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## **GROWTH OF THE QUALITY OF LIFE AS CRITERIA OF THE ACTION OF THE UKRAINIAN GOVERNMENT IN CONDITIONS OF DEVELOPMENT OF INFORMATION SOCIETY**

**Abstract.** The problems of the government in the management system of communication and promotion of information on them are determined. Analysis of papers devoted to the study of new opportunities of the public administration in the conditions of emerging of the information society is conducted. Found that uncertainty of the goal oriented criteria of quality of life in public affairs lead to large errors in the social, economic policy scattered human capital, deconcentrate social energy in addressing of the key development issues. Proved the thesis of utopian of the social revolution in contemporary conditions in Ukraine. Defined quality of life as the main criterion of human development in Ukraine.

**Keywords:** public authorities, information society, communications management, quality of life.

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## **ЗРОСТАННЯ ЯКОСТІ ЖИТТЯ ЯК КРИТЕРІЙ ДІЙ УКРАЇНСЬКОЇ ВЛАДИ В УМОВАХ РОЗВИТКУ ІНФОРМАЦІЙНОГО СУСПІЛЬСТВА**

**Анотація.** Визначено проблеми державної влади в системі управління комунікаціями та просування інформації. Проаналізовано праці, що присвячені вивченню нових можливостей публічного управління в умовах розвитку ін-

формаційного суспільства. Встановлено, що невизначеність цілеорієнтованих критеріїв якості життя у суспільній справі призводить до великих помилок у соціальній, економічній політиці, розпорошує людський капітал, деконцентрує соціальну енергію у вирішенні головних питань розвитку. Доведено тезу про утопічність соціальної революції в сучасних умовах в Україні. Визначено якість життя як головний критерій людського розвитку в Україні.

**Ключові слова:** державна влада, інформаційне суспільство, управління комунікаціями, якість життя.

## **РОСТ КАЧЕСТВА ЖИЗНИ КАК КРИТЕРИЙ ДЕЙСТВИЙ УКРАИНСКОЙ ВЛАСТИ В УСЛОВИЯХ РАЗВИТИЯ ИНФОРМАЦИОННОГО ОБЩЕСТВА**

**Аннотация.** Определены проблемы государственной власти в системе управления коммуникациями и продвижения информации. Проанализированы работы, посвященные изучению новых возможностей публичного управления в условиях развития информационного общества. Установлено, что неопределенность целеориентированных критериев качества жизни в общественном деле приводит к большим ошибкам в социальной, экономической политике, распыляет человеческий капитал, деконцентрирует социальную энергию в решении главных вопросов развития. Доказано тезис об утопичности социальной революции в современных условиях в Украине. Определено качество жизни в качестве главного критерия человеческого развития в Украине.

**Ключевые слова:** государственная власть, информационное общество, управление коммуникациями, качество жизни.

Formulation of the problem. The problem of the crisis of governance at the present stage is not just associated with evil technology, but the lack of common areas and activity restrictions defined and balanced at various levels and in various areas of life measure. Development of Ukraine is connected with the global trends of world civilization, the struggle for leadership in it, and with the current dominant domestic situations that define the logic of internal development. Therefore, modern public administrators are inadequate not only because of the lack of professionalism, but also due to lack of knowledge is a measure of nature, man and society.

The development of social science and modern technology allows the authorities at all levels to successfully use violence with the help of mental and physical suppression. man, that prevents determined as an obstacle that is eliminated. The problem is particularly violent technologies hostrotypry use of high-level knowledge of communications management and promotion of information on it (information technology distortion).

Analysis of recent publications on issues. Various aspects of the information society analyzed in Ukrainian and Russian literature in the works of I. Alekseeva, MS Demkova, TA Birch, L. Berezovets, AL Vartanova, ST Kara-Murza A. Kolodyuk, IB Kolyushko VI Lissitzky, LG Melnyk, IS Melyuhina, AI Rakitovo, GL Smolyan DS Chereshkina, AA Chernoff and others.

Purpose of the article - to analyze the growth of quality of life as a criterion actions of Ukrainian authorities in the development of the

information society.

Presenting main material. Back in 1973 the US published a book of famous American sociologist and futurist, founder of the concept of postindustrial (information) society D. Bell (1919-2011 biennium). "The coming post-industrial society" [1], which aroused great interest in the subject and had a wide positive resonance. This work was the result of understanding the processes occurring in the economy and public life of the United States in the postwar decades (World War II). The book contains a deep analysis of the main trends in the changing ratio of public sector production, becoming a service economy, the formation of scientific knowledge as a separate element of the productive forces. It evaluated the role and place of post-industrial society in the overall picture of social progress. Bell holistic concept builds on the analysis of huge factual material in controversy with representatives of various areas of economic and sociological thought.

For information mankind has become a global inexhaustible resource. His intense absorption and the emergence of new public administration impressive capabilities - features that distinguish the new era.

Information is also around the world and is considered as one of the main economic resources, the essence of which revealed in his time many scientists. Polish philosopher and economist A. Schaff wrote: "Informatics Society creates conditions for the happy life of mankind; it removes from the agenda that has been the cause of poor quality of life for the masses - the need ... creates opportunities for the full realization of the individual, freeing man from the heavy physical and monotonous mental labor, ensuring free time for self-

knowledge and enormous progress " [2, p. 331-332].

The main methodological principle teachings of famous Canadian philosopher, scholar, environmentalist media theorist and influence of artifacts as media Marshall McLuhan (1911-1980 gg.) Can be expressed as: spiritual and material progress of humanity is determined not tools or development of nature, economy, politics or culture, technology and social communication, ie communication channels owned by people [3].

Thanks to information technology post-industrial society differs from its predecessors changing the term length of various social processes. For example, the level and quality of education members of society are changing faster technology; as soon the process of change stereotypes of mass behavior than the balance of power states or carrying out reforms.

Regeneration social capital after the "big gap" with their traditions, norms (religion or hierarchical structure) requires the playback dopo-mohoyu discussions, evidence, arguments of cultural or cultural wars [4, p. 340]. Bourdieu distinguishes three types of political capital: one that is based on the outlook of religions; one based on formal modes potsmonarhichnoho type; Loan and political capital, based on trust [5, p. 208]. Social optimism is growing in the development and strengthening of social capital to the extent in which social capital with potential enters the extent practical development of society. So optimistic design of public policy as a hierarchy of determination, expanding the historical scenario in terms tsileoriyentatsiyi s otsialnoho capital in the formation of civil society in general and network

structures in particular. This provision is valid and relatively global processes, so the United Nations Development Programme as the three main pillars of cooperation are determined to promote investment in human development, the profits from which human potential is measured; international trade as a catalyst for human development while limiting unfair exchange; safety of the use of violence [6, p. 2-3]. The same progress is not limited to the improvement of health and education, increased income, but has rosshyrennya choices of leaders influencing government decisions and the exchange of knowledge [7, p. 1]. Nevyznachenist tsileoriyentovanyh criteria of quality of life in public affairs lead to large errors in the social, economic policy scattered human capital, social energy dekontsentrye in addressing major issues rozvytku. Pry use of such systems settlements that have methodological errors occur, according to C. H. Kara-Murza, "Piaget effect" principle of conservation of loss of value or quantity, that as a tool to measure "is a prerequisite for any rational activity" [8, p. 118]. Therefore, a comparison of living standards occurred (as often happens) on the side without vital figures, while trampling on the social shock absorbers. Another drawback of using only quantitative indicators, without finding out the essential determinants of quality of life, is the abandonment of the concept bazovosti economic sphere in Topeka society that is wrong, because the welfare of society and individual prosperity ultimately based on labor. Therefore, the use of certain macro or mikropokaznykiv often do not include or lose the idea of hard work, in this idea of reducing the value of people's welfare. In this context, it is reasonable to review changes made the

total cost structure of the product, the analysis of which is very well done VO Lisichkin and LA Shelepin. Post-industrial society of the West (for it also used the terms: information society, consumer society, modern capitalism) has a specificity that is associated with the release at the forefront of information science is becoming a direct productive force, the economy becomes extremely complex in nature. The economy of post-industrial society was receiving excess surplus value, which is due to lower production costs for particular companies, so obtaining permanent income must constantly introduced new and outstrip new technology. The principle of obtaining the maximum profit from excess surplus value always applies to all aspects of society, because there was a "consumer society", which creates new consumer needs and even ("industry events, idols," stars ") [9, p. 11-15.]. That change cost structure generated total product identified dominant spiritual, cultural and scientific factors of social development, while the main trend is competition for quality of life. These provisions also determine the economic basis of realization of the human need for self-realization, or harmonization of degrees of freedom, if we accept the classification of social progress VM Minin. Its concept highlighted three types of social progress according to three degrees of freedom: liberty as a measure of mastering the elemental forces of nature, will, as a measure of mastering natural social forces (social institutions) and will measure the mastery of man as its own (individual liberty). Accordingly, the first type of progress is due to a greater extent natural determination, the second - the social, the third - Biosocial. The main

factors of social progress is irreversible development of the productive forces, dominated uplink (social essence of progressive changes in the productive forces of society consists in the perfection of man's ability to work) as well as the evolution of material and spiritual culture and increase its role in the organization of social and economic social and political life [10, p. 21] .Tomu "world of post-industrial society requires new models of social organization." The need for information has grown and will grow faster than the information itself is made. The growing lack of information and the development of a market economy - with an incentive to revolutionary changes in the field of information and communication technologies - the basis of modern socio-technical revolution. Today the term "social revolution." Andrey Ermolaev believes that Ukraine "is waiting for the second phase of the social revolution." "Since the revolution and democracy can joke because the revolution and democracy strikes. Unfortunately, we are waiting for the second phase of the social revolution, which will be much tougher than the events of the Maidan. And to be responsible will be those political forces that are now restored the old regime the new shell. " In his view, "the wave of poverty, hunger and revolutionary reflection in Ukraine possible social riots, who will head the new radical leaders without serious political position. "" To avoid this, you should avoid social disruption this winter, to profound constitutional reform (which includes, including decentralization) and restart the national authorities "[11] .Kontseptsiyu "social revolution" as fast revolutionary (read - forced) pereoblashtuvannya society which relied Bolsheviks, once sharply criticized Nikolai Berdyaev. He wrote about the

need to remind them "finally found out about the truth, science and philosophy that social revolution in the strict sense of the word impossible, it never was and never will be. in this area, the word "revolution" can be used only allegorically, only a very extended sense. ... change the social fabric of societies is always a long molecular process; it depends on one hand, the state of the productive forces of economic creativity, Industry and agriculture, on the other - from the invisible changes in the human psyche "[12]. Hlyboki institutional changes require time, and by definition a social revolution - rapid and radical change them. Consequently, those who design social revolution, taking on impossible task, which, at least, can not meet the time frame of "revolution." A perpetual, permanent revolution is losing all meaning, because it is different from "evolution." It can support the conclusion that "social revolution as a radical and relatively rapid replacement of social institutions that transforms social system in a new quality - is more myth than historical reality. It is based on a utopian hope for quick creation of the social system by ideological project, not take into account the real value the role of human intention, on the one hand, and spontaneous evolutionary change and reformation, on the other, in the process of social transformation "[13]. Uzahalnyuyuchy experience informatization of our country, comparing it with the experience of other developed countries information, given also the fact that Ukraine remains aloof globalization, one could argue that it has a decent chance to go global and build their own information society, according to social standartiv. Konkurentsiya countries in human development is essentially a

struggle for a higher level of quality of life gradually becomes systemic criterion optimistic prospects for the development of society. All other factors are subsystem or evidence of dependency perspective of social sustainability issues centrism society and balanced sustainable human development. The direction and efforts of the government towards the optimistic social perspectives give a positive result if the main result is to increase the quality of life. In social prospects of Ukraine one of the main problems is the problem of poverty and poverty, which has its own specificity and identifies disparities in quality of life of the balance between different sectors of the population, or lack of concentration of social capital towards social development. Diligence, discipline, education Ukrainian people celebrate almost all foreign investors as the benefits of the Ukrainian economy. The problem of poverty in Ukraine caused by income inequality and the lack of legislation fixed income opportunities at work and enhanced high osvity. Vysnovky and prospects for future research. Today the quality of life is the criterion of human development in Ukraine. The authorities should be targeted at reducing poverty and serve as one of the most important criteria of measure life in Ukraine. Addressing poverty is a solution optimal balance of social protection policies - subsidiarity stimulate entrepreneurial activity, state equalization in pay state employees.



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