

Зміст

РОЗДІЛ ПЕРШИЙ

Л.Бевзенко

Трансформація практик повсякденності
в ситуації соціальної перехідності:
возможные методологические повороты 15

О.Злобіна

Регуляції соціальної поведінки в ситуаціях
суспільної нестабільності: концептуалізація
предметного поля дослідження 28

Н.Соболева

Проблема регуляції соціального поведіння
в умовах соціальної нестабільності:
социологический аспект 39

О.Резнік

Громадянські практики в перехідному суспільстві:
досвід теоретико-прикладного дослідження 51

М.Паращевін

Проблеми релігійної регуляції соціальної поведінки 63

М.Кухта

“Життєві стратегії”: поняття та особливості формування ... 76

В.Інклюд

Особливості передачі соціального досвіду
в сучасному суспільстві 89

Є.Литвин

Рефлексія суб’єктності в теорії соціальної дії 103

О.Іваненко

Деякі аспекти соціального захисту:
європейський досвід і українські реалії 112

Д.Кравцова

Посередництво у контексті проблеми кризи
публічної сфери в сучасних суспільствах 124

О.Супруненко

Смислова рефлексія в міждисциплінарному контексті:
постановка питання 134

А.Малюк

Противоречия и сущность неолиберальной глобализации ... 147

В.Резнік

Феномен легітимації як предмет теорії
комунікативної дії Ю.Габермаса 160

Н.Гусак

Соціальна реабілітація в соціологічному дискурсі:
інституційний підхід 175

О.Пахолок

Орієнтація на здоровий спосіб життя:
до проблеми логічної формалізації об'єкта дослідження 187

О.Бурова

Життєвий комфорт: спроба концептуалізації поняття 198

РОЗДІЛ ДРУГИЙ

І.Бекешкіна

Молодь Азербайджану, Росії та України:
спільне та відмінне (2002–2010) 209

І.Мартинюк

Молодь України: штрихи до соціального портрета 221

Н.Федоренко

Статусні та функціональні особливості
вторинної зайнятості сучасної студентської молоді 235

О.Рахманов

Образ власників великого капіталу
в масовій свідомості громадян України 247

О.Гончарук

Земельна реформа в Україні: час оцінок 259

Н.Толстых	
Социальные измерения инноваций	281
В.Буткалюк	
Качество жизни как интегральный показатель благосостояния населения Украины	293
Т.Стеценко	
Місце довіри в теоретичній моделі структури соціального капіталу	305
Р.Гоч	
Вимірювання довіри в економічних відносинах: шкали, показники та індекси	319
О.Петренко	
Інтерпретація даних: описи, пояснення, докази крізь призму об'єктивістського та позитивістського підходів	332
Н.Бойко	
Інтернет як фактор саморегуляції поведінки користувачів в умовах соціально-економічної нестабільності	349
Е.Наривська	
Чи можна робити крос-національний порівняльний аналіз життєвих шляхів?	362
А.Беленок	
Потенциальные мигранты из Украины в Россию: кто они? ..	368
О.Петрецька	
Соціально-культурне розмаїття етнічних груп Закарпатської області: толерантність і розвиток	385
Т.Петрушина	
О ментальности украинского этноса	399

Contents

CHAPTER ONE

L.Bevzenko

TRANSFORMATION OF EVERYDAY PRACTICES
IN THE SITUATION OF SOCIAL TRANSITION:

POSSIBLE METHODIC TWISTS 15

The author focuses on transformation mechanisms of everyday practices in the situation of social instability. There is an idea to look for new methodic twists as a composition of the conceptual proposals presented in praxeology by P.Bourdieu and the nonlinear models which lie in the core of post-non-classical research program

O.Zlobina

REGULATION OF SOCIAL BEHAVIOUR

IN SITUATIONS OF SOCIAL INSTABILITY:

CONCEPTUALISATION OF THE STUDIED SUBJECT 28

In the article, the new research approaches to analysis of behavior regulation in the situation of social instability is discussed. The author presents conceptualization of a behavior regulation model in the complex of institutional, socio-cultural and socio-structural components

N.Soboleva

PROBLEM OF SOCIAL BEHAVIOUR REGULATION

UNDER SOCIAL INSTABILITY: SOCIOLOGICAL ASPECT .. 39

In modern societies, the absolute importance of rules or norms becomes doubtful, and the analysis shifts to the interests which force people to adapt their tactics and skills in accordance with the situation and look for agreement between a big number of targets. With the help of concep-

tualizing categories of private interests and concordance, it is possible to develop a model of locally implemented balance as an opposition to the concept of global norms. The action balance leads to the balance of meanings or beliefs, when interpretations and expectations become very important

O.Reznik

**CIVIL PRACTICES IN TRANSITIONAL SOCIETY:
THEORETICAL AND APPLIED STUDIES EXPERIENCE 52**

The article deals with the problem of civil practices in transition societies. Liberalization of social relations in transition societies prompts active social subjects to search for new strategies of civic behaviour, which are distinguished through selection, into the most efficient ones and acquire the permanent character of civil practices as systematic, reproducible and permanent actions. Thus the civil practices become a social resource for obtaining social position and wealth, directing the course of political institutionalization for transition societies

M.Paraschevin

**PROBLEMS OF RELIGIOUS REGULATION
OF SOCIAL BEHAVIOUR 63**

In the article, the potential of religious values/norms and religious organizations as regulators of social behavior is analyzed. The social conditions which determined regulative potential of religion in the past have been regarded. The spheres and ways for realization of the regulative function of religion in modern society were presented

M.Kuhta

**STRATIGIES OF LIFE:
THE NOTION AND FORMATION ASPECTS 76**

In the context of social changes and, consequently, the life strategies, as well as lack of theoretical studies on the human life strategies, the author analyses the necessity of further investigation in this field of studies. There are discussed the definition of "human life strategies", the essential features and concepts which influence formation of a life strategy. The author analyses different points of view on the meaning of life strategies, their characteristics and typology, as well as connection between the efficiency of life strategies and the factors like a choice of life, self-determination, life perspective, competence and socialization of personality

V. Inklud

ASPECTS OF THE SOCIAL EXPERIENCE

TRANSFERING IN MODERN SOCIETY 89

The article deals with aspects of the social experience transferring in the modern society. There are discussed changes in the object and subjects, channels and mechanisms, intensity, organization and other dynamic characteristics of this process. The pre-figurative model of intergenerational conveying of new knowledge and technologies is studied

Ye. Lytvyn

REFLECTION OF SUBJECTIVITY

IN THE THEORY OF SOCIAL ACTION 103

The article deals with aspects of the “subject action”, its place in sociological theoretical studies and in the theory of social action in particular. There are described the essential features of actor’s subjectivity and the concepts relevant and close to the term of “subjectivity”, which make it possible to expand reflection of subjectivity and to develop its theoretical basis

O. Ivanenko

ASPECTS OF SOCIAL PROTECTION:

EUROPEAN EXPERIENCE

AND UKRAINIAN SITUATION 112

The article deals with social protection and public welfare in the country as a whole and the rural territories in particular, mechanisms of which are currently ineffective and require reformation and changes; there are compared some aspects of social welfare in West European countries and Ukraine

D. Kravtsova

MEDIATION IN THE CONTEXT OF THE PUBLIC

SPHERE CRISIS IN MODERN SOCIETIES 124

The article deals with the role of mediation in the context of public sphere crisis in modern societies. On the sociological level of analysis, it is reasonable to regard mediation as a helping mechanism for strengthening social links between the institutional sectors of society. The concept of public sphere helps to extend the following interpretation. Due to the mediation, interconnections between the public, the political and the economical spheres have been settled

O.Suprunenko

**SEMANTIC REFLECTION IN THE INTERDISCIPLINARY
CONTEXT: DETERMINATION OF THE ISSUE 134**

Among the number of contemporary socio-humanitarian theories, we can distinguish a special approach to semantic reflection, which has been developed and can be defined as a part of the social reality meaning analysis or as one of the types of scientific projection. The article presents an interdisciplinary view on formation of semantic reflection

A.Maliuk

**CONTRADICTIONS AND ESSENCE
OF NEO-LIBERAL GLOBALISATION 147**

The article deals with the causes, nature and trajectory of the neoliberal globalization regarded as a class project for restoration of the power of the transnational capitalist oligarchy under the structural crisis of capitalism

V.Reznik

**LEGITIMATION PHENOMENON AS A SUBJECT
OF COMMUNICATIVE ACTION
THEORY BY U.HABERMAS 160**

The author analyses theoretical and methodological aspects of the phenomenon of legitimacy in the context of Jurgen Habermas's theory of communicative action. The attention is paid to the role of language in the communication mechanism of social legitimacy

N.Gusak

**SOCIAL REHABILITATION IN SOCIOLOGICAL
DISCOURSE: INSTITUTIONAL APPROACH 175**

The article presents the sociological discourse of social rehabilitation in terms of the institutional approach. It demonstrates the macro level understanding of social rehabilitation as a social formation having the following institutional characteristics: legitimacy (cultural, legal, structural and of social control), organizational sustainability (in terms of the government involvement, community development, and professional community development) and the contents related to the dichotomy "individual-society". There are described the regulatory, integrative, conveying and communicative functions of social rehabilitation, as well as the function of strengthening and reproduction of social relations

O.Paholiuk

ORIENTATION TO THE HEALTHY WAY OF LIFE:
ON LOGICAL FORMALISATION
OF THE RESEARCH OBJECT 187

The article deals with methodological issues on the healthy way of life studies and the object logical formalization in particular. The author assumed that the concept of «lifestyle» can serve as a suitable logical form in terms of healthy way of life comprehension. The article shows that with the help of this notion we could be able to develop a logical model embracing the structural, cultural and personality factors on the level of interpersonal, intergroup and macro social interactions

O.Burova

COMFORT OF LIFE: AN APPROACH
TO CONCEPTUALISATION OF THE NOTION 198

The article deals with conceptualization of the notion “comfort of life”. In order to do this, the author has analysed modern interpretations of the social comfort and comfort of life notions. The social comfort mostly means the psycho-emotional feelings related to personal integration in social relationships and to their places in society, while the comfort of life reflects the inner satisfaction and comfort feelings as to specific spheres of life

CHAPTER TWO

I.Bekeshkina

YOUTH OF AZERBAIJAN, RUSSIA AND UKRAINE:
COMMON AND DIFFERENT (2002-2010) 209

The paper deals with the results of the public opinion comparative research on the youth of Azerbaijan, Russia and Ukraine in 2002 and 2009-10. Basing on the results or the polls, the author states that the low interest in politics is a common characteristic of the youth of these three countries. As for the main differences, Ukrainian youth manifests less trust in all social, governmental and political institutions, their attitudes to the power and society can be defined as totally estrange

I.Martyniuk

YOUTH OF UKRAINE: SOCIAL PORTRAIT FEATURES 221

In the article, there are analysed features of social portrait and practices of its application to sociological studies. The author presents the data of empirical research on important features of modern Ukrainian young people, the data can be helpful for development of the portrait

N.Fedorenko

**STATUS AND FUNCTIONAL FEATURES OF SECOND
EMPLOYMENT OF MODERN STUDENTS 235**

The article deals with employment of students on the labour market of Ukraine. There is analysed the status positions of working students according to their social background, choice of profession, types of employment, as well as structural and functional features of second employment

O.Rahmanov

**IMAGE OF LARGE CAPITAL OWNERS IN THE MASS
CONSCIOUSNESS OF UKRAINIAN PEOPLE 247**

This article deals with analysis of the image of large capital owners in the mass consciousness of Ukrainian society. The attitudes to large owners depend on the age, education, settlement type, income level and financial status of citizens. The impact on formation of the image of large capital owners has also determined by ideological preferences of respondents on economic development of Ukraine

O.Goncharuk

**REFORMS ON THE LAND IN UKRAINE:
THE ESTIMATION TIME 259**

The article is based on the results of focus group interviews conducted with the heads of village councils on the land privatization, issuing of land certificates and the community development in the spring of 2010. The research was commissioned by the State Committee for Land Resources within the Project of the World Bank «Issuing of the Land Ownership Certificates in Rural Areas and the Cadastre Development». There is presented the detailed analysis of the land privatization conducted through its formalization, that is the final legitimization of ownership rights with help of the State Acts on the right of private land ownership

N.Tolstykh

SOCIAL DIMENSIONS OF INNOVATIONS 281

The article deals with social preconditions of production and use of innovations. Education, modern information and communication technologies (ICTs) have been analyzed as characteristic features of modern society. The interconnections between innovations and social and economic inequalities have been also studied

T.Stetsenko

**PLACE OF TRUST IN THEORETICAL MODEL
OF THE SOCIAL CAPITAL STRUCTURE 305**

The author discusses the link between the trust and social capital categories through a theoretical model of social capital structure. Basing on studies on social capital and trust by theorists, the author develops a theoretical model of social capital and determines the place of trust in this structure, as well as its interconnection with other structural and functional components

R.Goch

**MEASUREMENTS OF TRUST IN ECONOMIC RELATIONS:
SCALES, INDICATORS AND INDICES 319**

In the article, there is generalized a number of methodologies measuring the trust in economic relations in the society. Importance and specific features of such measurements on different levels of the socio-economic space, like in organizations, communities or society as a whole, are considered. The measuring elements like different scales, indexes, indicators, questions are also presented. The author discusses the importance of high levels of trust within organizations and society as well as between organizations, being subjects of socio-economic relations

O.Petrenko

**INTERPRETATION OF DATA:
DESCRIPTION, EXPLANATION, PROOF THROUGH
THE OBJECTIVISM AND POSITIVISM APPROACHES 332**

The author regards interpretation of data through two competing approaches – interpretivism and objectivism. While the interpreting sociology deals with sociologists' understanding of actors' purposes, considering

the social reality to be pre-interpreted on the basis of the beliefs of actors and their interpretations, the positivist position is that no single interpretation can dominate over others. In order to explain the major characteristics of interpretivism, the author explores philosophical origins and compares interpretive theories with their biggest rival, i.e. positivism. The aim of the article is to present a definition of “data interpretation” and identify components of interpretation being the most debatable aspect of this issue

N.Boiko

**INTERNET AS A FACTOR OF SELF-REGULATION
OF USERS' BEHAVIOUR UNDER SOCIAL
AND ECONOMIC INSTABILITY 349**

The author discusses modern factors of social behavior regulations in the society, which are related to the new social reality called the Internet-networks. There are analysed possibilities of self-regulation of users' social behavior under conditions of social and economic hardships

E.Naryvska

**IS IT POSSIBLE TO CONDUCT CROSS-NATIONAL
COMPARATIVE ANALYSIS OF THE LIFE COURSE? 362**

In the article, there are discussed the meaning of the “life course”, the main principles of the life-course paradigm and possibility of cross-national life-course analysis

O.Belenok

**POTENTIAL MIGRANTS TO RUSSIA
FROM UKRAINE: WHO THEY ARE 368**

The article deals with the problem of migration intentions of Ukrainians and the potential migration flow of the people from Ukraine to Russia in particular. There are analysed some implementation aspects of the Governmental Program on Voluntary Resettlement of Compatriots from Foreign Countries adopted in 2006. The author has revealed the reasons which slow down the process of repatriation in accordance with the Program. There are also discussed further perspectives of the migration behavior under the current social situation

O.Petretska

**SOCIAL AND CULTURAL VARIETY OF ETHNIC
GROUPS IN TRANSCARPATHIAN REGION 385**

The article deals with socio-cultural differences of groups in Transcarpathian region comparing to the multi-ethnic regions of Ukraine. Analysis is based on the sample characteristics: number of population, geographic location, ethnic and linguistic composition, membership in national-cultural societies

T.Petrushyna

ON MENTHALITY OF UKRAINIAN ETHNOS 399

The author demonstrates the theoretical and methodological approaches to the understanding of people mentality as their psychological characteristic, which determines their perception of the world. The historiography method, applied by the author, has facilitated the comprehensive analysis of the variety of main opinions on Ukrainian ethnos's mentality, from 11th century to the present, and provided the complex understanding of this subject very complicated for investigation. The analysis of the few data available from empirical studies proves the necessity of special sociological studies and a complex scientific approach to this problem