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THE ARCHETYPES OF SOCIAL JUSTICE PRINCIPLES ARE EXEMPLIFIED BY IMPROVING THE TARGETING OF SOCIAL BENEFITS

Abstract. The article deals with the basic approaches to the appointment and payment of targeted social assistance in Ukraine. Attention is drawn to the fact that, despite the improvement of targeted social assistance, the effectiveness of their payment remains a **problem**.

Therefore, the **purpose** of the article is to attempt to improve the principle of social justice in providing targeted social assistance in terms of moral and ethical approaches. Attention is drawn to the principles of practical implementation of targeting, which guides the Ukrainian state in providing social assistance.

From a sociological point of view, the disadvantages and advantages of implementing the first targeted social program in Ukraine, namely, the implementation of a subsidy program for housing and communal services, which began to operate since 1995, have been examined. It is emphasized that in Ukraine there are

already cases of return of social payments to the budget for the unfair nature of their receipt.

Ukrainian scientists, O. S. Bukhtiyarov, O. I. Danylyuk, S. M. Didyk, E. M. Libanova, O. M. Makarova and others are unanimous in that the system of the social payments and benefits in Ukraine needs to be improved in order to achieve social efficiency of the society. The ambiguity is only in how to achieve this improvement.

This paper attempts to improve the principle of social justice in providing targeted social assistance in terms of moral and ethical approaches. Positive examples of moral, ethical and cultural approaches to self-determination in addressing targeted social assistance have been considered.

It is **concluded** that it is necessary to apply a moral and ethical approach to the citizens who claim to receive targeted social benefits, in particular, at the request of law enforcement agencies. If social behaviour does not meet generally accepted standards of behaviour, it is proposed to replace targeted social assistance with unattractive work for educational purposes, to comply with the principle of social justice and to provide livelihoods.

Keywords: targeted social payments, improvements, practical implementation, successful socialization, moral and ethical principles.

АРХЕТИПИ ПРИНЦИПІВ СОЦІАЛЬНОЇ СПРАВЕДЛИВОСТІ НА ПРИКЛАДІ УДОСКОНАЛЕННЯ АДРЕСНОСТІ СОЦІАЛЬНИХ ВИПЛАТ

Анотація. Розглянуто основні підходи до призначення та виплати адресної соціальної допомоги в Україні.

Звернено увагу на те, що незважаючи на удосконалення надання адресної соціальної допомоги, ефективність їх виплати залишається **проблемою**.

Розглянуто принцип удосконалення соціальної справедливості при наданні адресної соціальної допомоги з точки зору морально-етичних підходів.

Особливої уваги надано принципу практичного впровадження адресності, якими керується українська держава при наданні соціальної допомоги.

Визначено з соціологічної точки зору недоліки і переваги впровадження першої адресної соціальної програми в Україні, а саме, впровадження програми надання субсидій на житлово-комунальні послуги, яка почала діяти з 1995 р.

Окреслено, що в Україні вже існують випадки повернення соціальних виплат у бюджет за недобросовісний характер їх отримання.

Українські науковці, О. С. Бухтіяров, О. І. Данилюк, С. М. Дідик, Е. М. Лібанова, О. М. Макарова та ін. Наведено одноставну думку науковців, що систему соціальних виплат і допомог в Україні потрібно удосконалювати задля досягнення соціальної ефективності суспільства.

Неодностайність лише в тому, яким чином досягати цього удосконалення.

Розглянуто позитивні приклади морально-етичних та культурних підходів самовизначення щодо оформлення адресної соціальної допомоги.

Обґрунтовано необхідність застосування морально-етичного підходу до громадян, які претендують на отримання адресних соціальних допомог, зокрема, за запитом до правоохоронних органів. Якщо соціальна поведінка не відповідає загальноприйнятим стандартам поведінки, пропонується замінити адресну соціальну допомогу непривабливими для суспільства роботами з виховною метою, метою дотримання принципу соціальної справедливості і надання засобів до існування.

Ключові слова: адресні соціальні виплати, удосконалення, практичне впровадження, успішна соціалізація, морально-етичні принципи.

АРХЕТИПЫ ПРИНЦИПОВ СОЦИАЛЬНОЙ СПРАВЕДЛИВОСТИ НА ПРИМЕРЕ СОВЕРШЕНСТВОВАНИЯ АДРЕСНОСТИ СОЦИАЛЬНЫХ ВЫПЛАТ

Аннотация. Рассмотрены основные подходы к назначению и выплате адресной социальной помощи в Украине.

Обращено внимание на то, что несмотря на совершенствование оказания адресной социальной помощи, эффективность их выплаты остается **проблемой**.

Рассмотрен принципа усовершенствования социальной справедливости при предоставлении адресной социальной помощи с точки зрения морально-этических подходов.

Особое внимание обращено на принципы практического внедрения адресности, которыми руководствуется украинское государство при предоставлении социальной помощи.

Определены, с социологической точки зрения, недостатки и преимущества внедрения первой адресной социальной программы в Украине, в частности, внедрение программы предоставления субсидий на жилищно-коммунальные услуги, которая начала действовать с 1995 г.

Очерчено, что в Украине уже существуют случаи возвращения социальных выплат в бюджет за недобросовестный характер их получения.

Высказано единодушное мнение украинских ученых, что систему социальных выплат и пособий в Украине нужно совершенствовать для достижения социальной эффективности общества.

Неоднозначность только в том, каким образом достигать этого усовершенствования.

Сделана попытка усовершенствования принципа социальной справедливости при предоставлении адресной социальной помощи с точки зрения морально-этических подходов.

Рассмотрены положительные примеры морально-этических и культурных подходов самоопределения по оформлению адресной социальной помощи.

Обоснована необходимость применения морально-этического подхода к гражданам, претендующим на получение адресных социальных пособий, в частности, по запросу в правоохранительные органы. Если социальное поведение не соответствует общепринятым стандартам, предлагается заменить адресную социальную помощь непривлекательными для общества работами с воспитательной целью, целью соблюдения принципа социальной справедливости и предоставления средств к существованию.

Ключевые слова: адресные социальные выплаты, совершенствование, практическое внедрение, успешная социализация, морально-этические принципы.

Formulation of the problem. The archetypes of the principles of social justice in each country were shaped both by summarizing their own experience and generalizing the positive experiences of other countries. Each country goes through a

long period of formation, becoming and development of the social relations.

Since Independence discussions on transition to targeted social assistance have been ongoing in the Ukrainian society.

Despite improvements in targeted social assistance, the effectiveness of their payment remains a problem.

Analysis of the recent research and publications. The Ukrainian scientists such as: E. Libanova, O. Makarov and others consider the fundamental principles of the social policy implementation in Ukraine; E. Afonin, V. Bodrov, V. Knyazev, S. Popov, Y. Surmin, S. Seryohin also systematically consider other components of the state and public administration.

The practical implementation of the principle of targeting in the provision of social assistance, in particular, was emphasized by the leadership of the Ministry of Social Policy during the participation in the International Conference “Universal payments and payments to families with children” on February 8, 2019 [1].

One of the first targeted social programs in Ukraine was the implementation of a housing and communal services subsidy program that began in 1995.

A sociological analysis of the quality of the provision of this service several years after its introduction has revealed the shortcomings in the Ukrainian version of receiving it and now there is a more sophisticated mechanism for receiving this social assistance, which is already more likely to be provided to those who need it [2].

The need for improvement of the targeted social assistance mechanism is emphasized by the German experts, taking into account their own experience: “With limited budgetary means, it is vital that poverty-targeted funds are not mistaken for poor households, and targeted... [3]” to those who need it.

Also, in Ukraine there are already cases of return of the social payments to the budget for unfair nature of their receipt by so-called “single mothers” who are actually married or families who have received child care and do not care for her properly and so on.

And this underscores the need for a moral and ethical approach to the targeted social assistance.

A review of the scientific literature on the subject indicated that the authors Bukhtiyarov O. S., Danylyuk O. I., Didik S. M., Libanova S. M., Makarova O. M. and others are unanimous in that the system of the social payments and benefits in Ukraine needs to be improved in order to achieve social efficiency of the society.

Formulation of the purposes. However, in the society there is ambiguity in how to achieve improvements in the system of social benefits and assistance. Therefore, the purpose of the article is to attempt to improve the principle of social justice in providing targeted social assistance in terms of moral and ethical approaches.

Presentation of the main material. It is well known that the principle of social justice is relevant to any country and this issue cannot be resolved once and for all, as social conditions and social opportunities are constantly changing. Successful countries are generally countries that have found a fair balance in implementing the principle of social justice.

The modern dictionary of ethics gives the following definition of justice: "Justice – the general correlation of values, benefits among themselves and the concrete distribution of them among the individuals, the proper order of human coexistence, which corresponds to the concept of the essence of man and his inalienable rights... Traditionally, justice is regarded as the order of coexistence of people, which is consistent with humanistic ideas about the nature and essence of man and his

inalienable rights, about the balanced harmonization of the needs and interests of the individual, society and humanity" [4].

The first step in achieving the principle of social justice in the Ukrainian society was the transition from the categorical principle of social assistance to the targeted one.

The next step was to eliminate the risks of non-coverage – exclusion and leakage errors – inclusion errors, which made targeting more effective.

At present, there is a need to take moral and ethical approaches into account when providing targeted social assistance.

Since the society is a special and extremely complex type of organization of the social life, the constituent societies include social institutions and social communities, stable social interactions. The mechanisms of self-regulation of the social system make it possible to maintain its integrity, to streamline social relations between the social institutions and social communities, to reproduce social interactions.

An important component of the development of the society is a qualitative change in the structure of the society, which includes changing the way of thinking of both individuals and the people as a whole.

This opinion is shared, in particular, by the well-known Ukrainian scientists Bakumenko V. D., Mykhnenko A. M.: The development of the society "usually means only those changes that are in the interests of the majority, contribute to improving the quality of life of the people and enable them to look more confidently into the future. The overall mechanism of the social development is

the emergence of new needs in different spheres of the public life and the search for opportunities to meet them. New needs are constantly arising as a result of the production and other productive activities of the people, and therefore associated with the search and invention of new means of work, communication, organization of the social life, expanding and deepening the volume of the scientific knowledge, complications of forms and mechanisms of human beings... governance on the basis of democratic public relations provides the best results in improving the society and accelerating its development” [5].

Both Ukrainian researchers, S. V. Kudlaenko, and community initiatives, the project “Reforming the system of benefits and privileges in Ukraine – approximation to European standards”, among the factors that impede the implementation of targeting programs are misunderstandings of the interest groups, including poor people targeted assistance benefits are perceived as deprivation of benefits.

The order of the Ministry of Health of Ukraine approved the forms of an individual program of rehabilitation of a disabled person, a disabled child and the Procedure for their preparation [6].

However, social workers are aware of a situation where families with a disabled child or a disabled person are not interested in carrying out an individual rehabilitation program because in the case of partial or complete recovery of the limitation of life, social and living status, resumption of employment, the social benefits are reduced.

There are also examples of criminal behaviour by the persons whose liveli-

hood may be the targeted social assistance [7].

It should be remembered that the society and its constituents are a social system, serving as systemic integrity.

The problems of the social systems and their nature have been studied by such prominent scientists as P. Bourdieu, E. Giddens, R. Merton, T. Parsons, Y. Surmin, and others.

The Encyclopedic Dictionary of the Public Administration gives this definition. The social system: “...is a complex organized, orderly whole made up of individuals, social communities and institutions, united by diverse bonds and relationships and of a social nature. People who act as social actors play a major role in such systems. A social system is formed through a common purpose, understanding of the components of this system of its tasks and functions. Significant role in this system is played by direct and feedback connections, the principle of hierarchy, socio-cultural standards, patterns of behaviour and more. The social system is characterized by a high capacity for self-organization, active activity and adaptability. The nature of the social system is due to such factors as the type of civilization, the level of economic, political, social and spiritual-cultural development, the manifestation of the human activity. The social system – a kind of complex systems that have the following characteristics: polystructural, multi-functional, multi-variate development, that is, they are fundamentally multiple, multi-alternative, characterized by many states; indeterminacy, stochasticity and self-sufficiency; the presence of purpose-setting mechanisms, whereby goals, programs,

directions of movement are formed; flexibility, adaptability, resilience, ability to survive, preserve their identity... they are organic systems capable of restoring elements, structures, functions; are characterized by self-development, self-regulation, self-management, self-organization...”.

In this approach the process of socialization as a process of becoming a person and gradually assimilating the requirements of the society, social norms and values, inclusion in the system of the social ties and social relations necessary for life in a certain society becomes crucial.

It is known that D. Smelser identifies three factors necessary for the successful socialization of the individual:

- expectations;
- behaviour change;
- desire to meet these expectations.

Therefore, mastering the best examples of the social experience acquires a level of personal attitudes and orientations.

For each person the process of socialization is very individual and occurs at all the stages of life, during which the person integrates into the society, acquires a personality trait, assimilates and uses the acquired values of the culture and behaviour.

The state is involved in the socialization of the individual at the institutional level. The society also establishes rules and requirements that are integral to the socialization of the individual. With the successful coordination of all the efforts, the process of socialization of the individual is successful.

The successful socialization of each individual ensures the social security of the whole society.

The social security of the society is a vital condition for both the individual and the entire society. The social security of the society is characterized by a balanced system of social conditions of the human activity, protection from the influence of the social risks.

Scholars identify the following areas of the social policy aimed at shaping the social security in the society:

- creating conditions for increasing the socio-economic activity of the population;
- application of the modern motivational and stimulating mechanisms of high-performance work;
- ensuring a decent standard of living for everyone based on a sound and active income policy;
- introduction of a flexible, dynamic system of remuneration;
- formation of a dynamic, flexible system of social protection;
- development and implementation of a new model of social insurance;
- reforming the pension system;
- reforming the social assistance system, strengthening its targeting;
- improving the social services system;
- providing social support for families, women, children, youth;
- creation of conditions for the development of philanthropy, charitable activity;
- deep structural reform of the public housing policy;
- reforming the public health system;
- protection of the citizens as consumers of services.

As social policy includes a set of measures and is carried out in various directions of development of the social

sphere in order to achieve the general welfare and provide social protection to all without exception to the population.

The main functions of the state in conducting social policy are:

- social rehabilitation of the population, the content of which is to create conditions for a normal life of a person, meet his needs in such spheres of the public life as work, consumption, family relations, health care, education, etc.;

- regulatory, which is the state's attempt to stimulate the active activity of the individual, social groups through legal, economic, moral levers, as a result of which people become capable of self-organization and self-defense;

- social-protective, which is associated with social guarantees of the state, ensuring the social rights of the citizens in the event of a decrease in the material standard of living, loss of employment, working capacity, aging, other situations that accompany a person from birth to death;

- stabilization-adaptive, according to which the state must comply with the principle of the social justice, take into account the reaction of the population, public opinion, maintain its authority among the population, influence the formation of the social consciousness, coordinate interests, and regulate conflicts in the society by legal means, ensuring its well-established development.

Therefore, the social policy is a system of administrative, regulatory, self-regulatory ways and forms of activity of the subjects, a set of principles, decisions, actions embodied in the social programs and social practice with the

purpose of meeting the social needs, balancing the social interests of man, social groups of the society, achieving social goals, solving social problems, forming social values.

In a broad sense, the social policy is a system of institutional and supra-institutional, state and public, social and personal, individual ways and forms of activity aimed at creating conditions for comprehensive self-realization of a person's social potential, its essential capacities, write Skuratovsky V. A., Mykhnenko A. M., Makarenko E. M.

Current trends in strengthening the social ties and social partnerships with representatives of developed countries of the world give an idea of the interconnection of all the sections of the society in these countries, in particular in matters of social protection.

The citizens of the developed world show us other patterns of behaviour. In successful countries of the world to seek social assistance is considered humiliating and targeted social assistance is usually prescribed after exhausting all the possible options for self-seeking solutions to their financial problems.

It is this principle that is the moral and ethical basis for targeted social assistance in developed countries.

In this context, the archetype of the principle of social justice is the example of one of the founders of the German economic miracle, Ludwig Ehrhardt (1897–1977), who, from his childhood, had been mutilated after a serious illness. He was injured during the First World War, which led to a deterioration of his physical condition and recognition of Ludwig Ehrhardt as unfit for physical labour.

Unable to engage in business, Ludwig Ehrhardt successfully mastered the theoretical foundations of the economy and created the conditions for improving his economic situation throughout Germany [8].

In developed countries the moral and ethical principle of receiving social benefits based on self-esteem applies.

This principle operates at the level of self-awareness. A person who is entitled to benefits, social benefits, sometimes does not knowingly make these payments, believing that this limits his/her ambitions for certain roles in the society.

This is evidenced by the speeches of the European colleagues at the international conferences. In particular, scientists from Latvia at the annual conferences held at the University of Ukraine.

Similarly, in Ukraine, people with personal experience of living and working in developed countries of the world, quite often, the above-mentioned questions of receiving and not receiving targeted social benefits are solved on the basis of self-esteem.

According to the current legislation of Ukraine, the title of Hero of Ukraine gives the right to receive public utilities free of charge without payment for housing and communal services. However, reports from the Labour and Social Welfare Offices in the city of Kyiv show that there are cases of self-critical approach to the above issues and the right to receive public utilities free of charge, without payment for housing and communal services, is not enjoyed by all who have the right.

It should be emphasized that the above behaviour in developed countries is a normal standard of living.

In Ukraine, when determining a person's right to receive certain targeted social assistance, the moral and ethical principle of providing it is not taken into account. All the citizens who are formally entitled to receive such assistance receive it.

Conclusions and prospects for further research. From the above it can be concluded that it would be necessary to apply a moral and ethical approach to all the citizens applying for social benefits, including targeted ones, and when designing such assistance, pay attention to the moral, ethical and cultural component of the applicant for social assistance in order to restore the principle the social justice of its provision. In particular, on request to law enforcement agencies. If social behaviour does not meet generally accepted standards of behaviour, it is proposed to replace the targeted social assistance with unattractive educational work, to comply with the principle of social justice and to provide livelihoods.

Further discussion of the above issues may be a prospect of scientific research.

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