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**MANAGEMENT PROBLEMS IN PROVIDING INFORMATIONAL,  
PSYCHOLOGICAL AND LEGAL STABILITY OF UKRAINIAN NATIONAL VALUES**

**The management problems in providing informational, psychological and legal stability of Ukrainian national values are examined. The features of some important processes in the modern Ukrainian society are analyzed, and the priority areas of management policy on further formation and sustainable development of national values of the Ukrainian society at the present stage of state formation in the process of European integration are outlined.**

**Key words: national values, informational and psychological stability, national self-consciousness, management of informational and psychological stability, management policy of state formation, legal stability.**

**Formulation of the problem in general:**

The complex process of formation, development and providing informational, psychological and legal stability of the national values system of modern Ukrainian society presents a separate urgent problem.

**Recent research and publications analysis:**

The problem of studying and systematization of Ukrainian national values is treated in the scientific works by E.Libanova, S.Vozniak, L. Mysiv, P. Hrytsenko, I. Hrytsak, H. Sytnyk, V. Skurativskyi, V. Troshchynskyi and others. Unfortunately, the role of the problems of providing informational, psychological and legal stability of the national values system is not identified. As for the foreign scientists, it is necessary to mention American scientist T. Parson and a former president of the International Committee of the Red Cross, former Swiss diplomat Jakob Kellenberger.

**Identifying previously unsolved aspects of the general problem:**

While acknowledging the theoretical and practical significance of the stated scientific works of domestic and foreign scientists, it should be noted that they disregarded the study of the problems concerning the provision of informational, psychological and legal stability of the national values system, which brings about some interest in the stated problem.

**Paper objective:**

The purpose of this publication is to clarify the role of informational, psychological and legal stability in the provision of the national values system.

**Paper main body:**

Management problems of providing informational and psychological stability of Ukrainian national values system are essentially new. Informational and psychological stability exerts a positive influence on maintaining a constant set of the national values, but the reverse process takes place as well, as the set of the national values is considered a factor in the process of informational and psychological stability of a person and a nation. Active state management policy plays a specific part in this complex process of mutual support.

The scientific literature does not have a unique approach to the definition of the notion of value and there cannot be such. Philosophers, sociologists, economists, educators, and psychologists pay attention to the problem of searching the social essence of the values, which proves the versatility and the complexity of this notion. Most scientific works treat values as material and ideal things which are important for a person and a society considering the satisfaction of their needs and interests, which are thought to be necessary and important for their life and self-realization. Having in mind the identified objective of our research it is important to outline the problems of providing informational and psychological stability of the Ukrainian national values.

It should be noted that such powerful states as the USA, China, India, and others have their own values systems which form the basis of the national identity and are taken into account when determining the direction of the development. The European Union, in particular, declares as the main aim the necessity to maintain and protect such inseparable and unique values as human dignity, freedom, equality and solidarity, which should be achieved only respecting the national identity of all its members. The famous American scientist T. Parsons believes that values are the highest principles which are established by any social system to keep its unity and integrity, to ensure self-regulation and consensus in different subsystems as well as in the entire system [1]. That is, values are the social and normative regulators of the social and public life and because of these values very often perform ideological functions and become a part of social ideologies. However, values need protection and sufficient informational and psychological stability.

The third article of the Constitution of Ukraine declares a person, his or her life and health, honor and dignity, immunity and security to be the highest social values. The article 54 of the Constitution of Ukraine is devoted to the problem of providing the preservation of cultural values and the activities of the government to return them to Ukraine [2]. That means that the categories of the human values in the Ukrainian state are constitutional norms and they are protected by the state. The highest social value in Ukraine and its main law is a person.

Especially important part in the development of society is played by the basic values, particularly those which present national and political ideals, ideas, value guidance, directions and overvalued ideas like the national idea. The existence of such ideal provides steady stability of the society, regulates and determines the specificity of the purposes and the ways of realization of the different problems of vital activity. The stable dominating value model strikes roots in institutions, norms, customs, traditions, and aims of the society and presents an instrument of the social regulation and the evaluation criterion of the vital activity of a person and society.

One of the features of national self-consciousness is that it creates a system of values and ideals and provides spiritual and ideological basis for functioning of the state, and in this way it supports the perspective guidelines of the social development. Ukrainian people, being in the centre of Europe during the latest centuries of its stateless existence suffered from a number of permanent spiritual and ideological aggressions of its neighbours, so its value basis of the general social advance is not integral, coordinated and consolidating, which affects the quality of formation of the Ukrainian political nation, its interests and the process of modern state formation. "The collapse of the Soviet ideology and the relevant system of the spiritual values created a certain value vacuum which is filled mostly with pseudo-values that are formed by mass culture. Such processes contain destructive potential

as far as they disintegrate the national consciousness from the inside and destroy the distinctive spirituality of the Ukrainian people” [3].

Today it is evident that it is impossible to form an independent Ukrainian state without the confirmation of the traditional ideals and the creation of the new Ukrainian ideals of the social development with certain permanent values, norms, and guidelines. National values as a psychological phenomenon are adopted by a person with information. They are formed during the historical development of the nation, its material and spiritual culture in a certain economic and geo-economic environment under the direct and indirect influence of the existing political and economic relations and national traditions. The Ukrainian nation has its own set of verified by time and life stable historical values, at the same time the process of adopting new values is going on, especially in the process of European integration. National values have the degree of informational and psychological stability which depends on the depth of their perception by an individual in the nation. The degree of stability of the national values is permanently checked by the external and internal anti-value factors, that is why the tasks of the society and the state are the protection of the national values, their further confirmation to achieve a high degree of informational, psychological and legal stability.

The author defines the informational and psychological stability as permanent resistance and a high degree of fastidiousness of a person, a society and a nation concerning the manipulative information, relevant destructive psychological technologies, the ability to timely differentiate them and to acquire immunity to their negative implications. Informational and psychological stability is a reliable protective barrier for the national values and the national values consequently exert a positive influence on informational and psychological stability of the society. That means that there is an inseparable mutually penetrating link between the set of national values and the informational and psychological stability of the society. Exploring the features of the Ukrainian values system Professor H.Sytnyk mentions such main Ukrainian national values as state sovereignty, territorial integrity, democratic foundations of the development, hard work, spirituality, family, equality of the peoples that populate Ukraine, commitment while defending the homeland, social justice, collectivism, material and spiritual heritage of the people of Ukraine, peacefulness, tolerance, and kindness [4].

The researchers believe that the criteria for the classification of the priority national values are forms of the spiritual life and activities such as social and political area, legal relations, morality, religion, art, scientific and theoretical activities and others. They think that the values of the political life include the formation of the national state, achieving harmony in the society, unity, confirmation of the democratic principles of coexistence, and provision of real sovereignty. They assume that the legal values are achieving harmony of the rights and duties of the citizens, respect for the law, the legal functioning of the Ukrainian language and so on. The highest (absolute) values are considered to be good, justice dignity, humanism, patriotism, hard work, friendship, love, loyalty, national statehood, the Christian faith, and the Ukrainian language. Moral priorities of the Ukrainian people are based on the highest values [5].

Most Ukrainian explorers believe that the value which could obviously unite the modern Ukrainian society is the general national idea of the confirmation of the social unity, harmony in the society, peace and stability, creation of the conditions for the high level of the welfare, social security of a person and a society. This ideal is strong, stable, steady,

democratic, legal and independent Ukraine. This ideal is an objective depiction of the will Ukrainian people and those ethnic minorities who connected their fortune with them [6].

At the present historical period, the Ukrainian language as the expression of social values has been raised to the highest level of these values. The director of the Ukrainian Language Institute P. Hrytsenko believes that the phenomenon of the Ukrainian language, which acquired a specific social value, will be thought over, as we do not possess the language, but on the contrary the language possesses us [7].

The threatening situation appears in the societies during transitional, critical periods when the most intensive changes in the hierarchy of social values take place, especially in its unstable components. This situation is characterized by a weakening of actual basic values, incompleteness and contradictions of new value norms and aims, partial loss of ideals of the social development, existence of inconsistencies and contradictions in the national self-consciousness of the society. Such situation we have in Ukraine, when strong external informational and psychological pressure attempts to change the value hierarchy of the society. That is the aim of the hybrid war, which is conducted against Ukraine to destroy our informational and psychological stability in the national values system.

The European community also faces an unexpected problem of a powerful impact on its values system. The Doctor of Philosophy, assistant professor at Kyiv National University named after T. Shevchenko A. Baumeyster draws attention to the fact that Western politicians are used to the glossary of “values and ideas” and that their opponent uses turned over ideas, parasitic ideas and phantom ideas. At first glance, it seems that the same glossary of human values is used, but the “Western glossary” is employed with the Asian impudence and Asian meanness, and the appeal to the fact and common sense is not accepted [8]. Therefore, in the situation of such brutal manipulation of values the West has only one right way to counteract that is to choose principles in spite of economy. Otherwise, you may lose the fundamental value principles and then the economy.

The West presents an objective duality of civilizations. And there, economics and politics, interest and values are in constant conflict with each other. Values and interests, as manifestations of economics and politics are controversial facts where culture plays the part of smoothing the contradiction between them.

Undeclared hybrid war set Ukraine in the gap between the values of self-expression and survival. The war makes Ukraine turn to the side of values of safety and survival. The author believes that to provide the international, psychological, and legal stability there should be a critical mass of people who support the values of self-expression and they should constitute one third of the active population. Here the main basis should be the middle class that creates itself and therefore has a high degree of self-expression. The main thing is that this class should actively popularize and develop the national values and the intellectuals should guard them.

Today the Ukrainian society has transformed multiple value systems: die off values of Soviet society and Western values. So fundamental national values can only be “high” values that are constructive and are the basis for national unity that include all citizens, regardless their ideological or religious beliefs, their social status and ethnic origin.

Recently Ukraine has come on the way of forming a fully-fledged nation state with its clearly defined national interests, determined and sustained national values, on which there is a consensus inside the political elite and the majority of its citizens, regardless their political, religious and other beliefs and convictions, status in society. So develop a

consolidated common understanding of universally accepted system of values for society is an urgent necessity and a prerequisite for national ideology, decorated in Ukraine and further development of the Ukrainian state.

The secret of the popularity of European values is in the fact that their most important feature was the ideal of justice and human dignity. In the center of the European value system there is a person as a personality. According to European standards, the closest to the ideal is a society in which the appropriate conditions are created. This should provide all citizens equal starting opportunities to develop and use their potential abilities, achievements of subjective attractive and at the same time socially important purposes as a condition for implementation of the most important social-psychological individual needs - the need for self-determination and self-assertion. Another European value is in taking care of the sick and needy.

Above all, the task of the Ukrainian authorities is to create the right conditions for rooting in the minds of citizens socially important values shared with the European - a sense of pride in the homeland, respect of the culture, language and historical past of the Ukrainian nation, national traditions, forming racial, national, religious tolerance, developing friendly relations among nations that will guarantee manifestations of nationalism, chauvinism etc. In order to integrate successfully into the European community, our immediate objectives are the formation of legal culture and respect for laws, symbols of the state, raising the prestige of the state and military service. Forming a solid foundation of national identity, a powerful force advance state processes has become a civic patriotism.

The former president of the International Committee of the Red Cross, former Swiss diplomat Jakob Kellenberger stressed the fact that throughout the world States and international organizations use the power to promote their interests and values. He advised States to lay values in the national domestic legislation. They should be reflected in the laws under which there are provided penalties for their violation. To maintain faith in other states national values of a single state, it is important that the latter did not employ double standards and was consistent; otherwise you undermine the credibility of the allegations of their national values [9].

The state built on informal relations without a system of checks, that is, the values embodied in the law inevitably turn into a mafia. The only opposition against such a scenario could be the introduction of European rules. Only they are able to provide real reunification based on common values, making it relatively independent of the geopolitical threats. Ukraine's course for full membership in the EU requires deep internal transformation processes in favor of European values, reform of the institutional system in our state institutions of the European model, establishing European standards of social, economic and political development of the appropriate level and quality of life. All the best and valuable that worked out in the European community Ukrainian society should take into account, rejecting the false values that have not passed the test of time and experience.

Professor Jaroslav Hrytsak says that humanity is on the verge of revolution values as the biggest challenge, because natural resources left on the strength of 50 years to count. Humanity must move to the new technologies or begin to change itself for surviving. That is fundamentally reconsidering their values, attitudes to God, to themselves and others [10].

The author believes that mankind is saved by a combination of transition to new renewable energy technologies with parallel change of themselves by improving the complex

human values. Transition to renewable energy technology improves complex nature of humanity and its values will make it less aggressive and self-sufficient. It is necessary to maintain stable complexes of historic national values with the addition of new values that puts the logic of life. Such accelerated evolution of values on the basis of renewable energy technologies will provide new humanity stability. Managerial role of states in conjunction with the potential of civil society in this case is the priority.

**Conclusions:**

The national value system acts as a basis of existence and development of any society and state. It is a kind of moral guideline of the general social advance thanks to which and around which the life of the society is organized. Stable values form a general national social ideal, a unique national idea, a universally supported ideology of state formation and national self-consciousness.

The threatening situation appears in the societies during transitional, critical periods when the most intensive changes in the hierarchy of social values take place, especially in its unstable components. Such situation we have in Ukraine, when strong external informational and psychological pressure attempts to change the value hierarchy of the society. That is the aim of the hybrid war, which is conducted against Ukraine to destroy our informational and psychological stability in the national values system. After the second Maidan during the undeclared hybrid war against Ukraine the processes of formation of the important pro-European values system take place in the national consciousness of the Ukrainian society. The solution of these transformational problems should be realized with the implementation of the relevant state management policy, through the social discussion, harmonious and active interaction of public authorities, non-governmental organizations and scientific institutions. The Ukrainian society should be united around the fundamental values which are freedom, independence and unity.

National values as a psychological phenomenon are adopted by a person with information. The Ukrainian nation has its own set of verified by time and life stable historical values, at the same time the process of adopting new values is going on, especially in the process of European integration. National values have the degree of informational and psychological stability which depends on the depth of their perception by an individual in the nation. The degree of stability of the national values is permanently checked by the external and internal anti-value factors, that is why the tasks of the society and the state are the protection of the national values, their further confirmation to achieve a high degree of stability. It is advisable to lay values in the national domestic legislation where appropriate punishment should be provided for their violation, which means to increase legal stability of the national values.

The author defines the informational and psychological stability as permanent resistance and a high degree of fastidiousness of a person, a society and a nation concerning the manipulative information, relevant destructive psychological technologies, the ability to timely differentiate them and to acquire immunity to their negative implications. Informational and psychological stability is a reliable protective barrier for the national values and the national values consequently exert a positive influence on informational and psychological stability of the society. That means that there is an inseparable mutually penetrating link between the set of national values and the informational and psychological stability of the society.

Today it is impossible to form an independent Ukrainian state without confirmation of traditional ideals and formation of new Ukrainian ideals of social development with certain

values, norms and guidelines. As never before, there is a need to find unifying components of the Ukrainian social ideology and to provide the informational and psychological stability of its main elements, which will increase the level of the national consciousness and will provide the general social progress.

The transition to renewable energy technologies will improve the human character and the set of values and will make people less aggressive and more self-sufficient. It is necessary to preserve the sets of stable historical national values and complete them with some new values which are put forward by the logic of life. Such accelerated evolution of values on the basis of revolution of renewable energy technologies will provide the people with new stability. The managerial role of states in combination with the potential of the civil society in this case is the priority.

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### **3. Коваль**

#### **УПРАВЛІНСЬКІ ПРОБЛЕМИ ЗАБЕЗПЕЧЕННЯ ІНФОРМАЦІЙНОЇ, ПСИХОЛОГІЧНОЇ ТА ПРАВОВОЇ СТАБІЛЬНОСТІ УКРАЇНСЬКИХ НАЦІОНАЛЬНИХ ЦІННОСТЕЙ**

**Розглянуто управлінські проблеми забезпечення інформаційної, психологічної та правової стабільності українських національних цінностей, проаналізовано**

**особливості деяких вагомих процесів у сучасному українському суспільстві, виокремлено пріоритетні напрямки політики управління з питань подальшого формування та сталого розвитку національних цінностей українського суспільства на сучасному етапі формування держави в процесі європейської інтеграції.**

**Ключові слова: національні цінності, інформаційна та психологічна стабільність, національна самосвідомість, управління інформаційно-психологічною стабільністю, політика управління формування держави, правова стабільність.**