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ПОШУК НОВИХ ПАРАДИГМ ЕКОЛОГІЗАЦІЇ СУСПІЛЬНОГО РОЗВИТКУ (МЕТОДОЛОГІЧНИЙ АСПЕКТ ПРОБЛЕМИ)

Актуальність. На сучасному етапі суспільного розвитку, що характеризується ускладненням відносин між суспільством та природою та зростаючою деградацією природного середовища, актуалізується проблема екологізації всіх сфер людської діяльності. У цих умовах зростає актуальність методологічного осмислення сучасної економіко-екологічної проблематики та забезпечення сталості суспільного розвитку.

Мета та завдання. У роботі ставиться мета звернути увагу на пошуки нових парадигм та смислів сталого розвитку, його економіко-екологічного, соціального та технологічного змісту. У плані досягнення поставленої мети в роботі обговорюється відповідний комплекс завдань, а саме оцінити тенденції суспільного розвитку та розглянути питання формування нових підходів щодо рішення проблем суспільства.

Результати. У статті розглядаються передумови вирішення завдань теоретико-методологічного забезпечення екологізації суспільного розвитку. Звертається увага на сучасні реалії економіко-екологічних відносин, які характеризуються наявністю елементів примітивізму, недостатнім дослідженням проблемнелінійності розвитку, що ускладнює процеси екологізації суспільного розвитку.

Наголошується на необхідності врахування сучасних тенденцій розвитку, таких як, наприклад, «катастрофізація» сучасного світу, активізація інтелектуального потенціалу спільноти в плані вирішення завдань екологічної та економічної безпеки, цілеспрямована переорієнтація наук у напрямку дослідження проблем несталості та нелінійності розвитку та необхідність переходу від лінеаризації уявлень про сучасний світ до парадигм нелінійності. Розглядаються проблеми пошуку нових парадигм і смислів сучасного розвитку, які обговорюються на Всесвітніх економічних форумах останніх років.

Висновки. Аналіз сучасних економіко-екологічних відносин демонструє необхідність управління екологізацією як складною нелінійною системою, пошуку нових парадигм суспільного розвитку та стратегій економіко-екологічної гармонізації. З точки зору нелінійного підходу до вирішення проблем екологізації однією з основних умов є зміна імперативів, тобто відмова від політики «силового тиску» та перехід до коеволюції складних економіко-екологічних і соціально-політичних систем.

Ключові слова: екологізація суспільного розвитку, нелінійний розвиток, нові смисли та парадигми.

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SEARCHING NEW PARADIGMS OF ECOLOGIZATION OF SOCIAL DEVELOPMENT (METHODOLOGICAL ASPECT OF THE PROBLEM)

Topicality. At the present stage of social development, characterized by complication of relations between society and nature and degradation of the natural environment, the problem of ecologization of all spheres of human activity is actualized. In these circumstances, the importance of methodological understanding of present economic and environmental issues and ensuring the sustainability of social development is increasing.

Aim and tasks. The aim of this paper is to study new approaches to the paradigms and meanings of sustainable development, its economic, environmental, social and technological dimension. In order to achieve this goal, the paper discusses set of issues including trends in social development and development of new approaches to solving problems of society.

Research results. The paper analyzes the problems of theoretical and methodological basis of ecologization of social development. Attention is paid to the modern realities of economic and ecological relations, which are characterized by the presence of elements of primitivism, insufficient study of complex non-linear problems, which complicate ecologization of social development.

We stress the need to take into account current trends of development, such as, for example, "catastrophizing" of the modern world, activation of the intellectual potential of the community in order to solve environmental problems and provide economic security, growing attention of scientists to the problems of instability and non-linearity of development and the need to move from the linear understanding of the world to paradigms of non-linearity. The problems of searching of new approaches and paradigms on the World Economic Forums in recent years are discussed.

Conclusion. The analysis of modern economic-ecological relations demonstrates the need to understand environment as a complex non-linear system, to search new paradigms of social development and strategies for economic-ecological harmonization. From the point of view of a non-linear approach to ecologization, one of the basic conditions is the change of imperatives, movement from the policy of "force pressure" to the co-evolution of economic, environmental and socio-political systems.

Keywords: ecologization of social development, non-linear development, new meanings and paradigms.

Problem statement and its connection with important scientific and practical tasks. The modern world is characterized by dramatic changes which require the search for appropriate solutions. Humanity is not always ready to adequately respond to these changes. In these circumstances we can talk about a certain crisis of the system, which means, in fact, the exhaustion of its internal capabilities. In practical terms, this makes necessary not only to maintain the course of sustainable development, but also to search for new development paradigms.

This formulation of the question is determined by the following:

firstly, maintaining stability alone in the face of cardinal changes and systemic crises is unpromising; secondly, it is necessary to take into account the inevitability of changes and not only related to hidden dangers, but also the real prospects for a radical renewal and development of society.

Analysis of recent publications on the problem. Permanent ecologization is one of the most important areas of modern social development. As a solution of this problem the paradigm of sustainable development was adopted, started at the United Nations Conference on Environment and Development in 1992 in Rio de Janeiro. The scientific basis for sustainable development has been created at the national and international levels, aimed, first of all, at ecologization of the economy. These problems were reflected in the works of the Institute of Environmental Economics and Sustainable Development of the National Academy of Sciences of Ukraine [1], the Institute of Market Problems and Economic and Ecological Research of the National Academy of Sciences of Ukraine [2,3], Sumy State University [4,5] and others.

Despite certain positive results achieved in recent years, it is not possible to tell about the sustainability of social development. This determines the need of transformation of economic systems and society and adequate response to modern challenges.

Allocation of previously unsolved parts of the general problem. At present finding new paradigms of development and responding to economic, environmental and socio-economic challenges is being actualized. This request to change the modern modus vivendi (lifestyle) and overcome existing economic and ecological primitivism.

In this regard, in our opinion, it is necessary to clarify the conceptual and categorical essence and modern realities of social and environmental relations. In particular, we will give a definition to such concepts as “economic primitivism”, “primitive economics”, “economic and ecological primitivism”:

economic primitivism - making and implementation of economic decisions simplified by the level of scientific support; lack of effective planning and management of the economy;

primitive economy – 1) a term used to characterize weak economies; 2) an “undeveloped” economic system that uses tools or methods that are considered outdated [1]. This primitiveness makes the economy critically dependent on unfavorable external factors [6].

In general, the concept of economic and environmental primitivism can be viewed as a simplified approach to the analysis and accounting of complex problems of economic and environmental relations and management of the ecologization of society, which necessitates expanding research in this direction.

Formulation of research objectives (problem statement). This paper aims to draw attention to the search for new paradigms and meanings of sustainable development, its economic, environmental, social and technological meaning. In order to achieve this goal, the following tasks are set:

appraisal of the state, trends of formation and development of crisis phenomena, which becoming catastrophic in many areas of social development;

consideration of certain issues of anti-crisis paradigms formation and new essences of social development.

An outline of the main results and their justification. Recently, the attention of scientists, experts and society is increasingly drawn to the problems of socio-economic, environmental, political, anthropogenic and other crises, many of which are becoming catastrophic. The world is increasingly talking about the following:

the “catastrophization” of the modern world in many areas of human activity;

the need to intensify public efforts to ensure safety;

the need for a new understanding of modern threats and risks in practical and scientific terms;

a definite and purposeful reorientation of sciences towards solving the problems of instability and non-linearity of development in the context of a paradigm shift. Namely, the transition from the paradigm of linearization of the system and notions about the world to the paradigm of taking into account its complexity and non-linearity.

Over the past 10-15 years, new scientific directions have been formed - the catastrophe theory, crisisology, riskology, as well as specific functional areas such as applied technospheriskology, etc.

At the same time, the question of the formation of new scientific preconditions – formation of hypotheses for explaining modern complex and non-linear transformations and the development of strategies for overcoming crises and mitigating the consequences of disasters - remains relevant.

In this regard, we propose to consider the issue of uncertainty and non-linearity of the modern world within the framework of hypothetical concepts. Which are defined as, for example, the Poseidon hypothesis, which is formulated following the example of the well-known Gaia hypothesis (Gaia – the goddess of the Earth in Greek mythology), according to which the existence of the biosphere during 4 billion years is due to the ability of living matter [7].

Poseidon (in Greek mythology - the god of the sea) is a hypothesis according to which stated the following: life on Earth is similar in complexity to the sea waves.

According to the figurative expression of the poetess Natalia Laidinen, “The sea is the force of nature... The sea holds fantastic creative energy. In many ways, this is the archetype of the human unconscious: the deeper you plunge into yourself, the more bizarre and unexpected images appear and emerge from the depths” [8].

The world essentially lives in a system of hard-to-control elements – natural, social, political, which destroy the ecological, economic and social foundations of human civilizations.

According to the definition of the famous German sociologist and political philosopher Ulrich Beck, the author of the ‘Risk Society’, the modern world is turning into a global risk society, which is characterized by [9]:

aggravation of the competition for resources – human, energy, food, information, etc.;

worsening of the demographic situation (in 1960 the population was 3 billion people, and in 2019 – 7.7 billion people);

the growth of conflicts and crises, an increase in the number of military-political conflicts, the persistence of a high level of terrorist activity, an increase in the gap between rich and poor, an increase in interethnic enmity, nationalism, radical fundamentalism, etc.

Probably one of the most pessimistic predictions about the consequences of global risks on Earth was made by the famous British physicist Stephen Hawking. He said: “I believe that life on Earth is at an ever-increasing risk of being wiped out by a disaster, such as a sudden nuclear war, a genetically engineered virus, etc. I think the human race has no future if it doesn’t go to space”[10].

According to the number distinguished scientists, life on Earth dwells in a state of “quasi-stable equilibrium” and exists as on a “razor-edge”. At the same time, from the point of view of the non-linear systems modern theory, the more complex the system, the more unstable it becomes. Significant disbalance in the homeostatic system can lead to disastrous consequences.

The future is often referred to as a “fuzzy future”, i.e. as a time of uncertainty and ambiguity, which makes it difficult to make effective decisions[11].

In his book «The Knowledge: How to Rebuild Our World from Scratch»[12] Lewis Dartnell considers the search for new meanings of development and the formation of new perspectives for *modus vivendi* (ways of life, living conditions).

Whereas, contemporary French philosopher Edgar Morin writes that we need to learn “...to be here” on the planet. To learn “to be here” means to learn to live together, to possess together, to communicate, to be in unity [13].

To paraphrase E. Moren, we can say that to learn to “be here” in terms of risk factors, is to learn to manage these risks, to ensure guaranteed security.

In this regard, it should be noted that half a century ago the world community had already raised the question of finding new meanings and paradigms of development. The trends in solving this problem are well reflected, first of all, by the World Economic Forum, which has been held annually in Davos (Switzerland) since 1971.

The World Economic Forum is a discussion platform for discussing the most complex issues of global concern, from social inequality to the ecological system crisis.

At the first forum in Davos (1971), world business developed a new system of relations in which the market rather than the state dictates everything, including the exchange rate. The Ninth World Economic Forum (1979) were focused on the global economy and competitiveness problems, and for the first time raised the issue of measuring the global competitiveness, which has since been held annually and published in the Global Competitiveness Report.

In 2016, the Forum proclaimed the beginning of the Fourth Industrial Revolution, which is based on the principles of transhumanization, the philosophy of using achievements of science and technology in the interests of man. It is believed that this aspect of the forum gives it a new meaning – the humanization of technological development.

The last forum in Davos (January 2020) was fundamentally different and to some extent drew attention to the need to accept stakeholder capitalism. The capitalism of all stakeholders, which will aim not only to maximize profits but also to solve global problems together with governments and civil society and to contribute to the integrity and sustainability of the world [14].

Capitalism with a “human face” should no longer be the capitalism of shareholders, serving their income. It is the capitalism of caring people that serves society as a whole, ensures sustainable economic development and establishes a balance between production and the environment.

New meanings change people’s lives – in interests, motivations, actions. In the end, they lead to the search for an answer to the well-known Hamlet question “to be or not to be”.

Ukraine also can and must do much to understand its place and role in solving economic and environmental problems and ensuring international security.

At the World Economic Forum in Davos 2020, President of Ukraine Volodymyr Zelensky emphasized the world’s need of reconsideration and update of an international rules to ensure international security[15].

Ukraine has come quite close to finding new meanings in development. There are still questions of organizational and institutional grounding of these meanings and prompt formation of the strategy of outrunning development.

Conclusions and perspectives of further research. Drawing conclusions from the considered issues, we will pay attention to complexity of modern development in the context of its impartial cognition and management:

1. Modern processes (systems) are extremely complex and unstable, with a high level of uncertainty and difficult to predict; they should be considered in terms of management of non-linear systems, which necessitates the application of the methodology of post-classical sciences in their study, including such sciences as synergetics, non-linear dynamics, cybernetics, etc.

2. The management of modern processes as systems should take into account their structural, dynamic, informational features, as well as their complexity, which is determined by the nature of interactions between subsystems and environment.

3. In terms of the prospects for further research on the problems of managing complex economical and ecological systems and processes, in our opinion, it is necessary to consider the use of methods of the theory of complex non-linear systems, as well as such problems of management theory as multidimensionality, multi-criteria, etc.

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