

АКСІОЛОГІЯ ПРАВА

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AXIOLOGICAL FACTOR OF CIVIL SOCIETY IN OVERCOMING THE MARGINALIZATION OF SOCIUM

In the article the problem of formation of the mass marginal society which is threatening the social, economic, political, cultural and national security of the Ukrainian state is reflected. It is proved that a fundamental value of democratic processes in both developed and developing countries is the formation and functioning of civil society, which is intended to impede the process of society's «massing» and marginalizing.

Keywords: *civil society, mass society, marginality, transformation, political values, democracy, state, power, elite.*

Statement of the problem. One of the new forms of social organization in modern conditions of the world globalization is a mass society, that unlike other historical types undergoes the influence of standardization, westernization and objective processes of massivization of principles and management technology of social development. We believe that in such a situation parallel the development of civil society occurs, particularly in Ukraine. However, the difficult situation of self-identification in terms of mass society influences the marginalization of modern Ukrainian society. The destruction of previous value basis and the lack of new political ideals determine the situation in the Ukrainian society split into clans, groups and small groups devoid of a single unifying platform. This split is direct product of the crisis of values. Therefore, in this case, it is appropriate to apply the axiological analysis to the problems of civil society in conditions of massivization of society.

Analysis of recent research. The values of mass and civil societies were focused in their works such scientists as Theodor Adorno, G. Arendt, J. Babinov, Jean Baudrillard, M. Boychuk, Habermas, E. Gellner, A. Gritsenko, E. Canetti A. Karas, Kochetkov, Litvinenko, S. Moscovici, A. Nazaretian, Jose Ortega y Gasset, J. Pasko, R. Putnam, W. Reich, M. Riabchuk, S. Siegel, G. Tarde E.

Fromm, M. Hevesi, A. Jakubowski. However, many aspects of axiological issues remain under-investigated, including the problem of the role of political values in the development of civil society. The phenomenon of mass society disturbs the thoughts of modern philosophers, because the modern world globalization inevitably lead to "massivization" of the individual.

However, not all theorists share this view. For example, the theory of demassivization by A. Toffler provides insight into the future of humanity, where human weight is not only pressed in uniform conformist mass but becomes socially more diverse than ever before. American scientists D. Bell and E. Shylz tried to overcome a critical focus of theories of mass society and turn them into another apologetic model of description of modern industrial society, contrary to the traditional one. They suggest that mass society has greatly expanded social relationships and interactions between people. The society has a central area – a phenomenon sphere of values, symbols and ideas, which are the main zone in the structure of society and govern its life as a whole. And one of the most important principles of each central value system is a positive attitude towards the established government.

The purpose of the study. Axiological analysis of the specific formation and functioning of civil society in conditions of marginalization and "massivization" of the society.

The main material of the study. In perspective term the effectiveness of organization of the civil society in Ukraine depends on the extent to which state and society are able to create an environment free from the causes of destabilizing factors in each of the spheres of the social organism. The crucial precondition for national independence is the observance of the laws of system existence, creation of the conditions for its natural functioning, destabilization prevention. These are the main conditions of maintaining of the state, society and individual (citizen) independency. Violence, constant attempts to remedy the situation quickly, to restore the lost balance may have a temporary effect.

Given the characteristics of the transition time, in which Ukraine is, such concept of correlation between individuals, society and the state should be done, which would not only change the present mentality of man, but also contribute to the formation of free persons of high political, economic and legal culture that aware of his value and dignity. This concept implies that the epicenter of the civil society is a person of rights, freedoms and interests of all the institutions of civil society and state formation to the extent that is necessary to create conditions for normal human life, protection of rights and freedoms. In this state institutions have to bear the double burden of

providing through laws, equal conditions and opportunities for all people, the normal functioning of civil society.

So, at the constitutional level qualitatively new model of legal organization of human life and society should be incorporated, according to which all political and social mechanisms would aim at the implementation and protection of human rights and freedoms. All political, economic, social and cultural rights have to find their reflection in the relevant institutions of civil society, such as property, free enterprise, environmental safety, family, education, science and culture, civic association, freedom of information and others. These institutions have to become a reliable material foundation of human rights and freedoms.