression formula for determining  $Y^*$ , the prediction of the bankruptcy risk.

**In the third step.**

- applying the formula  $P = 1/(1 + e^{-y})$ , we calculate the value of P according to the observations made.
- we determine the ranges of P, the model (1) of bankruptcy risk assessment of commercial organizations.

**In the fourth step,** we determine the bankruptcy risk assessments of randomly tested commercial organizations of the Republic of Armenia.

## Results and Discussion

Step 1. The analysis made for “Yerevan Champagne Wines Factory” OJSC for 2010-2020 shows the following trends concerning the proposed indicators characterizing the financial risk:

- in terms of long-term debt/equity ratio, the mean value for 2010-2020 was 0.945, the maximum value was 1.428 in 2010, and the minimum value for the studied period was in 2019 – 0.523.
- in terms of long-term debt/total debt ratio, the mean value for 2010-2020 was 0.725, the maximum value was 0.798 in 2010, and the minimum value was 0.511 in 2019.
- in terms of gross assets/equity ratio, the mean value for 2010-2020 was 2.291, the maximum value was 2.789 in 2010, and the minimum value was 1.831 in 2017.
- in terms of total debt/equity ratio, the mean value for 2010-2020 was 1.291, the maximum value was 1.789 in 2010, and the minimum value was 0.831 in 2017.
- in terms of (total debt on loans+finance costs)/equity ratio, the mean value for 2010-2020 was 0.372, the maximum value was 0.8

in 2020, and the minimum value was 0.230 in 2016.

- in terms of profit before tax/ (total debt on loans+finance costs) ratio, the mean value for 2010-2020 was 0.185, the maximum value was 0.680 in 2017, and the minimum value was -0.181 in 2020.

The analysis made for “Plant of Pure Iron” OJSC for 2010-2020 shows the following trends concerning the proposed indicators characterizing the financial risk:

- in terms of long-term debt/equity ratio, the mean value for 2010-2020 was 0.018, the maximum value was 0.06 in 2018, and the minimum value for the studied period was in 2019 – 0.
- in terms of long-term debt/total debt ratio, the mean value for 2010-2020 was 0.345, the maximum value was 0.896 in 2016, and the minimum value was 0 in 2019.
- in terms of gross assets/equity ratio, the mean value for 2010-2020 was 1.077, the maximum value was 1.196 in 2020, and the minimum value was 1.010 in 2015.
- in terms of total debt/equity ratio, the mean value for 2010-2020 was 0.077, the maximum value was 0.196 in 2020, and the minimum value was 0.010 in 2015.
- in terms of (total debt on loans+finance costs)/equity ratio, the mean value for 2010-2020 was 0.031, the maximum value was 0.156 in 2014, and the minimum value was 0 in 2016-2017 and 2019-2020.
- in terms of profit before tax/ (total debt on loans+finance costs) ratio, the mean value for 2010-2020 was 6819.255, the maximum value was 51519,47 in 2020, and the minimum value was 0.903 in 2014.

*The results of the developed bankruptcy risk assessment model are as follows:*

**Step 2.** We have created the regression formula for determining  $Y^*$ , prediction of bankruptcy risk which is as follows:

$$Y^* = 0.29 * (\text{long-term debt} / \text{equity}) + 0.064 * (\text{long-term debt} / \text{total liabilities}) - 0.007 * (\text{gross assets} / \text{equity}) + 0.075 * (\text{total debt} / \text{equity}) + 0.031 * ((\text{total debt on loans} + \text{finance costs}) / \text{equity}) + 0.028 * (\text{profit before tax} / (\text{total debt on loans} + \text{finance costs})), (1).$$

The developed regression formula reveals that total debt / equity coefficient has made a negative impact on  $Y_1$ , which will require use of effective

mechanisms of internal control in the financial management process in respect of equity.

**Step 3.** We propose the following ranges of  $P$ , the model (1) of bankruptcy risk assessment of commercial organizations:

- If  $0.869 < P < 1$ , the solvency of the organization has a chronic nature;
- If  $0.566 < P < 0.869$ , the organization has a problem of restoring current solvency;
- If  $0.222 < P < 0.566$ , the solvency of the organization is assessed as normal;
- If  $0 < P < 0.222$ , the solvency of the organization is assessed as very good.

**Step 4.** We have below presented the bankruptcy risk assessments of randomly tested commercial organizations of the Republic of Armenia:

- **“Armenian Mining Contractor” LLC**
  - 2019: the company needs to restore current solvency;
  - 2020: which shows the solvency of the company is assessed as very good.
- **“Gazprom Armenia” CJSC**
  - 2019: the solvency of the company is assessed as normal;
  - 2020: which shows the solvency of the company has a chronic nature.
- **“Bacon Product” LLC**
  - 2019: which shows the solvency of the company is assessed as very good;
  - 2020: which shows the solvency of the company has a chronic nature.
- **“TEX” CJSC**
  - 2019: which shows the solvency of the company has a chronic nature;
  - 2020: which shows the solvency of the company is assessed as very good.
- **“Chaarat Kapan” CJSC**
  - 2019: which shows the solvency of the company is assessed as normal;
  - 2020: which shows the solvency of the company is assessed as very good.
- **“Vedi Alco” CJSC**
  - 2019: the company needs to restore current solvency;
  - 2020: which shows the solvency of the company is assessed as very good.
- **“Beer of Yerevan” CJSC**
  - 2019: the company needs to restore current solvency;
  - 2020: which shows the solvency of the company is assessed as very good.
- **“Alex Textile” LLC**
  - 2019: which shows the solvency of the company has a chronic nature;

- 2020: which shows the solvency of the company is assessed as very good.
- **“MAP” CJSC**
- 2019: which shows the solvency of the company has a chronic nature;
- 2020: which shows the solvency of the company is assessed as very good.
- **“AMP Holding” LLC**
- 2019: which shows the solvency of the organization is assessed as normal;
- 2020: which shows the solvency of the company has a chronic nature.

### Conclusions

1. The impact of financial risks on “Yerevan Champagne Wines Factory” OJSC in respect of the maximum and minimum values of the calculated coefficients makes it possible to distinguish the period of 2010-2011 as mainly a stable period of activity in the organization, and the year of 2019 – as unstable, which is directly conditioned by the COVID-19 crisis.
2. The impact of financial risks on “Plant of Pure Iron” OJSC in respect of the maximum and minimum values of the calculated coefficients makes it possible to distinguish the years of 2014, 2018, 2020 as a stable period of activity in this company and the years of 2015 and 2019 as unstable, due to the negative impact of devaluation of the Armenian dram in 2014 and the COVID-19 crisis in 2019.
3. The study of the practical situation shows that the external environment and the rendered financial decisions are highly important in establishing sufficient stock of financial stability and necessary conditions for economic development of commercial organizations, which become rather essential within the framework of anti-crisis management.
4. In the conditions of increasing competition in commercial organizations, there regularly occurs a need to attract borrowed funds both to finance current activities and to implement new investment programs. On the one hand, the borrowed funds are very necessary, but on the other hand, their excess amount beyond the permissible limits leads to the loss of solvency and financial stability of the organization.
5. Based on the study of current bankruptcy risk prediction methods, an assessment of the potential risk of bankruptcy of the studied and randomly selected commercial organizations of the Republic of Armenia has been made, which has served as a ground

for proposing a logit regression analysis model for predicting bankruptcy risk based on the financial risk assessment indicators and marginal ranges for determining its value.

6. Based on the results of the testing, we discovered that manifestations of insolvency risk were observed in the randomly selected commercial organizations of the Republic of Armenia in 2019, which was conditioned by the global crisis caused by COVID-19. It should be noted that among the randomly selected organizations, “Armenian Mining Contractor” LLC, “TEX” CJSC, Chaarat Kapan” CJSC, “Vedi Alco” CJSC, “Beer of Yerevan” CJSC, “Alex Textile” LLC and “MAP” CJSC have brought the solvency to the required level due to the measures taken, which is not the case in “Gazprom Armenia” CJSC and “Bacon Product” LLC. As for “AMP Holding” LLC, there was a decline in the level of solvency in this company in 2020 comparing to 2019, which received the maximum insolvency risk assessment according to the logit regression analysis model (1).
7. In order to mitigate bankruptcy risk in commercial organizations, any program for restoration of solvency should simultaneously take into account both the legal and economic aspects, which is due to the fact that solvency has not only economic but also legal grounds. In this regard, when developing solvency restoration programs in practice, in addition to the financial and economic grounds, it is necessary to take into account the existing legal grounds as well. If only the economic aspects are taken into account when developing solvency programs, the process will, in fact, lead to business planning. Without undermining the importance of business planning, in our opinion, in order to obtain more complete solutions, it is always necessary to correlate the legal grounds for the restoration of solvency as well. In practice, the steps of business planning are appropriate to carry out in accordance with the following algorithm:
  - grouping of the most significant analytical results for justifying the opportunities of solvency restoration;
  - identification of the main causes of insolvency, which is very important for developing specific measures to restore normal solvency;
  - analysis of the resources and assessment of restrictions on their acquisition, which is due

to the fact that in a crisis situation there is almost always a problem of resource limitation, which should necessarily be taken into account when developing a solvency restoration program;

- the conditions and procedure for implementing solvency restoration measures, planning and prediction of the financial and economic results of the organization, which is important for justifying the opportunities of solvency restoration;
- determination of the solvency restoration period, which is essential during the bankruptcy procedure, so that these periods can be fitted within the framework of the recovery plan;
- feasibility and coherence of the opportunities of solvency restoration within the framework of the program developed.

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## Nonlinearity as a strategy for creating postmodern musical texts in the 1970-1990s

### Нелінійність як стратегія створення постмодерністських музичних текстів у 1970-1990-х роках

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#### Abstract

It is relevant in this research context to consider the ways of organizing the text, algorithms, and ideological principles of modeling the content components of a musical work. The purpose of the study is to establish strategies for the development of postmodernism in music, as well as non-linearity in music as a creative strategy of postmodernism. The study is devoted to fragmentation as perception and accumulation of information, a form of artistic experience reflected in musical creativity. Precedent phenomena that perform the function of meaning-making in the music of the last decades of the 20th century are determined by their symbolism, the possibility of mentonization and evaluation. Thus, in the musical text of postmodernism, the new work is incorporated into the figurative and expressive system in the space of fragmentary discourse, and the extratextual content of the musical text is formed. The research methodology is based on complex approaches. The main methods used in work are description, analysis, and synthesis, the method of intertextuality and the comparative-historical method were used to work with the material. The result of the work is the definition of new methods of constructing musical works of fragmented discourse, where an effective means is the selection of precedent phenomena, an individualistic vision of the audience, and intertext.

#### Анотація

Актуальним у цьому дослідницькому контексті є розгляд способів організації тексту, алгоритмів та ідейних засад моделювання змістових компонентів музичного твору. Метою дослідження є встановлення стратегій розвитку постмодернізму в музиці, а також нелінійності в музиці як творчої стратегії постмодернізму. Дослідження присвячено фрагментації як сприйняттю та накопиченню інформації, формі художнього досвіду, відображеного в музичній творчості. Прецедентні феномени, що виконують функцію смислоутворення в музиці останніх десятиліть ХХ століття, визначаються своєю символікою, можливістю ментонізації та оцінки. Таким чином, у музичному тексті постмодернізму новий твір інкорпорується в образно-експресивну систему в просторі фрагментарного дискурсу, формується позатекстовий зміст музичного тексту. Методологія дослідження базується на комплексних підходах. Основними методами роботи є опис, аналіз та синтез, для роботи з матеріалом використано метод інтертекстуальності та порівняльно-історичний метод. Результатом роботи є визначення нових методів побудови музичних творів фрагментованого дискурсу, де ефективним засобом є відбір прецедентних феноменів, індивідуалістичне бачення аудиторії та інтертексту.

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**Keywords:** nonlinearity, fragmentarism, postmodernism, musical text, precedent phenomena.

**Ключові слова:** нелінійність, фрагментаризм, постмодернізм, музичний текст, прецедентні феномени.

## Introduction

The 70-90s of the twentieth century were defined by an active search for absolutely innovative creative directions in music, thus a new creative method was developed, everything went through changes, approbations, experiments. There was a tendency to combine completely different, and, at first glance, unrelated directions, genres, styles. Different in nature and form realities, ideas and meanings within one integral musical work were actual phenomena for the music in 60s of the twentieth century and actively continued for several decades. First of all, it is worth mentioning the symphonic music of Luciano Berio, which is significant for the European postmodern art culture. Thus, non-linear strategies of creating texts enter the artistic musical space, the last decades of the twentieth century brought new ways of processing material in music, reception and reflection, rooted in intertextuality, individuality, precedence and fragmentation. During this period, a number of new, non-linear, marginal forms of working with musical material are activated, which generally changes the principles of working on musical text.

Among such innovations a special place belongs to fragmentation. In fact, this method has long been known in art and literature, but in the last third of the twentieth century it was actively used in music for the formation of texts, encoding/decoding of the contents of a musical work. Nowadays, all multilayered contents and methods of reading texts, creating new contexts are based on the principles of precedence, intertextuality, and mixing of genres and styles are actively used.

**Aims.** The main aim of the study is to establish the strategies of postmodern development in music, ways of expressing nonlinearity in music as a creative strategy of postmodernism. The focus is on the consideration of fragmentation as perception and accumulation of information, a form of artistic experience that forms the composition of the work.

The research objective involves solving the following tasks:

- to identify the role of non-linear strategies in the organization of the musical form of the

text, text creation, content and methods of reading musical works;

- to establish the level of involvement of fragmentarism in postmodern discourse in the 70-90s of the twentieth century;
- to analyze nonlinear characteristics as a creative strategy of postmodernism on the example of the nocturne “Hello M.K.” by V. Runchak.

## Literature Review

The study of strategies for the formation of musical text within the artistic method, in particular, postmodernism, is constantly in the field of view of musicologists, art critics, music historians, culturologists, philosophers (Gavins, 2012; Shaltovnaya, 2014). Researchers consider a wide variety of characteristics and genre features of musical works of this direction (Craenen, 2014; Maslowski, 2022). Fragmentation can be used to interpret what, at first glance, is a collection of different genres, styles, incompatible from the ideological point of view, but, owing to the tools of postmodernism and mastery of performance, they are perceived as a new unity (Al Kasimi et al., 2007; Hall & O'Donnell, 2009). The focus of researchers of postmodern trends is on the peculiarities of performing skills, the search for a new view of innovation in the humanities education (Berndt, 2011; Chen & Zheng, 2021), the need to change the methods of teaching performers (Lipka, 2013; Murphy et al., 2020).

The musical text and the ways of its interpretation become the subject of discussion among composers. Thus, the complexity of approaches to the realization of the artistic idea, instrumental tradition, education and musicology is also in the focus of attention. There are problems with historical tradition, which puts pressure on the newest music and prevents the realization of a lot of musical knowledge. It is a certain obstacle for many musical endeavors, creating an atmosphere of biased judgment, especially for postmodern music, which aims to move away from institutions and traditions (Lehmann, 2012; Kozel, 2019).

The importance of successful public performance of a piece of contemporary music was also

determined, which is a complex and time-consuming artistic achievement (Rychter, 2013).

A separate research area characteristic of postmodern music is the study of the applied role of music in the development of new digital technologies (Tveit et al., 2014).

### Methodology

The study of postmodern musical text, its genre features, content, aesthetics and philosophy should be based on an integrated approach. The descriptive method, analysis and synthesis are intended to explore the theoretical and methodological foundations of the study of postmodernism in music as an artistic movement of the 70-90s.

An interdisciplinary method was also used to work with the research materials in order to determine the specific characteristics and methods of organizing the musical text, the features of its interpretation. The interpretative method is used to analyze the musical text as a complex synthetic multilayer structure. It is characterized by intertextuality, fragmentation and individual approach to interpretation.

In order to study nonlinearity as a strategy for creating postmodern musical texts in their interconnections with all branches of the spiritual life of society, culture, tradition, the method of interdisciplinary research was used. With the help of this method, it is possible to identify the main ideological and cultural characteristics of postmodernism in music, to determine the priorities and social status of the musical text in the artistic paradigm.

The method of critical discourse within the analysis of the musical text as an artistic work can be used when considering the cognitive and creative aspects presented through nonlinearity, so it is possible to find out the specifics of artistic trends, strategies of forming the musical text, social and performance tasks of this art. This method allows us to consider the peculiarities of using the creative method in different social contexts and discursive practices.

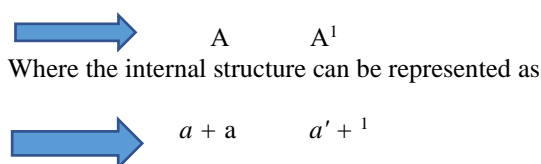
In general, to analyze nonlinearity as a postmodern strategy, a phenomenon of artistic and methodological order, the method of interpretation is used, in which advertising is described as a cultural concept that is polyvariant.

### Results and Discussion

Fragmentation can be achieved in the process of non-linear text creation. This tendency is vividly demonstrated in the composition "Hello M.K." by V. Runchak (Vienna Symphonic Library GmbH, 2015). The perception of a musical work begins before the vocalization of the musical text, and ends no less original, all in accordance with the author's intention. The artistic integrity of the work in postmodernism exists only under the condition of the contact between the composer and the listener established by the author, as well as dictated by the open possibilities of using precedent phenomena. Much of the audience's awareness is based on an exhaustive thesaurus of the complex of expressive means of contemporary music, which the listener must have. A composer working within the methods of postmodernism should count on a certain musical education, readiness of the audience to perceive a musical work. It is important that the listener is able to independently hear the integrity of the artistic text from the received musical fragments, author's hints, suggestions, set out in all levels and parts of the work without exception. It should be borne in mind that even the lack of certain preparedness of the audience, sometimes misunderstanding of the strategic goals of the author will not prevent the perception of music. However the artistic integrity of the work may not be perceived, and will therefore change the aesthetic parameters of the text, leading to inadequate reading of the musical message. The above mentioned work of V. Runchak is just in the realm of modernist discourse with the most open worldview and worldview pluralism. In the postmodern interpretation, each element of a piece of music is symbolic, it can be a precedent name. Thus, the title of the musical work contains the cryptonym "M. K.". Only those devoted to the history of music will understand that we mean a modern German composer, a representative of the avant-garde movement Mauricio Kagel, and more specifically his 70th anniversary. The composition of V. Runchak presents the stylistics, potential connotations, reminiscences to the work that can be read by the audience. This creates the possibility of building intertextual figures, reaching a deeper level of feeling and reading the text. The splitting of the semantics of the author's text is inscribed in the parody and grotesque presentation of the author's text. The realization of the work presupposes the readiness of the listener to split the semantic structure of the work. It is worth presenting two levels of such splitting: the actual layer created by the composer and the familiar expected sound



layer. Activation of basic knowledge forms a rich contextual environment for a full reading of the musical text. This allows the semantics of the work to be read at the first stage of performance. Holistic comprehension of what is heard occurs due to the intersection of real data, an integral fragment of the text that is already represented in the listener's memory. The character of M. Kagel's humorous and grotesque works is conveyed by the author, but also emphasized by the text fragment (verbal form) and voiced with the help of allusions. Only presented in its entirety, composed of fragments, the non-linearity of the work can be properly appreciated by the audience. The title of the work is also significant, which in itself is a grotesque and a joke: "three — contemporary sonar norm for piano" (*Ukrainian: "rtipboxnhiačna conaPna Hopi a 47.2 ePopmeniano"* (the verbal part of the text is equivalent to the musical part). The author's notes state that in all announcements, programs, posters it is important to give the full title of the work and its parts. Even the verbal part of the musical work, imitating the manner of M. Kagel, jokingly confuses the letters in the titles and "author's" names of the parts: Part I:



Postmodern tradition also demonstrates the presence of allusions. In the musical text there are allusions to the works of C. A. Debussy, which is presented in the title of the work. This technique allows listeners to be already informed and form a preliminary image of interpreting the author's creation, that is, it does not create an intertextual effect in the process of perception, but is pre-formed. The brilliant use of the combination "verbal title + stylistic technique" is a vivid demonstration of the use of the ideas of hypertextuality and paratextuality. All this is clearly shown in the second and third parts of the analyzed composition.

The concept of "semantic non-contact" is also an important component of "Hello M.K." by V. Runchak as a postmodern artwork. In the absence of direct instructions in the musical text on the rules of performance given by the author, and this refusal to interpret is made deliberately, which is part of the representation of the paradoxical style of M. Kagel. There are also references to the "Flight of the Bumblebee" by Rimsky-Korsakov, which was confirmed by the

nocturne – "Afternoon rest" mosquito"; Part 2: open form – "Death of a hedgehog"; Part 3: variations – "Repetition of the 2nd part "encore" several times". This is a technique characteristic of postmodern philosophy – the expansion of cultural and historical contexts, also at the level of composition, the expansion of the sign system of a musical work. The composition of the work "Nocturne" is constructed in such a way that the first and main parts perform the function of representing the integrity, the technique of reflecting the whole in the part is also used, that is, the composition of one part repeats the composition of the whole work. This is a demonstration of the author's intention, where through the compositional features the idea of the large-scale and temporal expression of the essence of the work, the relativity of time-space, its ridiculousness and awesomeness is conveyed. This absence of a model, or absurdly grotesque solution of the composition of the sonata (which can be conditionally called a sonata) can be called an "echo sounder". According to the scheme, each part also has an internal structure similar to the external one.

audience. Such construction of the intertextual figure is related to the context, interpretation of the sound as a stylistic play, a variant way of deployment and similar background characteristics. The genre solution of the presentation of the musical work as a nocturne is quite conditional, as it actualizes the reference to well-known, recognizable works of music of the last two centuries (F. Chopin, J. Field, I. Stravinsky, P. Hindemith), and the section titled "Afternoon Rest" is associated with the construction of a grotesque image, an unexpected solution of the transition from the primary musical text to the connotated one. Thus, it is extremely important to use precedent titles of works and themes, which generally contributes to creating the appropriate atmosphere for the audience.

In the second part of the nocturne, there are only two bars of the musical text, which have one note (the strings are plucked on the instrument), and one fermata pause is presented in the work. The indirect connection of the content and the title, represented by "Hedgehog" or - "The Death of

Ose”, creates an allusion to the oeuvre of E. Grieg. Such a receptive intention, which is an expression of non-linearity, is successfully inscribed in the composition of the artwork, genre priorities of postmodern art.

This construction of the musical text, called by the author “open form”, sounds quite ironic and again is a certain precedent reference to the famous work of U. Eco “The Open Work”, and turns out to be another fragment in the author's picture of the nocturne. The precedent text also performs the function of intertextuality, which aims to create a simulacrum in the listener's imagination, which should consist of fragments: titles, verbal characteristics, musical text, performance, reminiscences, allusions, disclosure of the main concepts of the whole work in the first part. As another element of the composition - the performance - the obligatory, serious turning of the page “to perform the third part” is presented. Moreover, it can also preserve the general mood of parody, theatrical performance grotesque, in general, a kind of musical humor. The heard and seen in the complex create the ground for a new rethinking of what was heard and to present the artwork in a different way. The composition of fragmentary type makes it possible to reorganize and rethink the work of art all the time. At this stage of work with the musical text, the author presents “variations”. And then we can talk about the finally completed organization of integrity that forms the chosen discursive practice. The last pause sustained in the work signals its end, the artwork is performed. In postmodernism, great importance is attached to performance skills, individual approaches of musicians to the performed text. Only taking into account this aspect, the work can be considered successfully fulfilled.

There is an integral value given to the dramatic component of the “last part” as the final, binding element. From the standpoint of the creation integrity, all three parts are self-sufficient fragments, they are not connected and do not need to be continued in another part. That is, unity is presented not through a set of formal means of traditional methods of composition. The author's intention can be comprehended only by accepting the concept and idea of the author: among the fragments, presented hidden and explicit textual allusions, concepts, stylistic and genre elements, semantic bridges should be created between the fragments of the artwork and segments of parts. It is also crucial to be well oriented in the world of music, recognize the set of precedent phenomena, connotations and

perceive the intertextuality activated by the author. Discursive analysis of the work solely can help in interpreting the musical text, peculiarities of its performance and perception as an act of communication culturally marked and innovative.

As we can see from the above materials, the very concepts of fragmentarism and nonlinearity are rethought in the context of postmodernism. In the 18th-19th centuries, nonlinearity as a way of perceiving and forming musical texts was expressed in the incompleteness of constructions, the discontinuity of their semantics, the incompatibility of fragments, the unusual interpretation of the text, a peculiar manifestation of ungrammaticality. We could also talk about nonlinearity as a violation of the system hierarchy: elimination, superstructure of individual levels of the work, violation of integrity and harmony in the composition of the work.

For postmodern philosophy, nonlinearity as a strategy for creating a musical work can use fragmentarism. This concept should be seen as a method of using precedent phenomena, intertextual reading of the work, tested means of related arts, allusions, which in their diversity, create a rethought ideological and cultural integrity proposed by the author for a prepared audience. Precedence and intertextuality are signs of fragmentary discourse in contemporary music. A vivid evidence of such processes in music are the works of Ukrainian composers (“Infinite uniformity of the suns” for flute, clarinet, piano, percussion, violin and cello by K. Tsepkolenko, “...end less...” for symphony orchestra by L. Yurina, two plays for marimba and guitar “A year will pass” by M. Denysenko. “20.02.2002” for two pianos by X. I Kovalinas).

## Discussion

The language of musical non-linear text, performed in postmodern aesthetics consists of a multilayered and complex composition of fragments. In a number of studies (Berndt & Theisel, 2008), the prospects for the development of postmodern music are defined as complex mechanisms of combination, attachment (composition of the whole in the part), technological aspects of the author's idea, which form more complex mechanisms and give a huge space of possibilities. Under such conditions, the listener has the effect of an authentic sounding fragment, but the composition of a non-linear nature can also be represented in computer music. Expansion of the perception matrix,

automation of synthesis parameters, according to the authors, is a task for implementation in the future, since this complex work requires a lot of formal work with timbre. In this context, the problem of forming performing skills through innovative trends in music education, dictated by such postmodern markers as multiculturalism of education, the presence of high-tech and ecological environments (Virgona & Kashima, 2021; Lu, 2022).

In fact, as our research shows, nonlinearity as a strategy for the formation of a postmodern musical text makes it possible to create new discursive practices due to fragmentation, intertextuality, precedence. The musical text in it is not only a sound solution of the artistic level, but a comprehensive solution for understanding reality. This means that the requirements for performing skills, an innovative approach to the tendency of universalization of the musician, his willingness to work in a complex of stylistic techniques and genre contamination are changing.

In musicology and music theory in general, the problem of many contexts of the concept "postmodern" is considered. Rychter (2019), considering the problem of terminological uncertainty, defines three contexts of postmodernism as a concept: 1) a designation of an artistic style; 2) a separate theoretical method of interpreting culture; 3) a philosophical concept of perception of the world in a certain space and time. Referring to the philosophical concept of Lyotard, a number of studies (Rychter, 2019; Merlini, 2020) have identified changes in the status of knowledge in the post-industrial era, where the priority ideology of culture is postmodern and this period is clearly manifested in the 50s of the 20th century. According to our research, postmodernism as a method of artistic comprehension of the musical text is actively and fruitfully developing in the last third of the 20th century, where the achievements of the Enlightenment and modernity are rethought, having lost their original power and semantics. The interpretation of the past heritage makes possible the non-linear construction of a musical text filled with allusions, grotesque, precedent phenomena, etc. Thus, the legitimacy of traditional discourses and practices is lost, and instead a new integrity is formed, composed of fragments of cultural heritage and reinterpreted by the author in accordance with new meanings, values, discursive practices.

## Conclusions

In the creative method of postmodernism, it is important to use new or rare for other artistic concepts, methods of representation of author's ideas, positions or guidelines. One of such innovations is a non-linear strategy in the organization of the musical form of the text, text creation, creation of new methods of interpreting musical pieces. In the last third of the 21st century, the nonlinearity of text creation and fragmentation of a musical work become discursive dominants, which allows the use of a rich palette of stylistic means and genre contamination in the works of contemporary composers.

The development in the musical work is due to the means of artistic combinatorics, the combination of sounds-symbols and actions-symbols, intertextuality, precedent phenomena, allusions, verbal and non-verbal means of highlighting the contents, ideas, concepts. Due to the detailed consideration of the postmodern music of the period of 70-90s it is possible to establish that fragmentarism as a form of manifestation of nonlinearity of postmodern discourse is actively involved in musical creativity. The postmodern element is presented as a non-linear unity of different components of the creative process. In the postmodern several centuries of development of world music and culture are rethought and "revised" through a new vision. The intertwining of sound fragments, drama, verbal text and performing individuality allow composers to create new concepts, simulacra and a new reading of precedent phenomena through experiments with composition and features of sound, performance, constant encouragement of the audience to actively read new meanings of the old. The listener may not be deprived of the feeling of authenticity and recognition of a particular fragment. The audience is not deprived of the impression of an authentic fragment that dominates in a particular part as an element of the composition, but the transparent semantics of the work is revealed, the constituent fragments are recognizable, and the nonlinearity of the composition in general looks like integrity.

In the future, it is worth paying attention to the evolution of nonlinearity strategies in the music of the early 21st century, to what extent the compositional integrity, performance requirements and the level of musical education of the audience are transformed.

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## The effect of international relations on democratization of Turkey between 2002-2010 during justice and development party rule

### 2002-2010 YILLARI ARASINDA ADALET VE KALKINMA PARTİSİ İKTİDARI DÖNEMİNDE ULUSLARARASI İLİŞKİLERİN TÜRKİYE'NİN DEMOKRATİKLEŞMESİNE ETKİSİ

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#### Abstract

Democratization takes place under different conditions in every country. The social structure and that of state play important roles, and there are many other internal and external factors for this process. Turkey also went through different phases for democratization processes. This is a qualitative study and formed by reviewing related literature and evaluating. It focuses on external factors between 2002 and 2010 because there was a struggle and long-lasting conflicts between secular elites and conservative democrats during this time. With the help and encouragement of European Union (EU), Justice and Development Party governments were able to eliminate the status quo inherited from 1980 military coup. Although democratization of Turkey proceeded with the effect of many different factors, the effect of international relations in this era was priceless for the governments of that time. Especially Turkey's candidate process to membership of EU enforced conditionality by these countries. Even more the ruling party consented to democratize. Under the control of them, Turkey made a relatively smooth transition to more democratic state.

#### Özet

Demokratikleşme her ülkede farklı koşullarda gerçekleşir ve bu süreçte toplumsal yapı ve devletin yapısı önemli roller oynar. Ayrıca daha birçok iç ve dış faktör de bulunmaktadır. Türkiye de aynı şekilde, demokratikleşme süreçlerinde farklı aşamalardan geçmiştir. Bu çalışma da bu süreçlerden birisine odaklanmaktadır. Şu haliyle nitel bir çalışma olup, ilgili literatürün taranması ve değerlendirilmesiyle oluşturulmuştur. 2002-2010 yılları arasında laik seçkinler ile muhafazakar demokratlar arasında bir mücadele ve uzun süreli çatışmalar olduğu için, bu çalışma da dış etkenlere odaklanmaktadır. Avrupa Birliği'nin yardım ve teşvikiyle Adalet ve Kalkınma Partisi hükümetleri 1980 askeri darbesinden miras kalan statükoyu ortadan kaldırmayı başardı. Türkiye'nin demokratikleşmesi birçok farklı faktörün etkisiyle ilerlese de bu dönemde uluslararası ilişkilerin etkisi o dönemin hükümetleri için paha biçilemezdi. Özellikle Türkiye'nin Avrupa Birliği'ne adaylık sürecinde bu ülkeler tarafından bazı koşullar talep edilmiştir. Zaten iktidar partisi de bu demokratikleşmeye razıydı. Avrupa Birliğinin kontrolü altında Türkiye, daha demokratik bir devlete nispeten yumuşak bir geçiş yaptı.

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**Key Words:** Democratization in Turkey, Secular Elites, Justice and Development Party, International relations, Conditionality, Contagion.

**Anahtar Kelimeler:** Türkiye'de Demokratikleşme, Laik Elitler, Adalet ve Kalkınma Partisi, Uluslararası ilişkiler, Koşulluluk, Bulaşma.

## Introduction

The political history of the 20th century was full of the agonies of democratization in many countries. Especially during the second half, various countries experienced coup d'états, and the ruling military forces were not eager to give way to democratization, and they demanded the status quo they established continue as they desired. However, there were some other factors pushed forward for democratization. Turkey was not any exception to these developments, and its democracy improved under the tutelage of military forces. Nevertheless, the developments during Justice and Development Party (JDP) era between 2002-2010 forced the whole country to democratization. During this process, the helping hand of the Western countries was granted to the ruling party.

After defining democracy and democratization, this study evaluates the different processes of democracy's establishment in societies. In addition, external factors have been studied in more detail. In this context, how Turkey democratized under the JDP government between 2002-2010 was evaluated with the effect of international relations. For this, first of all, the historical background in Turkey and authoritarianism and its reasons were discussed in response to the liberalization movements that the EU entered after the 1980s. As a matter of fact, during the February 28 process, authoritarianism had reached its peak. Later, when the JDP came to power, it deeply felt the military tutelage and sought a legitimate basis for itself. However, in this period, the JDP, which tightly clung to western values and democracy, also received the support of western states. Adoption of western values meant that JDP made a legitimate policy against military tutelage, because the soldiers, who had been the pioneer of westernization in Turkey for 200 years, could not develop any discourse against such rhetoric. Thus, it was seen that Turkey took important democratization steps especially with the support of western states. This study aims to indicate how Turkey went through these processes and how they fit into democratization theories.

## Literature Review

### Democracy

Democracy is derived from the Greek word "demos". This word literally means people. In the original Greek, it means "the poor" or "the many". Democracy is understood as rule by demos. Although it means the rule of the people in its current form, as with many political concepts, this concept has very different interpretations. In this context, it would be a broad and explanatory definition to basically describe it as "government of the people, by the people and for the people" as defined by Abraham Lincoln in his Gettysburg Address (Heywood, 2015).

This statement emphasizes equality, which is indispensable for democracy, primarily because it focuses on people. Moreover, it emphasizes the equal distribution of political power within the society. The concept of government, in addition, shows that democracy brings people's common interests to the fore (Naidu, 2021).

Behind the development of the understanding of democracy, the idea of freeing individuals from the oppression of the state and providing them with a free environment that will enable all kinds of development can be sought. As a matter of fact, the beginning of democracy movements in Western societies in the 18th century caused the state models to change. Nation-State is an important milestone in the development of democracies, which puts the individual and citizens in the foreground against the kingdoms and empires that prioritize the state and the dynasty (Huntington, 1991).

Democracy has an important place in modern societies as a result of the development of a process. For example, in the 19th century, the term democracy had some pejorative meanings. This concept, which was just beginning to be demanded by the societies of that time, was humiliated as "mob rule" or "the regime of the ignorant masses" (Azmanova, 2020). However, over time, the concept of democracy has become so entrenched that all ideologies of the 20th century defined themselves as democrats first and foremost (Heywood, 2015).

The importance of democracy arose from the importance of the state. As a supreme human organization, the state holds certain privileges that no one else enjoys, such as legitimate violence (Üngör, 2020). Accordingly, it also is the sovereign jurisdiction. In this respect, states are/were very effective in violating the rights of individuals. In fact, many of the concepts that individuals pursue, such as freedom and justice, were obtained as a result of the struggles against the state. The transformation of the state, which is the legitimate authority, by the people and the sharing of this authority by everyone has emerged as democracy (Held, 1991). Thus, the rights of individuals will be more effectively protected against the state. As a matter of fact, a democratic government prioritizes the people over the state (Ighodalo, 2012).

The idea of people living in a way protected from the domination of the state and removing the obstacles that will enable the development of modern people has been an important factor in the transformation of state structures. The concept of democracy has developed with the idea of minimizing the potential of states to produce problems in this regard. In fact, the fact that the state administration, which is very open to abuse, is in a system that can be changed has been defined as democracy by some. In this context, democracy is a system in which political parties lose elections (Przeworski et al, 2000).

Democracy is also a balance between different political forces in their relations with each other. Since there is always the possibility of those who hold the state authority to use force against others, keeping them under control with different control mechanisms is the most important indicator of democracy in the modern context (Przeworski, 2005).

People's social and political lives constantly generate new problems and new concepts, and institutions are created to respond to these problems. In this context, human life develops on a constructivist plane. New conceptualizations are also needed, as similar problems constantly arise regarding the concept of democracy. We even come across broader definitions of relatively old concepts like democracy. In this context, Dahl (2008) points out three important dimensions of democracy. These dimensions are defined as competition, participation, and civil and political freedoms. He also reveals other criteria of a liberal democracy in which these concepts exist. However, since all of these criteria cannot be found in a democracy which is

an ideal, Dahl used the term “polyarchy” instead (Dahl, 2008).

According to Dahl, these criteria are the right to vote, the right to be elected, the right of political leaders to compete for support and votes, free, fair, and frequent elections, associational autonomy, freedom of expression, availability of alternative sources of information, public policy dependent on voters and other forms of expression of preferences (Dahl, 2005).

Today, the election of the people who will rule the state and the regularity of these elections are important indicators of democracy, but they are not enough on their own. In addition, people should have the freedom to organize, disseminate their ideas, broadcast, assemble, engage in political debates, and run election campaigns (Shirazi et al., 2010). Although elections are an important indicator of democracy, fraudulent elections and vote counts are important threats. In addition, the threats and censorship of the opponents by those who hold the legitimate authority are an indication that democracy has not been established at an ideal level despite the elections (Levitsky & Way, 2002).

Even though democracy emerged as a regulating principle in the relations between the state and society at first, it has become quite rich in content over time. At this point, we can define democracy from the perspective of how the state will be governed, as well as from the point of view of how tolerant civil life is to different opinions and lifestyles.

### **Democratization**

Democratization, which can be defined as the process of transforming an authoritarian regime into liberal democracy in its most basic sense, is the product of a number of processes. When an old regime loses the legitimacy and declines as a result, it constitutes a situation in the state structures that have taken a step towards democratization in the historical process. In the next stage, the structures and processes necessary for the transition to democracy should be implemented gradually. After that, in order for the democratic structure to be consolidated, institutions and processes must turn into an accepted norm in the eyes of both the elites and the society. Therefore, only methods allowed in democracy should be used to seize power in the elites of a society that has completed its democratization processes. Other uses of force indicate that democracy is not established (Przeworski, 1991).

Although the democratization adventures of the 20th century started with the collapse of authoritarian regimes and the establishment of a more liberal system, the societal processes of democratization that passed this stage continued thereafter. In a state where democratization continues, liberalization of institutions takes place gradually. Likewise, the greater interest of the society in political processes and their participation are an important indicator of democratization in the modern sense. The liberalization of the political system means that different forces compete to take over the government. Likewise, the participation of citizens in politics means that individual rights and freedoms will increase more (Dahl, 2008).

The democratization process is not just about the transformation of the state structure. Social transformations also play an important role in this process. Some analytical tools developed in this context aim to help the issue be better understood. For instance, the modernization approach states that social and economic conditions must be ready for a society to democratize. Therefore, emphasis is placed on the social structure here. Second, the transition theory argues that societies experience some struggles in their transition to democracy and as a result influence the behaviour of political elites. Generally, these processes started with the emergence of nation states in the 20th century and continued after the formation of a common identity. After this stage, some political struggles were experienced, and the states were forced to some transformations. Afterwards, habituation to the new situation was experienced in the society. Structural theory, on the other hand, takes into account the long-term processes of change and argues that there are transformations towards democratization as a result of the relations and interactions of social, political and economic forces with each other in society and state relations (Potter, 1997).

### **Establishment and Sustainability of Democracy**

Although official procedures are an important indicator of democracy, they alone cannot constitute the sufficient infrastructure. In fact, the establishment of democracy in a country is mostly seen as a gain obtained after great struggles. However, the sustainability of this in a society depends on the existence of many different factors. The fact that democracy is embedded in both political and social culture and that the actors do not seek any alternative are important prerequisites for sustainability.

The continuity of democracy depends on the restructuring of mentalities as well as institutions and organizations in accordance with this understanding. In this context, there is a risk of returning to other regimes for a society that does not see democracy as only game in town. The establishment of democracy depends on its emergence as social behaviour beyond state institutions. In addition, it is important that this behaviour is attitudinally embedded in people's character, rather than being a political and insincere behaviour. Finally, this regime needs to be established constitutionally and protected by laws (Linz & Stepan, 1996).

Although democracy in the modern context has been won after the struggles of civil society against the states, the conditions of the changing world do not limit the sustainability of this achievement only to the compatibility of state institutions. Especially with the new identities formed with nation states, preventing the majority from oppressing the minority stands as an indispensable condition for democracy. At this point, the idea of building dams against possible reverse waves has emerged for pluralist and participatory democracy to be consolidated. To achieve this, requirements such as the spread of democratic values to the whole society, the dissolution or neutralization of anti-democratic actors within the system have come to the fore. In addition, the construction and continuity of civil authority in state structures where military authority is very strong is an important prerequisite for democracy. Furthermore, the modern world emphasizes the importance of a decentralized administration system for the sustainability. Beyond all these, conditions such as justice in the judiciary, the balanced distribution of economic resources to the society and providing economic stability are indispensable (Schedler, 1998).

Discussed with a pejorative language until the 20th century, democracy became the indispensable management style of the 20th century. However, the establishment of democracy in each country was formed by the direction of its own internal dynamics, and these processes differed from society to society. The new understandings, in which the transition to democracy was not only evaluated through official processes, also discussed what stages the state and society went through in the democratization processes. When we look at the experiences of different societies that have gone through the democratization process, it is seen that there are different approaches to democratization.



### Sequence and Gradualism

The first of the approaches to democratization processes claimed that it was a gradual process and emerged through certain stages. According to this approach, this process requires the completion of some rational stages. With the emergence of successive processes in the structure of both the state and society, it is predicted that democracy will gradually settle. In this context, certain conditions that arise while the process is continuing give way to the next stage (Marangos, 2005). It was claimed that if this order is not realized, democratization will be interrupted (Mansfield & Snyder, 2007).

The gradualist approach does not claim that the democratization process proceeds on a linear plane. According to them, this process has its ups and downs. It states that more democracy is needed to strengthen democratic institutions. It also emphasizes the importance of democratization of institutions even when the democratization tendency is very weak. On the other hand, the sequentialist approach does not accept the transition of institutions to democracy so quickly and even states that fast transition may foster problems (Carothers, 2007).

Gradualism recognizes that the rapid transformation of the regime into democracy is inherently risky and therefore requires more careful action. However, unlike the sequentialist approach, it does not accept slowing down or stopping the transition process. In fact, the situation claimed by the sequentialist approach is quite conducive to the preservation of the status quo and provides a suitable ground for constantly producing new excuses in the transition to democracy. It is quite common for autocratic leaders to oppose democratic rule and not to embrace the rule of law. Democratic transformations are usually carried out by the pro-democratic civilian forces, so delaying or stopping the democratization process may not yield positive results (Carothers, 2007).

Gradualism advocates transformative democracy and at the same time states that it is appropriate for this transformation to appear as a bottom-up process. While making institutions more democratic by using current opportunities, the inclusion of the society in these processes is important for the operation of a healthy process (Törnquist, 2011).

### Socioeconomic Conditions

The establishment of liberal democracy in Western European societies took place with the processes of industrialization and modernization. In the process of transition from agricultural society to industrialized urban society, many habits of people changed, as well as their economic and political behaviors. The richer urban society and its organized action accelerated the democratization process. Likewise, the most important tool of democratization in the modern world is the activity of the society and the appropriateness of their economic level. As the welfare level of the societies increases, the literacy rate and the desire to act in an organized manner also increase. Accordingly, the democratization movements that emerged in the society also affect the state structure (Przeworski et al., 2000).

Industrialization and urbanization cause great changes in social structures. The complex class structure that emerged because of these processes emphasizes the more liberal value of individualization. People's need for more rules and order brings along the rule of law principle. Different situations that develop as a chain effect with each other trigger the democratization process. In addition, the increase in the literacy rate of people brings about opening to the outside world. The growth of the middle class because of the increase in economic activities is one of the most important indicators of modernization. All these effects naturally impose democratization on society and the state (Madland, 2011). However, the level of economic development does not necessarily lead to democratization. It should be evaluated only as a factor promoting democracy (Heo & Tan, 2001).

### Political Culture

There are approaches that try to explain the rapid transition of some societies to democracy and the resistance of others to the transition with their political culture. The political culture of societies is formed under many factors (Turan, 1984). For example, while a country like the United States of America established by people who came to this land by escaping the pressure of the states they lived in previously attaches great importance to freedoms (Hollifield, 2004), it is seen that traditional and religious structures play important roles on political culture in some other countries. In fact, many factors such as historical experiences, geographical location, relations with other states, literacy rate of the society play

a role in the formation of this culture (Pye & Verba, 2015).

It is possible to say that the whole of the 20th century passed with the agonies towards democratization of different societies. In this context, many ideas about democratization have been put forward and different observations have been shared. For instance, Max Weber stated that the Protestant ethic promotes capitalism and economic wealth (Weber, 2005). In addition, there have been those who have linked the rapid development of democracy in Northwest Europe to the enriching society of the capitalist order (Stokes, 1986).

The concept of political culture is widely used to describe the current situation in countries that have a slow transition to democracy, as well as in countries that cannot transition to democracy. Political culture is used as a keyword that explains not only the transition processes to democracy, but also the slow processes in the transition and the inability at all (Abdulkaki, 2008).

### **Elite Attitudes**

Behaviors of political elites played an important role in the transition of some societies to democracy or becoming more authoritarian. The elites, who develop certain tendencies according to the political culture they live in, play an important role in the democratization of institutions. Especially in authoritarian regimes, elites who do not want to change the status quo they keep can be an obstacle to the transition to democracy with the state opportunities they have (Acemoglu & Robinson, 2006). On the other hand, elite behaviors played an important role in the creation of the EU, which entered the establishment phase after World War II (Grilli, 1994).

### **External Factors**

The geographical location has important effects on the democratization and authoritarianism of some societies. The relations they enter with the countries around them can be an important factor determining the direction of democratization. The effects of different phenomena on the democratization of some societies by international relations have been revealed. It is possible to categorize them as follows.

### **Contagion**

The proximity of states that have taken important steps towards democratization to neighboring countries and their interactions with them can trigger the democratization process by integrating political institutions of democratic countries. This situation is expressed with the concept of “contagion”. Especially after the Cold War, the democratic institutions of the EU influencing the countries that broke away from the Eastern bloc and triggering the democratization process in these countries can be given as an example of contagion (Whitehead, 1996). In addition, there are cases where contagion effect that causes societies to become more authoritarian (Moraski & Reisinger, 2010).

### **Control**

Control over a country, in the sense of inspection by other countries or the international community, is the observation and encouragement of that country's democratic initiatives by other countries. It can be understood as a foreign country's being decisive in domestic politics and directing it to democracy. For example, some oppressive policies can be developed for some authoritarian regimes in order to transform them into democracy. The purpose of the pressure made here is to influence policies in a way that encourages democratization within the country (Youngs, 2009). In particular, the international community, which was highly influenced by the modern West, adopted democratization as a norm and forced the countries around. Although it is included in another classification in the literature, financial aids to a country are solutions that will operate control mechanisms effectively. Along with the financial aids, these countries are put under pressure to institutionally lead to democracy (Crawford, 2000).

### **Consent**

In the modern world, where democratization is accepted as a norm, there are groups that want to transition to democracy within many authoritarian regimes. There is a movement in this direction in some societies, both with the pressure of the international society and with the consent of the forces that are pro-democracy. In this context, the international environment, systems, and actors that influence a country create a complex linkage politics by supporting the pro-democracy forces in that country. The democratization that emerges in this way occurs both with the encouragement of the international

system and with the consent of the internal powers (Whitehead, 1996).

### Conditionality

The effectiveness of international organizations in the modern international society is quite high. Conditionality is that these organizations or the states that are active in these organizations put some goals and some conditions in front of other states. This concept, which emerged in the developed democratic West, emerges as the EU and the USA demand that other countries democratize their institutions in return for their aid to these new democracies, countries trying to democratize, and even non-democratic countries. In this context, it is seen that the concept of control and conditionality are closely related to each other (Schmitter, 2001).

### Methodology

This is a qualitative study, and it is a process analysis of the period of 2002-2010 in Turkey under the rule of JDP. As democratization process may emerge in different forms in different societies and even in one society in different periods, the focus of this study is the international relations factor that pushed the country into democratization. Moreover, this process was analyzed under the effect of contagion, control, conditionality, and consent which are the terms that push countries into democratization as tools in the hands of foreign powers. This study investigated the process of democratization in Turkey under the effect of these terms during 2002-2010 period. The reason that we chose this period is that JDP as a conservative democratic party ruled under the tutelage of Kemalist army in Turkey, and the western countries, which had been indispensable supporters of secular Kemalists, started to support a conservative party, against which the secular elites could not develop effective opposition. All these processes were analyzed in this study.

### The Effect of International Relations on Democratization of Turkey between 2002-2010

#### An Overlook to Westernization in Turkey

In any international relations literature where Turkey's foreign policy principles are evaluated, it is stated that one of the foremost principles is westernization. The Adventure of Westernization is a dream that both the state structure and a significant part of the society have

followed for the last few centuries in Turkey (Oran, 1996). In this respect, westernization and policies towards it are taken for granted as a legitimization tool. Therefore, the political moves that encourage westernization have not been discussed very much in Turkey (Yilmaz & Shipoli, 2021). Even the opponents of westernization have been criticized with pejorative language (Azak, 2012).

Westernization movements in Turkey accelerated in the last century of the Ottoman Empire. The acceleration of these movements emerged with the Republic of Turkey, which was founded on October 29, 1923 (Kushner, 1997). Kemalist intellectuals, who emerged as a new ruler elite after the collapse of the sultanate, started a solid westernization move in Turkey (Mateescu, 2006). However, these westernization movements emerged in the form of eliminating the traditional and religious elements in the social structure and bringing the social life to a western and contemporary appearance rather than the transformation of the state and society within the framework of democratic principles (Dai, 2005).

On the other hand, the Turkish army, which is the undertaker of Kemalist ideology, continued its tutelage over politics in a way that prevented the emergence of other forces that would rival it in the political arena. In some cases, the whole system was redesigned using instruments such as a military coup (Akkoyunlu & Öktem, 2016). In this context, it can be argued that Turkey's Kemalist army is an important obstacle to overcome in the transition to western-style liberal democracy (Yavuz & Özcan, 2007).

Turkish political life, in which the influence of bureaucratic tutelage was felt for many years, focused more on cultural reforms at the point of westernization. The democratization of state institutions has progressed very slowly in Turkey over long periods.

#### EU after 1980s

The oil crisis that emerged in the 1970s and other problems triggered by it forced the countries that were then called the European Economic Community to adopt conservative policies. However, the revival of liberalism in the world of the 1980s and the efforts of European countries to keep up with it brought great changes (Clifton et al., 2003). One of these changes was the Single European Act signed in 1986. The aim here is to transform into a single market by the end of 1992 (Moravcsik, 1991).

Moreover, a set of criteria set by the EU countries in June 1993 was one of the milestones of liberal transformations. Along with these criteria, some demands have been put forward from the countries that will become a member of the EU. These were popularly known as Copenhagen Criteria. Considering the content of these demands, first of all, the state applying for membership is required to establish institutions that will continue the democratic administration. At the same time, these institutions will prioritize human rights and allow a functional market economy. In addition, these states will accept the obligations and the intent of the EU (Nello & Smith, 1997).

### **Situation in Turkey after 1980s**

Turkey has always felt as a part of Europe. However, it is not an accepted situation in Western societies that Turkey is a part of them with the same enthusiasm (Ahiska, 2003). Despite this, starting from the 19th century, Turkey has tried to resemble western societies in the context of institutionalization in every period. The adventure of westernization was so intense especially after the establishment of the Turkish Republic that the conservative, liberal and pro-democratization governments of Turgut Ozal, which were not adopted by Kemalist soldiers in Turkey in the 1980s, constantly resorted to the reference of westernization in order to impose their liberal policies (Duman, 2018). In fact, in this process, the governments of Turgut Ozal, which aimed to ensure the bureaucratic transformation of the state in a democratic direction (Öniş, 2004), were confronting the military tutelage with the liberal values of the West (Nasr, 2005). In the face of this situation, the soldiers had to develop different rhetoric against the idea of westernization which had been accepted for a long time and turned into a tool of legitimation.

With the military coup on September 12, 1980, Turkey entered a period of relative softening in political and social life. However, as of the beginning of the 1990s, important social developments emerged in Turkey that would worry the secularist elite. The rise of Islam in general and political Islam in particular were alarming developments for the secular elite. The murders of journalists and academics, which started again in 1989, were used as a propaganda tool to warn the secular society. Especially the murder of journalist Ugur Mumcu in 1993 increased the fears and reactions in the secular circles (Kibaroglu & Caglar, 2008).

The ongoing process witnessed developments that would justify the propaganda of the secular elites in the eyes of their own society. The emergence of the Islamist Welfare Party as the first party in the general elections held on 4 December 1995 became an important instrument in which the military elite would show the secular society how their concerns came true.

The reactions to the rise of the Welfare Party were so intense that the psychological conditions were not suitable for this party, which came first with 21% of the votes in the general elections, to form a government. That's why the True Path Party and the Motherland Party, two center-right parties, formed a government. However, these parties did not have a majority to form a government, as their voting rates were 20% and 19%, respectively. In the face of the rise of an Islamist party, other parties, which were in search of different alternatives, came up with a solution. In this case, a development that could not occur under normal conditions took place in the Turkey of that day, and the Democratic Left Party supported the government from outside, and thus the ANAYOL government was established. However, since the vote of confidence given to the government was below the number specified by the constitution, the constitutional court, which evaluated the application of the leader of the Welfare Party, Necmettin Erbakan, canceled the vote of confidence on 14 May 1996 (Dilaveroğlu, 2012).

With the collapse of this government, the way for the Welfare Party's efforts to form a government was paved. The REFAHYOL government was established on 28 June 1996, especially after the True Path Party agreed to form a coalition government. The February 28 process, which would bring very important changes in Turkey's future, started with this government (Dilaveroğlu, 2012).

Under the leadership of the military elite, propaganda against the Islamic movements that had been going on for a while in Turkey reached its peak with the establishment of the government by the Welfare Party. In this period, Necmettin Erbakan's attempt to try different alternatives in foreign policy and his desire to enter close relations with the Arab world was met with great reaction. In addition, various organizations of the Party organs were constantly followed, and some excessive and radical acts were shown to the public through the media. The rising tension in the country focused all attention on the National Security Council meeting to be held on February 28, 1997. The President presided over the

National Security Council meetings held at the end of each month at that time. However, it is known that the military wing of the board was taking all the decisions (Yavuz, 1998).

The decisions of the National Security Council, consisting of 18 articles in total, started with the need to meticulously protect the secularism guaranteed in the constitution. Afterwards, the council demanded the transfer of schools, dormitories, and foundations, which emerged as private enterprises beyond the control of the state, to the Ministry of National Education. It was underlined that some groups in Turkey wanted to take the country away from the level of contemporary civilization, and at this point, they recommended to implement 8 years of uninterrupted education throughout the country in order to raise awareness of the youth and to save them from the influence of various outbreaks (Menek, 2016).

The most controversial one of the February 28 decisions is 8 years of uninterrupted education. With this decision, the secondary school section of Imam Hatip schools was closed and children in Turkey who took a 3-year break from education after 5th grade and went to Qur'an courses and memorized the Qur'an during this period were prevented. Considering the problems that this would cause, the board resolutions stated that the necessary administrative and legal arrangements should be made for the Qur'an courses to operate under the responsibility and control of the Ministry of National Education. In addition, it was implied that Imam Hatip schools were more in number than necessary, and it was requested that the number of schools be held at the level of need and in accordance with the current laws. Among these articles, there is an article demanding the prevention of Iran's anti-regime activities in the country, as if trying to consider the close relations that Welfare Party organs had with the Islamic Republic of Iran before 28 February. The headscarf worn by university students and civil servant women was presented as a practice that harms the contemporary face of Turkey, and the necessary laws were requested to be implemented to prevent wearing it (Menek, 2016).

It was stated that in the solution of the country's problems, the understandings that emphasize the concept of the ummah instead of the concept of nation should be banned (Sel, 2019).

In addition to the emphasis on modernization in the Council's resolution, it was clearly stated that there is a longing by reactionary movements for

ancient regime. In fact, this debate was inherited from the Ottoman period to the new republic and was kept on the agenda throughout this period. Therefore, modernization and westernization have been adopted as a norm in Turkish politics. In this context, the social and political movement, which was started by Welfare Party leader Necmettin Erbakan in the 1970s and called Milli Gorus, constantly made negative statements against Western values. In fact, anti-Westernism was used as a psychological weapon against all religious-oriented movements, including Erbakan, in that day's Turkey (Arpacı, 2020).

At that time, when the elements of psychological warfare were used effectively, scandalous social events emerged that would put the Erbakan government and people with religious tendencies in a difficult situation. Especially the capture of Muslum Gunduz, who is the sheikh of the sect, naked with Fadime Sahin and their presentation to the media made the psychological atmosphere even more tense (Çağlar, 2012). In addition to these, the support of many state organs and non-governmental organizations, especially the judicial bureaucracy, in this process led by the soldiers meant that all these psychological conditions were created against Erbakan. At the same time, on 21 May 1997, the Supreme Court of Appeals Chief Public Prosecutor's Office filed a lawsuit to the Constitutional Court for the dissolution of the Welfare Party (Mecham, 2004). Under these circumstances, Necmettin Erbakan had to submit his resignation to President Suleyman Demirel on 18 June 1997. On 30 June 1997, a new government was formed under the leadership of Mesut Yilmaz, head of the Motherland Party (Ali, 1998).

The period when the witch hunt started in Turkey was during this government. With the Mesut Yilmaz government, an 8-year education started, and the headscarf ban began in universities. These events, which caused great social upheaval at that time, were carried to even greater heights. Especially the expulsion of headscarved mothers from military ceremonies had a profound effect on the psychology of conservative society (Madi-sisman, 2017). In the same period, Recep Tayyip Erdogan, who would mark the next period of Turkey, was the mayor of Istanbul Metropolitan Municipality. The process of his imprisonment would mean the shining of a new figure in Turkish politics (Mecham, 2004).

A new election was held in Turkey on April 8, 1999, and Bulent Ecevit's Democratic Left Party emerged as the first party. While the Nationalist

Movement Party emerged as the second party, the Virtue Party, which was founded to replace the Welfare Party, which was closed on 16 January 1998, entered the parliament as the third party. While the coalition government formed by the Democratic Left Party, the Nationalist Movement Party and the Motherland Party under the leadership of Bulent Ecevit took office, another scandal broke out in the same period. Merve Kavakcı, a member of the Virtue Party, who entered the parliament with a headscarf at the swearing-in ceremony of the deputies, was met with protests from all other parties and Kavakcı was not allowed to take the oath (Peres, 2012).

In fact, all these events have left deep traces in the memory of the conservative society, which makes up 65-70% of Turkey's average. Therefore, the psychological environment that would bring Erdogan to power alone in the next period was created.

On May 14, 2000, a congress was held in the Virtue Party. Abdullah Gül, the representative of the innovative wing, and Recai Kutan, the representative of the conservative wing, also supported by Necmettin Erbakan, attended this congress as candidates. Even though Recai Kutan came out of this congress as the leader of the party, the votes given to Abdullah Gül showed the power of the innovative movement within the party organs. While Recai Kutan received 633 votes in this congress, Abdullah Gül received 521 votes (Özdemir, 2015). In fact, this congress heralded the innovative wing that it was time to form a new party.

The economic crisis that came with the Ecevit government in February 2001 completely changed the balance in Turkey. The JDP was founded on 14 August 2001 under the leadership of Erdogan, during the period of severe economic crisis conditions. The preparation process for the November 3, 2002 elections, which would be held 1 year later, also started (Heper & Toktaş, 2003).

### **JDP Era and Helping Hand of Westerners**

In these elections, the JDP, which received 34.3% of the total votes in Turkey, won 66% of the parliament, 363 out of a total of 550 deputies, due to the d'Hondt system. The second party, the Republican People's Party, entered the parliament with 178 deputies. In this case, 46% of the Turkish electorate could not be represented in the parliament (Sabuncu, 2006).

Although the number of deputies was quite high, the deep effects of the military tutelage that existed in Turkey for a long time was also felt on the JDP. Even though Erdogan had established the government as the ruling power, he was in a powerless position against the tutelage in the system. This situation made itself so clear that he could not become prime minister immediately after the elections. The new cabinet established under the presidency of Abdullah Gül took office and Erdogan could not even become a member of parliament during this period (Taş, 2015). Already at the time of his imprisonment, it was written in the newspaper *Hurriyet*, which was an important representative of the military tutelage of that day, that Erdogan could not even be a neighborhood representative (Özkır, 2013).

However, it was during this period that the first helping hand to Erdogan was extended by the United States of America. Erdogan, who went to Washington as the guest of the then US President George Bush, was welcomed there as the Prime Minister. On his return, the elections held in Siirt province were canceled and Erdogan was elected as a deputy from there, and he became the Prime Minister as of March 2003 in the next process (Lazaris, 2016).

When Erdogan became the prime minister, he had some opportunities against the military tutelage that stood very strong against him. For example, Turkey's application for full membership was accepted at the EU Helsinki Summit in 1999, and many laws left over from the 1980 military coup began to be changed. Establishing associations and holding peaceful meetings, which were forbidden especially at that time, were reviewed together with the EU membership process, and softer laws were started to be enacted. In addition, after the economic crisis that broke out in 2001, Turkey's obtaining a loan from the IMF and the implementation of economic measures accordingly had brought the economy to a healthier state in the past 2 years. The acceptance of the EU reforms as democratization moves and the positive response from large sections of the society were important opportunities for Erdogan. To clinch this opportunity even more, he added people from different political views to his party and defined himself as a liberal conservative democrat (Doğanay, 2007).

In fact, Erdogan needed a new definition so much that even though he defined himself as a liberal democrat, it was constantly stated by the secular elite that he was an Islamist coming from the tradition of National View of Erbakan. Erdogan,

on the other hand, repeated the phrase "I took off my national view shirt" to overcome this problem (Yılmaz, 2016).

The JDP'S liberal stance and the inclusion of people from all walks of life as a whole strengthened its pluralistic and democratic structure. In fact, the three-term rule, which is one of the founding principles, polished the democratic appearance of the party. As this rule necessitated, no one could hold a position in party organs for more than three terms.

In addition, the JDP gave importance to the EU reforms from the first day of its government and received a great support from the EU. EU countries' adoption of liberal policies as of the 1980s and liberal democracy demands from participating countries along with the Copenhagen criteria were postponed by the Turkish State during the 1990s. The JDP'S adoption of these criteria led to the highest level of support for it.

In this case, the ineffectiveness of the old rhetoric used by the secular elite caused some discourse changes in them. Realizing that the old rhetoric did not leave the necessary impact in the face of the strong democratic outbursts of the ruling party, the secular elites, especially under the leadership of the military bureaucracy, launched the campaign "Are you aware of the danger?". However, the ruling party, which received the support of conservative and liberal sections in Turkey, carried this support even higher until the next elections (Sağır, 2015).

Throughout the period, the EU showed what steps Turkey should take and what steps it had taken until then, along with the reports and accession partnership documents it published. On 19 May 2003, the EU published a new accession partnership document and stated that the decisions of the European Court of Human Rights should be respected. They also requested that measures be taken regarding ill-treatment and torture. Bringing prison conditions to EU standards, judicial independence and democratization were also emphasized. In addition, the legal reforms made were mentioned positively and they were asked to be put into practice. In addition, the importance of freedom of the press was emphasized and it was requested to implement the reforms in this regard (Müftüler Baç, 2005).

The functioning of the National Security Council, which they saw as contrary to the democratic structure until then, was mentioned

and it was requested to ensure the control of the civilian wing within the council. The way to overcome the opposition from the soldiers in domestic politics emerged as taking refuge in the EU and the West. We can say that westernization and modernization had been used by the Kemalist Elite as a weapon against the conservative people for a long time in Turkey. In fact, the anti-Westernism in the conservative world was constantly humiliated by the Kemalist elites. Under the new conditions, the existence of a government that defended western liberal democracy was a very difficult situation for the Kemalists (Dai, 2005).

Although the JDP was the ruling party, the segments that actually held the power in the state structure were the secular elites, who had the support of the Kemalist army. Although the JDP had significant public support, it was in a politically weak position. In order to overcome this weakness, the implementation of westernization and modernization, which had been made a norm and a tool of legitimacy by the Kemalist Elite, was effectively implemented and the support of western states was received.

In this context, effective struggles were carried out with the hope that Turkey's full membership would be accepted in the progress report to be published by the EU in October 2004. So much so that in July of that year, the Grand National Assembly did not take a recess, and the integration package was issued with a busy shift (Gülmez, 2008).

In the new regime established after the 1980 military coup, the soldiers made necessary arrangements to have a say in almost all organs of the state. For instance, the General Staff (the chief of the army) had a representative in the Higher Education Board. With the constitutional amendment made on May 7, 2004, this practice was abolished. The EU had already criticized this situation very often. Likewise, the abolition of the state security courts, which continued to exist as an important pressure apparatus in the hands of the state, coincided with this period (Göztepe, 2011).

While it was stated in the EU progress report published in 1998 that Turkey did not fulfill the Copenhagen criteria, in the progress report published in November 2003, the government's acceleration of the reform process and its determination in this regard were appreciated. The support of the EU in this way is an invaluable treasure for the JDP, because at the same time the

years of fierce opposition from the secular elite had begun (Bulut, 2011).

During this period, the EU constantly talked about the effectiveness of the army in the state and highlighted in its reports that necessary arrangements should be made to reduce it. In addition, many liberal democratic initiatives such as minority rights, freedom of expression and rule of law were demanded. The government, which meticulously followed all these, took important steps towards democratization and strengthened the increasing support of the EU. As a result, in the progress report published on October 6, 2004, it was stated that Turkey fulfilled the Copenhagen criteria to a great extent and negotiations could begin (Bulut, 2011).

Receiving the continuous support of the EU on reforms, the government was also taking all kinds of democratization steps that would reduce the effectiveness of the military in the state. In this context, for the first time, a civilian was appointed as the general secretary of the National Security Council in August 2004 (Gürpınar, 2013).

Another issue that has always been a problem between the EU countries and Turkey was the Cyprus issue. Within the framework of the EU harmonization reforms, the Cyprus issue was dealt with in a liberal understanding by the government in 2004, going beyond traditional state policies. During this period, an important solution package regarding Cyprus was prepared by the United Nations and published as the Annan Plan in March 2004. Within the framework of this plan, a federal structure was foreseen in Cyprus. In this context, with Turkey's leadership, a public vote was held in Cyprus on this issue and the Turkish section supported the plan by 64%. However, Greek Cypriots rejected this plan by 76%. As a result, Cyprus became a member of the EU in May 2004 as a divided island. However, Turkey's approach to a democratic solution on this issue was welcomed by the EU (Kasım, 2007).

One of the most important factors in the JDP government's gaining the support of the EU was the implementation of reform movements, which had not emerged so decisively in previous governments. Especially after the process in which the Turkish state consistently followed conservative policies on Cyprus issue, this government's search for democratic solutions had an increasing effect on this support.

While the JDP carried out many reforms within the country with the foreign support it received, major political problems arose. In the new situation, where the old political rhetoric had lost its effect, the pro-Western powers shifted in Turkey. In 2007, secular elites in Turkey started the campaign with the slogan "Are you aware of the danger?" and unfurled "Army to duty" banners in their protests (Canveren, 2021).

In fact, it was later made public that the army was preparing another coup in 2004. However, the balance of different forces in domestic politics and the lack of a psychological environment made any intervention against the government impossible. However, in the presidential elections in 2007, the direct intervention of the army in politics emerged and the 27 April memorandum, known as the e-memorandum, took place. 361 deputies participated in the Presidential election in the parliament, which was held on the same day just before the memorandum. Abdullah Gül, the Presidential candidate of the JDP, received a total of 357 votes there. Abdullah Gül, who could not be elected president in the 1st round as required by the constitution of that day, had enough vote potential to be elected in the 3rd round. However, this issue was taken to the Constitutional Court, as fewer than 367 deputies, the quorum for the meeting, which had been put forward by the secular elite months ago, participated in the voting. As a matter of fact, the Constitutional Court also annulled this vote (Acar & Çelebi, 2012).

Later, the description of the chief of staff as "not a so-called secular, but essentially a secular president" was perceived as a message to the government. The blockage of the system in all this psychological environment led the ruling party to go to the new general elections. In the general elections held on July 22, 2007, the JDP increased its votes compared to the previous election and received 46.6% of the votes (Acar & Çelebi, 2012).

For the ruling party, which received the support of almost half of the society, there was no obstacle in choosing the President. Abdullah Gül was elected President on 28 August 2007, with the participation of the newly formed parliament and the Nationalist Movement Party in the parliamentary vote (Acar & Çelebi, 2012).

In the following period, when the political crisis in Turkey was emphasized in the 2008 progress report of the EU, the ruling party was supported against the secular elite. Later, the start of



Ergenekon trials against soldiers in Turkey was also reflected in the 2009 progress report, and the government's democratization steps were appreciated (Ayдын-Düzgit & Keyman, 2013).

The peak point of this process was the referendum held on 12 September 2010 in which some articles of the constitution were changed. In this referendum, the number of members of the Constitutional Court was changed. The number of members of the high council of judges and prosecutors was changed, too. In this referendum, 3 of the changes in 11 articles in total received a great reaction from the opposition. In addition to the above-mentioned two, narrowing the mandate of the military judiciary and introducing judicial review for dismissals in the Supreme Military Council were another change (Yuksel et al., 2011).

### Discussion

It is against social existence to attribute the democratization breakthroughs that emerged at that time in Turkey only to external forces. Demand for democracy in Turkey's internal balances and very broad segments was an important obstacle in front of the secular elite. However, during the February 28 process, the soldiers were able to get the support of a very large segment. However, the abuses that emerged in next period caused this support for the military to disappear.

The rapid liberalization of both the economy and the state structure of European countries after the 1980s paved the way for them to demand the same things from other countries in their periphery. At this point, the secular sections of Turkey, which until that time were considered natural allies of the Westerners, then entered a great impasse (Dai, 2005). In fact, secular people also had some concerns. Especially the fear of changing the regime of the state made them pause on the transition to a democratic order. On the other hand, it is a fact of the history of politics that no power holder wants to change the status quo they have established.

At this point, westernization and modernization, which the secular people had used as a means of legitimacy until that day, emerged as a backfiring gun for them. The Westerners' constant demand for democratization and Turkey's goal of becoming a member of the EU put the secular elites in a very difficult situation. It is a big change that conservative democrats, or as the secular elite called them, the reactionary, Islamist and conservative segments came to a pro-

Western line and supported democratization during JDP rule. The secular elite, which had previously been the natural ally of the westerners in the past, lost this position and the legitimation tool they created passed into the hands of their rivals. The secular elites, who were constantly being exposed to the criticism of the West, went through great changes and abandoned the rhetoric of westernization and came to a Eurasian and pro-Russian position (Aktürk, 2015).

### Conclusion

Democratization processes vary according to the structure of each society. Turkey's geopolitical position and its proximity to European countries left it open to all kinds of influences from that side. This is an example of contagion. In this context, the demands of the Westerners on Turkey, especially in the membership processes, and Turkey's need to respond to these are examples of conditionality. In addition, the JDP, which was the ruling party of the conservative sectors, which saw the oppression of the secular elites for a long time, was always very eager to realize the reforms demanded by the EU against the secular soldiers who were keeping the tutelage over the regime. This shows the consent of ruling party to the reforms. In addition, the fact that Western countries constantly monitor the situation with their progress reports and repeat their demands seems to be an example of control.

It is not correct to attribute the democratization of Turkey to external factors only, but it should be underlined that external factors are a very important legitimation tool. Under the effect of external factors, together with internal factors, the power of secular elites was weakened and their control over the state organs was eliminated.

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## Development of democratic values as a basis for the consolidation of modern Ukrainian society

### Розвиток демократичних цінностей як основа консолідації сучасного українського суспільства

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#### Abstract

The problem of historical memory as a factor of uniting the past, present and future, consolidating modern Ukrainian society, and ensuring political stability is relevant in our time. The purpose of the study is to define the regularity of the state of development of democratic values as a basis for the consolidation of modern Ukrainian society based on the reports "Democracy Index", "Democracy Perception Index" and "Freedom in the World" by means of regression analysis. Research methods: comparative analysis; systematization; regression analysis; generalization. The results. After conducting a regression analysis, it was defined that the value of the coefficient of determination testifies to this. The 88% regression model reflects the direct dependence of the state of development of the democratic regime in Ukraine on the state of the electoral process and pluralism and civil liberties. The study showed that the full-scale invasion of the Russian Federation had a positive effect on the consolidation of modern Ukrainian society. According to the survey, 77% of Ukrainians claim that things in Ukraine are going in the right direction, 80% are proud of their country, 64% of respondents believe that friendly relations between Ukrainians and Russians

#### Анотація

Проблема історичної пам'яті як чинника об'єднання минулого, сьогодення та майбутнього, консолідації сучасного українського суспільства, забезпечення політичної стабільності є актуальною в наш час. Мета дослідження – на основі звітів «Індекс демократії», «Індекс сприйняття демократії» та «Свобода у світі» встановити закономірності стану розвитку демократичних цінностей як основи консолідації сучасного українського суспільства. засоби регресійного аналізу. Методи дослідження: порівняльний аналіз; систематизація; регресійний аналіз; узагальнення. Результати. Після проведення регресійного аналізу встановлено, що про це свідчить значення коефіцієнта детермінації. 88% регресійна модель відображає пряму залежність стану розвитку демократичного режиму в Україні від стану виборчого процесу та плюралізму та громадянських свобод. Дослідження показало, що повномасштабне вторгнення Російської Федерації позитивно вплинуло на консолідацію сучасного українського суспільства. Згідно з опитуванням, 77% українців стверджують, що справи в Україні йдуть у правильному напрямку, 80% пишаються своєю країною, 64%

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cannot be restored. 56% of respondents believe that the main goal of the Russian invasion is the destruction of the Ukrainian people.

**Keywords:** consolidation, democratic values, Ukrainian society.

## Introduction

Currently, the movement towards democracy is the fundamental tendency in the context of establishing society's optimal form. The development of democracy in the XX century had its ups and downs. The twentieth century has gained special popularity in the democratic triumph. The influence of democratic ideas and procedures, which encouraged the development of democratic processes in human history, became especially important for this century. (Lakishyk, 2018).

The effectiveness of any state in the modern globalized world largely depends on the degree of consolidation of the people who form it. It is a generally accepted fact that the more united the nation is, the fewer conflicts in the society and the more confident the nation feels in the international arena. (Polishchuk, 2018).

The relevance of this issue is due to the fact that the Russian Federation's aggression was conducted and is being implemented nowadays through the integral using regular units of the Armed Forces of the Russian Federation, energy blockade, economic pressure, diplomatic blocking of legal mechanisms of international organizations, etc. The encroachment on the Ukrainian state's territorial integrity and inviolability confirmed the increased public danger and grave consequences for Ukrainian society. Territorial integrity as the sovereign territory's totality of the state within its borders guarantees the state's supremacy, sovereignty and statehood as a whole. (Kindratets & Sergienko, 2021).

Thus, the military aggression against Ukraine by the Russian Federation has become a kind of challenge for Ukrainian society to the level of its consolidation. It developed on the grounds of democratic values, thereby strengthening the negative factors in the environment of international and national security and launching destructive trends that violate the international legal principles of the world democratic order (Sergienko & Kuris, 2022). Ukrainian authors Yermakov, O. U., Hrebennikova, A. A.,

опитаних вважають, що дружні стосунки між українцями та росіянами неможливо відновити. 56% респондентів вважають головною метою російського вторгнення знищення українського народу.

**Ключові слова:** консолідація, демократичні цінності, українське суспільство.

Nahorni, V. V. and Chetveryk, O. V. considered investment support for agrarian business in the modern situation of Ukraine and social responsibility of the population (Yermakov, Hrebennikova, Nahorni & Chetveryk, 2019).

**The research aims** to define the regularity of the state of development of democratic values as the basis for the consolidation of modern Ukrainian society, based on the reports of the Democracy Index, Democracy Perception Index, and Freedom in the World through regression analysis.

## Theoretical Framework or Literature Review

A review of the scientific literature on this topic indicates the lack of a broad line of publications on the role of the development of democratic values in the consolidation of modern Ukrainian society. Nevertheless, in recent years, many studies have been published that accentuate the value and seriousness of the development of democratic values and their relevance (Chmil et al., 2021).

On the basis of taking into account the current political experience and having analyzed the significance of certain political positions for modern Ukrainian society and the relationship to them, whilst on the groundwork of researching the prerequisites for their formation and correlation with the valid political situation in Ukraine, it has been found that it is needed for establish and define the criteria for constructing a fundamental type of political identity. On the base of actual experience regarding to the functioning of the state and the nature of interaction within society, they are directly interconnected with the prerequisites for the education and the formation of basic criteria of political identity (Taylor, 1985; Hall, 1996). In this regard, due to the conditions for the formulation of the basic criteria, it is necessary to cover each of the spheres of society's life, which have a direct influence on the process of the education and the formation of the fundamental

political identity, reflecting different but equivalent aspects of this process (Ben-Bassat & Dahan, 2012). We propose to single out the most universal criteria for constructing a fundamental type of political identity.

- 1) Instrumental-political criterion: any state is obliged to have a set of political instruments that influence on the education of the political identity of citizens, in order to contribute to the consolidation of society and social mobilization in periods of active phases of political struggle in order to preserve the current democratic regime or in order to receive sustainable support of society in the transformation period. The de-escalation of emerging political conflicts can be facilitated by the constructive use of political tools, which are based on reducing the level of legitimacy of state institutions and, in general, the rejection of government policies (Klar, 2013). In order to prevent the emergence of new points of conflict, political instability and fragmentation of political sentiments in society, the qualified use of political tools by the authorities is required.
- 2) Ideological criterion: it is necessary to take into account the ideological component (erst, the state ideology must be formulated, which reflects the images of the past, present and future of the country, the "ultimate goal" must be determined, the achievement of which is directed to the state policy, the ideals of the development of a democratic state must be formulated, etc.) in the process the formation of a fundamental type of political identity (Devine, 2011).
- 3) Legal criterion: the formed system of legal and democratic norms in the state, which is enshrined in the Constitution and fundamental laws, should contribute to the development of democratic values and the education of the political identity of citizens, to ensure the level of legitimacy of state institutions and the process of identification of citizens, to spread of uniform rules of behavior and coexistence in society due to the conditions of the valid political and democratic regime (Hogg & Reid, 2006; Huddy, 2013). The legal norms are required to outline the primary principles of regulation of the political life of the population, which would contribute to the consolidation of society and full law enforcement, whilst also required to comply with the basic norms and criteria of international law, and in case of violation or

non-fulfillment of laws, an appropriate system of sanctions must be implemented.

- 4) Moral criterion: political identity must be constructive, contribute to the processes of stimulating society to consolidation, not contradict defined traditions and values, but at the same time must respond to emerging challenges due to the modern conditions and be consistent with democratic values and principles. Thus, society must spread a unifying discourse based on democratic values and priorities acceptable to the majority of citizens. It is necessary to define a system of moral principles, which in turn will contribute to the process of encouraging citizens to respect each other, tolerance, and compliance with ethical standards. Therefore, the state is obliged to take on the function of monitoring compliance with rules and norms of behavior, as well as to form and implement a universal socio-cultural base for the further development of a democratic society (Fowler & Kam, 2007).

Kolomiets N. has attempted to establish the core of the dominant democratic values of the Ukrainian people, which include: patriotism, human rights, and freedoms, social justice, tangible and intangible assets of the Ukrainian people, national security, and a constitutional form of government. According to these scholars, it was the blatant violation of key national values by the authorities, and disregard for human rights and freedoms, in particular, human security, and social justice. That led to the Maidan in November-December 2013 and the outbreak of the Revolution of Dignity in January-February 2014 (Kolomiets, 2017).

A new stage of political identity formation began in Ukraine after the Revolution of Dignity of 2013–2014. The population of the country, realizing its own potential, expressed the desire to build a European-style state with democratic values, a developed civil society with a high level of political culture and functioning political institutions. Nevertheless, in practice, this plan was implemented in a diametrically opposite way, since the political preferences of citizens in the further development of the country did not correspond to the current political realities (National Democratic Institute, 2021). The political experience of Ukrainian citizens in this period demonstrated the inability to implement radical changes without the will of the political elite, and the implementation of modifications to self-formed political views was equated to the denial of the generated situational political identity (Lavrynenko & Prymush, 2020). In this

regard, Ukrainian society plunged into political anomie, announced the illegitimacy of the government and distrust of it. The situational political identity did not have the opportunity to get used in society and turned into a basic one, and gave way to other forms of identity, which in turn caused the reverse development of civil society, contributed to the development of tensions in society, which caused its disunity, which in turn contributed the growing crisis of statehood. In connection with the full-scale invasion of the Russian Federation on the territory of Ukraine, the consolidation of Ukrainian society took place, which contributed to the formation of its unity in the struggle for democratic values. Analyzing this situation from a methodological point of view, we single out several scientific justifications regarding the development of this situation in Ukraine, first of all, from the position of symbolic interactionism, in the mechanism of political identity formation emphasizes political interaction (Inaç & Ünal, 2013; Unesco, 2021; Filippetti & Tsakiris, 2017). The public's response here "is not directly caused by the actions of another, but is based on the value they attach to such actions" (Blumer, 1962).

The issue of national values was also thoroughly studied by V. Horbulin and A. Kachynskyi, who structured the system of democratic values, classifying them into individual, social, and state. The further existence of a democratic state and nation, according to these researchers, should be considered in the light of its value core, which consolidates modern society, i.e. national security, spiritual heritage, welfare, a system of international relations, patriotism, etc. Ivan, V. Yakoviyk together with a team of authors analyzed the national security policy of Ukraine in the context of changing the system of power relations in the modern world (Yakoviyk et al., 2020). Another Ukrainian scientist considered the digital economy in a global environment (Chaliuk et al., 2021).

The study of the main components that make up the structure of the concept of democratic values can be: civil; cultural-historical; heroic-historical; socio-political; moral; military-patriotic; physical, etc. These structural components are intertwined with each other and constitute the content basis of education in the personality of national consciousness (Horbulin & Kachynskyi, 2005). Comprehending the essence of these components of democratic values, it is noted that "... genetically they stem from the formation and strengthening of individual states, especially during their struggle

for self-sufficiency and national independence" (Kolomiets, 2017).

Hence, the development of democratic values as the basis for the consolidation of modern Ukrainian society is reflected in the publications of scientists in the form of practical research and theoretical studies but the issue is relevant and open for further research.

### Methodology

The realization of the purpose of this study involves the use of such research methods as:

- systematization of Democracy Index, Democracy Perception Index, and Freedom in the World reports to determine the state of development of democratic values in Ukraine to consolidate modern Ukrainian society;
- logical and systematic analysis, method of synthesis of information based on the national survey conducted by the sociological group "Rating" to determine the level of consolidation of Ukrainian society;
- generalization of statistical data published by governments and accountable organizations to define an assessment and current analysis of the state of democratization of Ukraine, based on the reports Democracy Index, Democracy Perception Index, and Freedom in the World.
- a method of comparison to differentiate the characteristics of the level of political rights and civil liberties based on the reports Democracy Index, Democracy Perception Index, and Freedom in the World.

Regression analysis was applied to reflect the state of development of the democratic regime in Ukraine, which depends on the current results of the electoral process and pluralism and civil liberties.

### Results and Discussion

According to the statistics presented in the report, which was proved by Latana and the Alliance of Democracies in spring 2022, from March 30 to May 10. Information was collected from a sample of n=1030 internet-connected respondents. Nationally representative results were calculated based on each country's official population distribution by age, sex, and education, derived from the latest available data from Barro Lee & UNStat and census.gov. The average margin of error for a country is (+/-) 3.2



percentage points. Ukraine is noted as a partially free country.

Although democracy is in decline around the world, the survey shows that people still believe in it: 91% say it is weighty to have democracy in their country. Nevertheless, the number of those

disappointed with the state of democracy is growing, with 22% believing that their country lacks democracy. Respondents consider corruption and economic inequality to be the biggest threats to the development of democracy and democratic values in Ukraine (81% and 70% respectively) (see Table 1).

**Table 1.**  
*Questionnaire of the Democracy Perception Index (DPI) 2022 in Ukraine*

Questionnaire		%
In your opinion, how important is it for your country to be a democracy?	Democracy is Important (7-10)	91%
Think about your country today. How democratic do you think it is?	My Country is Democratic (7-10)	73%
Democracy Important - The country is Democratic	Perceived Democratic Deficit	17%
	Not enough democracy	22%
Which of the following statements comes closest to your view? "I think there is..."	The right amount of democracy	73%
	Too much democracy	5%
	"Not Enough Democracy" TREND 2022 - 2021	-32%
"My government usually acts in the interest of..."	"Minority" "A small group of people in my country"	30%
	Minority TREND 2022 - 2021	-48%
How important is it for you that everyone in your country can freely express their opinion on political and social topics?	Free Speech is Important (Very Important)	85%
"Everyone in my country can freely express their opinion on political and social topics"?	Free Speech Assessment Disagree (Strongly + Somewhat)	5%
How important is it for you that political leaders in your country are elected in free and fair elections?	Fair Elections are Important (Very Important)	88%
"Political leaders in my country are elected in free and fair elections"	Fair Elections Assessment Disagree (Strongly + Somewhat)	5%
How important is it for you that everyone in your country is equal before the law and has the same basic rights?	Equal Rights are Important (Very Important)	87%
"Everyone in my country is equal before the law and has the same basic rights"	Equal Rights Assessment Disagree (Strongly + Somewhat)	17%
	Economic Inequality Agree (Strongly + Somewhat)	70%
	Power of Big Tech Agree (Strongly + Somewhat)	35%
	Limits to Free Speech Agree (Strongly + Somewhat)	51%
	Foreign Election Interference Agree (Strongly + Somewhat)	58%
Do you agree or disagree with the following statements? "Democracy in my country is threatened by ..."	Unfair elections and/or election fraud Agree (Strongly + Somewhat)	59%
	Corruption Agree (Strongly + Somewhat)	81%
	Influence of Global Corporations Agree (Strongly + Somewhat)	54%

Source: Compiled by the authors on official data of (Alliance of democracies, 2022).

Once one of the worst-performing regions in the Democracy Index, Eastern Europe outperformed all other regions in 2021, avoidance a decrease in its regional average score. Ukraine struggled in 2021, with its score dropping from 5.81 in 2020

to 5.57 in 2021, falling further below the 6.00 threshold, above which countries are assorted as "democracies with deficiencies" and Ukraine is marked as a "hybrid regime".

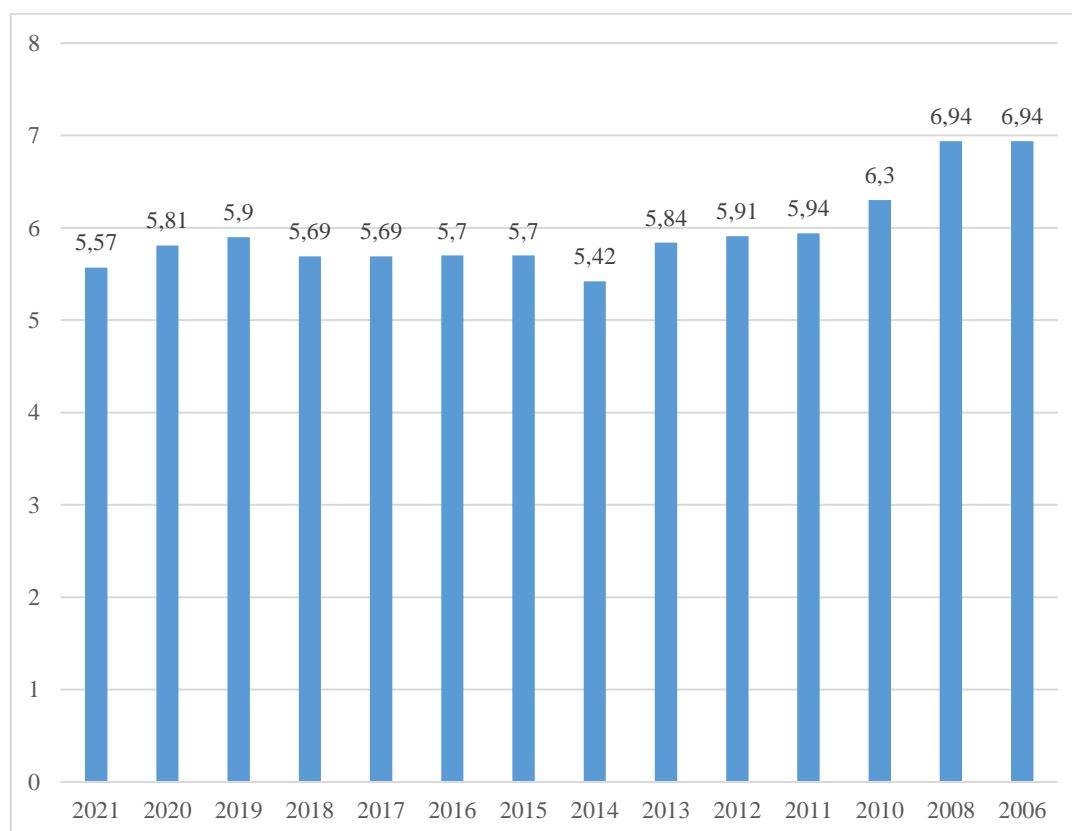
**Table 2.**  
*The Democracy Index of Ukraine in 2016-2021*

	Global Rank	Regional rank	Electoral process and pluralism	Functioning of government	Political participation	Political culture	Civil liberties
2021	86	17	8,25	2,36	6,67	5,00	5,59
2020	79	15	8,25	2,71	7,22	5,00	5,88
2019	78	14	7,42	2,71	6,67	6,25	6,47
2018	84	17	6,17	3,21	6,67	6,25	6,18
2017	83	16	6,17	3,21	6,67	6,25	6,18
2016	86	17	5,83	3,93	6,67	5,00	7,06

Source: Compiled by the authors on official data of (Economist Intelligence, 2022).

The average score for the region's "hybrid regimes" declined lightly in 2021, with Ukraine's score recording the sharpest decrease among the four Eastern European countries in this category, and Ukraine now shares 86th place with Mexico in this global ranking, down from 79th place in 2020. Ukraine's score decreased partially due to

military actions by Russia. The functioning of a government in a situation of direct war usually limits democratic processes in favor of centralizing power in the hands of the executive and security or military apparatus to guarantee public security (see Figure 1).



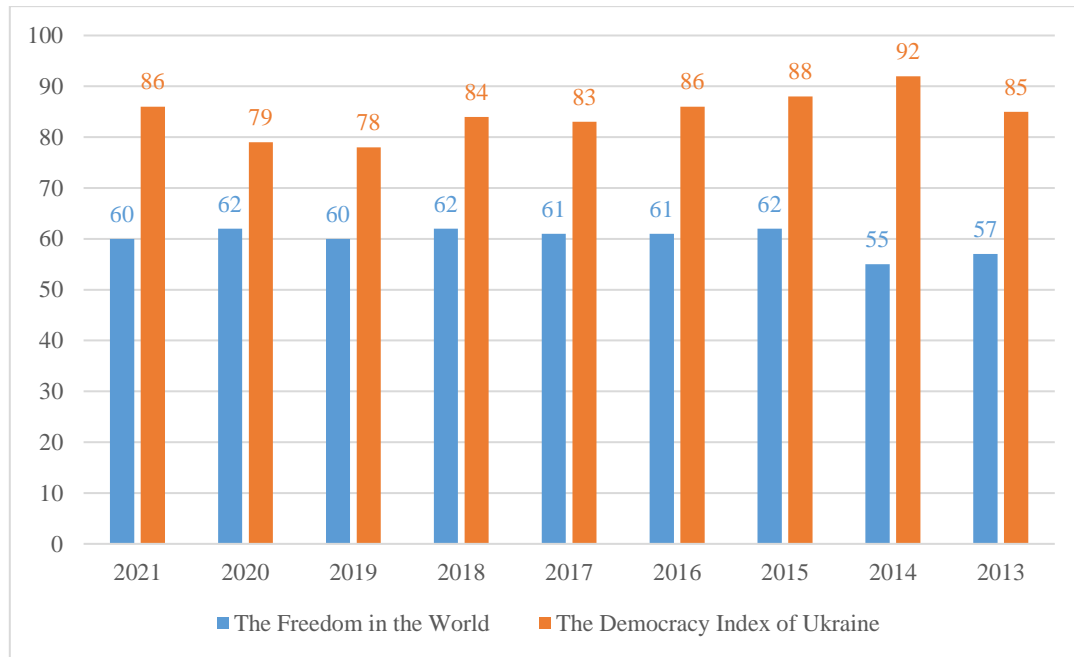
**Fig. 1.** The Democracy Index of Ukraine in 2006-2021

Source: Compiled by the authors on official data of (Economist Intelligence, 2022).

"Freedom in the World is an annual global report on civil liberties and political rights and founded on the premise that freedom for all people is best attained in liberal democratic societies. Freedom in the World assesses the factual freedoms and rights made use of individuals, not governments or the activities of government as such. Civil

liberties and political rights can be influenced by both state and non-state actors, including rebels and other armed groups (see Figure 2).

In scoring, greater emphasis is placed on implementation.



**Fig. 2.** The ranks of Ukraine in the Democracy Index of Ukraine and Freedom in the World in 2013-2021  
*Source:* Compiled by the authors by official data of (Economist Intelligence, 2022; Freedom House, 2022).

The ranking of local democratic governance by Freedom in the World has improved from 3.25 to 3.50 due to the success of territorial and administrative decentralization reforms, which have made local governments more inclusive, trustworthy, and transparent. In consequence of, Ukraine's democracy rating in 2021 remained unchanged at 3.36.

Table 3 shows the results of regression modeling to define the dependence of the state of effective development of the democratic regime in Ukraine (given in Table 2), based on the results of the electoral process and pluralism and civil liberties:

$$\begin{aligned}
 & \text{Effectiveness development of a democratic regime} \\
 & = (14,86) + (-1,62) \\
 & \quad * \text{Electoral process and pluralism} \\
 & \quad + 3,10 * \text{Civil liberties}
 \end{aligned}$$

Hence, the effectiveness of the development of the democratic regime in Ukraine depends on the actual results of the electoral process and pluralism and civil liberties. The model

parameters are statistically significant, as indicated by t Stat of (-6.23) and 3.09 and P-values of 0.0034 and 0.036.

The value of the coefficient of determination indicates that the regression model by 88% reflects the direct dependence of the state of development of the democratic regime in Ukraine, based on the state of the electoral process and pluralism and civil liberties. This analysis indicates that there are still a small number of other factors affecting on the effectiveness of the development of the democratic regime in Ukraine, which are not included in the regression model.

One of the main goals of the Russian Federation's "special operation" was to create disunity and internal confrontation in Ukrainian society, but the opposite happened. Based on a nationwide survey conducted by the Rating Sociological Group (the survey was conducted on March 18, 2022), a high level of consolidation of Ukrainian society was established (see Table 4).

**Table 3.**  
*The results of regression modeling*

<i>Regression Statistics</i>								
Multiple R	0,95							
R Square	0,91							
Adjusted R Square	0,88							
Standard Error	0,64							
Observations	6							
<i>ANOVA</i>								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	15,87	15,87	38,86	0,003			
Residual	4	1,63	0,41					
Total	5	17,5						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>tStat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95,0%</i>	<i>Upper 95,0%</i>
Intercept	14,86	1,84	8,07	0,0013	9,75	19,98	9,75	19,98
Electoral process and pluralism	-1,62	0,26	-6,23	0,0034	-2,34	-0,90	-2,34	-0,90
Civil liberties	3,10	1,00	3,09	0,036	0,32	5,88	0,32	5,88

Source: Compiled by the authors on official data of (Economist Intelligence, 2022).

**Table 4.**  
*A national survey in Ukraine in 2022*

<b>Questions</b>	<b>Answers</b>	<b>%</b>
Are things in Ukraine going in the right direction?	Yes	77%
	Disagree	14%
	Cannot estimate	10%
Are you proud of your country?	Yes	80%
	Feeling sad about Ukraine	32%
	Feeling glad	20%
How do you feel about Ukraine?	Fear	16%
	Anger	11%
	Interest	6%
	The decimation of the Ukrainian people	56%
	Occupation of Ukraine and annexation to Russia	44%
	Russia aims to change Ukraine's political course or prevent the deployment of NATO bases	15-17%
What is the purpose of the Russian invasion?	Russia's motive is to destroy military infrastructure	10%
	To provoke NATO to war	5%
	Russian invasion was aimed at protecting Russian speakers	2%
	Impossible to restore	64%
Do you think it is possible to restore friendly relations between Ukrainians and Russians?	This can happen in at least 20-30 years	22%
	They see such reconciliation in the future for up to 15 years	10%

Source: Compiled by the authors by official data of (Sociological group "Rating", 2022a; Sociological group "Rating", 2022c; Sociological group "Rating", 2022b).

Thus, we can note that the full-scale invasion of the Russian Federation has consolidated Ukrainian society as never before.

### Discussion

Thus, the consolidation of modern Ukrainian society has significantly strengthened due to several difficult circumstances that forced citizens to defend their state values (Unesco,

2021). Accordingly, the consolidation of modern Ukrainian society became possible only in the context of individual national identification, in consequence of which a person adheres to generally accepted institutions, values, and standards promoted by a modern democratic community (Filippetti & Tsakiris, 2017).

In recent years, the level of national consolidation and consciousness of Ukrainian

society has elevated significantly. It is explained by many complex political, social, economic, and cultural circumstances, namely the full-scale invasion of the Russian Federation into the territory of Ukraine. Nevertheless, the transformation of consciousness and rooting of national ideals formed the worldview image of Ukrainian identity, which serves as an example of the development of the social role of a citizen in a modern democratic society (Chmil et al., 2021).

It has been established that in the case of strengthening the influence of civil society on the process of education and formation of political identity, a managed model of political identity, which was previously accepted by society, will protect the support of the level of legitimacy of state institutions and anticipate the emergence of crises of statehood, which were preceded by outbreaks of protests. In the case of increasing influence of the political elite and mass media on the process of education and formation of political identity, the resignation of society from the recommended elite-controlled model of political identity is likely, which in turn will be accompanied by an increase in protest sentiments in society. Thus, it is necessary to expect an increase in the crisis of legitimacy of state institutions, which in the final case may become a threat to statehood. It has been established that this similar scenario is inherent in states that are at the stage of transformation, to which Ukraine also belongs. In consequence of the conducted research, it was established that the main factor in the stability of the development and consolidation of society and the security of Ukrainian statehood is the process of education and formation of political identity (Lavrynenko & Prymush, 2020).

Nevertheless, in consequence of the analysis of the indices, Ukraine cannot be called a stable and consolidated democracy, but the country demonstrates dynamism in its active actions toward the implementation of democratic development in Ukraine. Ukrainians face a significant number of challenges due to the current context, but they continue to demonstrate enthusiasm for civic engagement and their commitment to a democratic future: in the 2021 survey, 76 percent admitted that it is important for them that Ukraine becomes a fully functioning democracy with equal justice for all and protection of human rights. These sentiments are high in all regions of the country and have remained stable over time (National Democratic institute, 2021), showing that democratic transition in Ukraine can be discussed in

individual cases, but not as a general ambition. Nevertheless, corruption and lack of integrity of the judiciary, as well as the ongoing occupation of Crimea and full-scale war remain challenging issues for Ukraine's democratic transition (Freedom House, 2022).

Thus, the process of development of democratic values as the basis for the consolidation of modern Ukrainian society will face new challenges due to the war on the territory of Ukraine. Its in-depth study will lead to increased attention to improving the process of development of democratic values to fully consolidate modern Ukrainian society.

### Conclusion

In consequence of the analysis of the development of democratic values as the basis for the consolidation of modern Ukrainian society, it was found that in consequence of the full-scale invasion of the Russian Federation on the territory of Ukraine, Ukrainian society has consolidated as never before. Public organizations, volunteers, charitable foundations, and ordinary active citizens have united and undertaken to solve a significant number of tasks to support the Armed Forces and the population. It was explained that the Ukrainian national idea plays a decisive role in countering the attempts of the Russian Federation to split the country. Its main goal is to consolidate the consolidation, cohesion, and national unity of the Ukrainian nation.

Thus, the main factor of consolidation of Ukrainian society, due to modern conditions, is the territorial integrity of the state. In consequence of the study, we can note that consolidation is the main feature of a classical mature state and a form of existence of modern nations in the world. Public activity under martial law has acquired new forms of systematic organization, cooperation of government, business, army, society, and self-government.

Owing to the joint efforts of Ukrainians, we can stop the active offensive of the Russian Federation on the territory of Ukraine, where our resistance and war with the Russian occupiers is a war for the independence and territorial integrity of Ukraine. The main task of Ukrainians in the current conditions is to completely stop the invasion of the Russian Federation and preserve the statehood and sovereignty of Ukraine.

The practical significance of the study lies in the fact that the conclusions and recommendations

developed by the author and proposed in the article can be used for the development of democratic values as the basis for the consolidation of modern Ukrainian society due to the full-scale invasion of the Russian Federation. Further research can be focused on the study of the process of post-war reconstruction of Ukraine, which will stimulate the activities of state institutions to ensure the development of democratic values as the basis for the consolidation of modern Ukrainian society.

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