

Зміст

РОЗДІЛ ПЕРШИЙ

В.Степаненко

Громадянське суспільство та держава
в неомарксистській концепції А.Грамші 25

С.Барматова,

Громадянське суспільство: його роль
та можливості в модернізації сучасної держави 39

В.Казаков

Николай Кондратьев: проблемы социального конфликта 48

М.Науменко

Конструювання базових понять
у феноменологічній соціології А.Шютца 61

Т.Загороднюк

Актеры трансформационного процесса
в концепции социетальной трансформации
российского общества Т.Заславской 75

В.Резнік

Інновація та легітимація у макросоціальних
революціях: концептуалізація та кроскультурний
аналіз Ш.Айзенштадта 85

С.Солодько

Природа агентності в акторно-мережевій
теорії Бруно Латура 102

О.Злобіна

Соціальне та психологічне vs соціально-психологічне:
що і як регулює соціальну поведінку в макроситуаціях 112

О.Резнік

Статусні особливості регуляції соціальної поведінки 127

І.Мартинюк, Н.Соболева

Соціальні ролі та рольова регуляція
в ситуації суспільної нестабільності 140

<i>І.Мариніч</i>	
Моделювання соціальної реальності: системно-методологічні та когнітивні аспекти	154
<i>Ю.Саснюк</i>	
До питання коректності деяких соціологічних термінів	170
<i>О.Жуленева</i>	
Инвариантность данных кросс-национальных исследований: теоретико-методологический анализ	186

РОЗДІЛ ДРУГИЙ

<i>А.Арсенко</i>	
Положение “среднего класса” в США: политическая мифология и действительность	200
<i>А. Зоткин</i>	
Проблемные зоны концептуализации власти	211
<i>О.Вишняк</i>	
Ставлення громадян України до виборчих систем: методики та результати досліджень	222
<i>І.Бекешкіна</i>	
Выборы–2012: динаміка рейтингів і мотивація вибору	239
<i>Д.Маслов</i>	
Подходы к изучению теории партий в социологии и смежных дисциплинах	252

РОЗДІЛ ТРЕТІЙ

<i>А.Малюк</i>	
Об основных аспектах кризиса современного мирового капиталистического порядка	260
<i>Н.Толстых</i>	
Социальное исключение в условиях глобального экономического кризиса	274
<i>О.Панькова</i>	
Украина в системе международных координат: диагностика состояния в контексте развития человеческого потенциала	284

О.Рахманов	
Демографічні та освітні характеристики великих власників в Україні	302
Т.Петрушина	
А креативны ли мы? К вопросу об инновационной культуре населения Украины	312
Д.Ядранський	
Соціальні механізми поширення організаційної культури підприємства	324
О.Максимчук	
Стан земельного реформування в українському селі	333
О.Гончарук	
Земельні відносини: час рівноваги	343
М.Сакада	
Захист сільського населення в сфері земельних відносин в умовах агрореформування в Україні	356
Г. Заремба	
Ціннісні орієнтації українських трудових мігрантів в Ірландії	371
Н.Лінцова	
Категорія споживання: контекстуальний аналіз	380
С.Стукало, С.Оксамитна,	
Динаміка престижності професій і занять в українському суспільстві	392
А.Беленок, А.Бова	
Поколения постсоветской Украины: динамика социально-экономических ориентаций	407
И.Прибыткова	
Презентация города в системной парадигме	427
А.Рішко	
Морфологічна структура соціального простору міста Львова	442

РОЗДІЛ ЧЕТВЕРТИЙ

Л.Бевзенко	
Основные идеи теории социальной самоорганизации и кризисные социальные технологии	458

Н.Бойко	
Актуалізація феномену “The Surveillance Society”	473
Н.Сергиєнко	
Технологии виртуальной реальности в информационном обществе: симуляция социального	485
О.Суська	
Соціалізаційний протест в алгоритмі необмежених просторів	494
М.Наумова	
Електронні медіа і нові фігурації сенсу	505
А.Шульга	
Медійные предпочтения украинцев: динамика и выводы ...	520
В.Солдатова	
Трансляція смислів постмодерної культури засобами реклами: результати візуального дослідження	530

РОЗДІЛ П'ЯТИЙ

Л.Скокова	
Концепт omnivorousness у дослідженні динаміки культурних практик	546
Т.Стеценко	
Функції довіри та недовіри у складі соціального капіталу	567
А.Дячук	
Культуральна соціологія в контексті сучасної соціологічної теорії	579
М.Паращевін	
Релігія як соціальний інститут: реальність чи метафора?	588
К.Ричка, В.Смакота,	
Освітній потенціал населення: сутність, історія формування та особливості виміру	603
О.Іваненко	
Реформування вітчизняної медицини: на користь чи на шкоду українському населенню	615
Н.Ходорівська	
Деякі аспекти та тенденції змін мовної ситуації в Києві	632

А.Домаранська	
Стратифікація практик дозвілля	648
Т.Кабанець	
Репрезентація соціокультурних моделей любові в радянському кінематографі	667
К.Тягло	
Сучасна українська література очима молодих читачів	683
І.Вергуленко, К.Гумен, О.Тимець	
Моделі репрезентації образів психічно хворих людей і реакції на них соціуму в популярних кінострічках	696
Н.Зацепіна	
Туризм як соціальний інститут	708
І.Шапошникова	
Формування ціннісних орієнтацій сучасної української молоді	716
М.Кухта	
Випускники на життєвому роздоріжжі: особливості соціальної ситуації	726
Н.Метулинська	
Вплив ціннісних орієнтацій на постановку та розв'язання наукових проблем	738
Н.Отріщенко	
Місце методу незакінчених речень в арсеналі соціологічних методів	749
Т.Любива, Т.Нікітіна,	
Представлення результатів аналізу даних кількісних соціологічних досліджень у наукових публікаціях	763

Contents

CHAPTER ONE

V. Stepanenko

CIVIL SOCIETY AND STATE IN THE NEO-MARXIST CONCEPTION BY A. GRAMSCI 25

It is analysed Gramsci's neo-marxist theory of civil society and its interrelation with the state. The subject field of its interrelations, related to the concepts of hegemony and of the war for positions as well as the role of intellectual elite in social transformation, is identified. It is demonstrated the actuality of Gramsci's conceptualisations for analytical interpretations of Ukrainian social transformation and for the development of civil society.

S. Barmatova

CIVIL SOCIETY: HIS ROLE AND POSSIBILITIES IN MODERNIZATION MODERN STATE 39

The article is sanctified to the analysis of possibilities of civil society of Ukraine to come forward as motive force in the process of democratization and modernisation of the modern state, including Ukrainian. Positive and negative progress of civil society trends were analysed in Ukraine, it is shown that, in spite of presence separate negative displays, development of civil society demonstrates a positive dynamics and his development can come forward the index of democratic character of the Ukrainian state.

V. Kazakov

NIKOLAY KONDRATYEV: THE PROBLEMS OF SOCIAL CONFLICT 48

The paper deals with Kondratyev's research of the problems of social conflict, its causes, proceeding mechanism, interrelations with the economic crisis, small and large cycles. It is emphasized that Kondratyev thinks the conflict to be one of the signs (symptoms) indicating the time and space framework of the society position within the social space and social time. It is also argued that Kondratyev is one of the founders of principles of the synthesizing theory of great cyclic changes of the society.

M.Naumenko

**CONSTRUCTION OF THE BASIC NOTIONS
IN A.SCHUTZ'S PHENOMENOLOGICAL SOCIOLOGY 61**

The paper analyzes designing of constructs in A. Schutz's phenomenological sociology focusing on such mechanisms of the construction of notions as idealization, typification, and abstraction.

T.Zagorodniuk

**TRANSFORMATION PROCESS ACTORS
IN T.ZASLAVSKAYA'S CONCEPT OF SOCIETAL
TRANSFORMATION OF THE RUSSIAN SOCIETY 75**

The paper analyzes theoretical and methodological researches concerning actors of the meso-level transformation process, which were conducted by T.I. Zaslavskaya for approbation of the concept of societal transformation of the Russian society.

V.Reznik

**INNOVATION AND LEGITIMIZATION IN MACRO-SOCIAL
REVOLUTIONS: CONCEPTUALIZATION AND
CROSS-CULTURAL ANALYSIS BY SH. EISENSTADT 85**

The present paper analyzes the conceptualization of innovation and legitimization in macro-social revolutions in the monograph by Sh.Eisenstadt. Eisenstadt's methodology is based on the synthesis of structural functionalism, conflict theory, symbolic interactionism and other sociological theories. Conceptual constructions became the basis for cross-cultural analysis of macro-social revolutions. This analysis revealed the peculiarities of legitimization of post-revolutionary social order and innovations.

S.Solod'ko

**THE NATURE OF AGENCY IN BRUNO LATOUR'S
ACTOR-NETWORK THEORY 102**

The main goal of this paper is to describe the nature of Bruno Latour's concept of agency. The scholar's actor-network theory ascribes agency to both human and non-human actors. In so doing, it enables to overcome the agent-structure problem and proposes new ways to study the influence of the newest technologies and innovations on the present-day social processes.

O.Zlobina

**SOCIAL AND PSYCHOLOGICAL VS SOCIO-PSYCHOLOGICAL:
WHAT CONTROLS SOCIAL BEHAVIOR IN MACRO-SITUATIONS
AND HOW DOES IT WORK..... 112**

The author has made an attempt to theoretically separate and investigate with the help of empirical material the effect of social, socio-psychological and psychological determinants of behavior in the situations of social instability. The investigation has allowed the author to reveal an alignment of groups with different behavioral strategies as to socio-demographic characteristics, reduction of the gap between representatives of these groups as to socio-psychological characteristics, as well as preservation of differences in psychological characteristics.

O.Reznik

STATUS FEATURES REGULATING SOCIAL BEHAVIOR..... 127

The article touches upon status features of the regulation of social behavior in Ukraine. The author analyzes the relationship of objective and subjective elements organizing social behavior depending on the position of an individual in a given society. The rising social status contributes to the improvement of material conditions of life, the state of health, satisfaction with various aspects of life and raises social optimism. Besides, it has been found that social status correlates with subjective indicators of financial position and psychological well-being more strongly than with objective aspects of life.

I.Martyniuk, N.Soboleva

**SOCIAL ROLES AND ROLE REGULATION
IN A SITUATION OF SOCIAL INSTABILITY 140**

The paper addresses the problem of transforming role behavior and role identity crisis in a situation of social instability. Moreover, the authors analyze features of role-based regulation of social behavior in the long-lasting transitional period in Ukraine.

I.Marynich

**SOCIAL REALITY MODELING: SYSTEMIC-
METHODOLOGICAL AND COGNITIVE ASPECTS 154**

The article explores the nature of social reality and means of acquiring knowledge about it. The author arrives at the conclusion that modeling is the most efficient methodology for study of social reality and one of the most powerful means for social cognition and social management.

Yu.Saienko
**AS TO CORRECTNESS OF SOME
 SOCIOLOGICAL TERMS** 170
The article deals with correctness of the statements based on correctness and accuracy of terms, which are used in the practice of social analysis.

O.Zhuleneva
**DATA INVARIANCE IN CROSS-NATIONAL
 RESEARCHES: THEORETICAL
 AND METHODOLOGICAL ANALYSIS** 186
The paper analyzes the notion of the data invariance in cross-national researches from theoretical and methodological point of view. Genesis of this notion in the methodology of comparative research along with its role in the conduction of cross-cultural and cross-national researches is examined.

CHAPTER TWO

A.Arseienko
**THE ACTUAL STATE OF THE “MIDDLE CLASS” IN THE USA:
 POLITICAL MYTHOLOGY AND REALITIES** 200
The paper focuses on an analysis of the “middle class” concepts accepted in American sources and actual socio-economic status of American working people on the boundary between two centuries in the context of official political mythology and Utopian prognoses concerning these problems. A special emphasis is made on influence, which the first global financial and economic crisis in the history of mankind has been exerted on employees, resulting in their current state, reduction in number, decline in living standards and deterioration of the life quality among “middle class” in the USA.

A.Zotkin
**PROBLEM ZONES IN THE CONCEPTUALIZATION
 OF POWER** 211
The paper analyzes a number of problem zones in the power notion from sociological viewpoint. The concepts of power as a universal social phenomenon are examined. At the same time, striving for power is considered as a need typical of everybody. The author presents sociological definitions of the power notion and proposes his own

interpretation of this term, which allow a researcher to operate with indices being measured (decision, action, result) while studying this social phenomenon.

O.Vyshniak

**THE ATTITUDES OF UKRAINIAN CITIZENS
TOWARDS ELECTORAL SYSTEMS: RESEARCH
TECHNIQUES AND RESULTS OF THE STUDY 222**

The paper examines methods and techniques used in study concerning the attitudes of Ukrainian citizens towards different electoral systems. The authors argue that it is more advisable to reveal citizens' attitudes to electoral systems through their preferences for main principles (or ways) of the distribution of deputy mandates. Besides, the outcomes of national surveys conducted with the use of various techniques during the years 2002–2009 in Ukraine as to citizens' attitudes towards different electoral systems and their modifications have been analyzed.

I.Bekeshkina

**ELECTION–2012: THE DYNAMICS
OF RATINGS AND MOTIVATION OF CHOICE..... 239**

The paper analyzes the dynamics of ratings and election's motivation during parliamentary elections of 2012. Certainly basic factors of electoral choice and backlogs of increase of civil activity of population.

D.Maslov

**APPROACHES TO THE STUDY OF A THEORY
OF POLITICAL PARTIES IN SOCIOLOGY
AND NEIGHBORING DISCIPLINES 252**

The article focuses on the definitions of a political party, as well as on the main approaches to the study of a theory of political parties and their representatives.

CHAPTER THREE

A.Maliuk

**ON THE MAIN ASPECTS OF CRISIS
OF THE PRESENT-DAY CAPITALIST WORLD ORDER 260**

The article shows how to apply the methodology of long-term treatment of historical conjuncture to the analysis of the recent global economic

and financial crisis. It is argued that formation of the long-term historical conjuncture, which caused the recent global economic and financial crisis, had begun in the early 1970. At that time, the world capitalist system had faced structural crisis of the postwar model of capitalist development. As a political and economic response to the structural crisis, the transnational capitalist elites chose the neo-liberal transformation of the postwar regime of accumulation. The main components of the neo-liberal transformation are the rise in exploitation and financialization of the accumulation process summarized by D. Harvey in the concept of “accumulation by dispossession”. The neo-liberal transformation failed to overcome the structural crisis of capitalism. Conversely, it contributed to the intensification of its contradictions. As a result, the capitalist system has encountered the new manifestation of structural crisis.

N.Tolstykh

**SOCIAL EXCLUSION UNDER
THE GLOBAL ECONOMIC CRISIS 274**

The paper analyzes impact of the global economic crisis on the situation of social exclusion in the present-day world. Statistical data illustrate that the global economic and financial crisis has decreased standards of living and increased unemployment both in developed and developing countries. The following conclusions can be drawn from the present study: to overcome the crisis and its consequences, the present-day world needs transition to the new development model focusing on a human being and comprehensive human development.

O.Pan’kova

**UKRAINE IN THE SYSTEM OF INTERNATIONAL
COORDINATES: CURRENT STATE DIAGNOSTICS
IN THE CONTEXT OF DEVELOPMENT
OF HUMAN POTENTIAL 284**

Current state of the Ukrainian society from positions of human development has been analyzed; tendencies in the change of Human Development Index (HDI) calculated by UNDP have been ascertained. Using the data of international comparative researches, in particular results of the European Social Study of 2005–2007–2009–2011 (ESS), the author has made the rating portrait of Ukraine and revealed its strong and weak sides, as well as growth barriers and potentials.

O.Rakhmanov

DEMOGRAPHIC AND EDUCATIONAL CHARACTERISTICS OF THE LARGE CAPITAL OWNERS OF UKRAINE 302

The article deals with demographic and educational characteristics of large capital owners of Ukraine. Empirical data show that most Ukrainian capitalists were born in major city, at the moment of survey were from 41 to 60 years of age and had received engineering or technical education. Social stratum of the large capital owners has turned out to be one of the most educated social groups in the society: almost all (96.4%) have received higher education, more than one fifth (22.3%) has acquired additional higher education, about one fifth (19.6%) has earned a Ph.D degree, and 5.1% has got a D.Sc. degree.

T.Petrushina

ARE WE REALLY CREATIVE? AS TO INNOVATION CULTURE OF THE POPULATION OF UKRAINE 312

The paper considers an innovation culture as a kind of economic culture of the population being the main subject of the economic activity. The author presents a theoretical analysis of innovative aspects inherent in the values of economic culture, its indicators, functions and formation factors. The empirical data of sociological surveys enabling to make some judgments about the innovation culture of Ukrainian citizens are also provided.

D.Yadrans'kyi

SOCIAL MECHANISMS OF THE PROMOTION OF CORPORATE CULTURE AT AN ENTERPRISE 324

The article focuses on the differences between corporate and organizational culture and reveals problems caused by striving for artificial propagation of corporate culture without regard to the specific character of organizational culture. The causes of managerial conflicts in the beginning stage of managerial activity in an organization are also ascertained. The author proposes his own ways to solve the present problem.

O.Maksymchuk

THE CURRENT STATE OF LAND REFORM IN UKRAINIAN VILLAGE 333

The article analyzes employment problems in rural areas and describes the present-day tendencies of efficient utilization of the farmers' labor potential under conditions of market transformation. The author evaluates

the effects of land reform and ascertains causes of low efficiency of the institution of private ownership. The article highlights current problems of the developing land market in Ukraine, analyzes the tasks of land reform involving the redistribution of land for transfer to future tenants, formation of a mixed economy in village, ensuring of rational use and protection of land resources.

A. Goncharuk

LAND RELATIONS: THE TIME OF EQUILIBRIUM 343

The paper is based upon the results of the three specialized surveys on the problems and benefits of the reforming land ownership. The above surveys had been performed by the Center of Social Expertise of the Institute of Sociology of the NAS of Ukraine in 2010–2012 within the Project “Issuing of the Farm Lands Ownership Acts and Development of Cadastral System”.

M. Sakada

**SOCIAL PROTECTION OF RURAL POPULATION
IN THE SPHERE OF LAND RELATIONS**

UNDER THE AGRARIAN REFORM IN UKRAINE 356

The paper touches upon actual problems of social protection of rural population in the sphere of land relations under the agrarian reform in Ukraine. Using the results of a sociological survey, the author suggests the ways to optimize practices of social protection of rural population.

G. Zaremba

**VALUE ORIENTATIONS OF UKRAINIAN LABOR
MIGRANTS IN IRELAND**

371

The article deals with the main peculiarities of value orientations of the Ukrainian labor migrants in Ireland as a host country. The author has made an attempt to define vertical and horizontal labor migration, as well as to outline differences between both of them. There are distinguished three main cycles of Ukrainian labor migrants being in active movement.

N. Lintsova

CONTEXTUAL ANALYSIS

OF THE CONSUMPTION CATEGORY 380

The article deals with the specific categorization of the consumption process in the context of economic and socio-cultural theoretical approaches and examines potential for their use in the analysis of

consumption. The author suggests her own definition of consumption and touches upon the auxiliary concepts that can unite and strengthen the cognitive potential of economic and socio-cultural approaches to the study of consumption. Besides, such notions as lifestyle, mode of consumption and consumption style are suggested as key supporting categories.

S.Stukalo, S.Oksamytna

THE DYNAMICS OF PRESTIGE OF PROFESSIONS AND OCCUPATIONS IN UKRAINIAN SOCIETY 392

The article deals with the main trends of prestige evaluation of occupations and employment during the years 1994-2012 in the adult population of Ukraine. Based on the number of representative studies of the Institute of Sociology of NAS of Ukraine revealed significant changes prestige occupations skilled knowledge workers, areas of accounting, trade and services, as well as physical labor. Also analyzed settling differences estimates prestige occupations residents of large, medium and small cities and villages.

A.Belenok, A.Bova

THE GENERATIONS OF POST-SOVIET UKRAINE: THE DYNAMICS OF SOCIO-ECONOMIC ORIENTATIONS 407

The paper analyzes the dynamics of socio-economic orientations across the generations during post-communist transformations in Ukraine (the years 1994–2012). The problems of the ownership socialization and “maturing” of the synthesizing order in the context of global tendencies of social development are examined. Moreover, the preconditions that could minimize splitting of mental concepts among the generations of post-Soviet Ukraine are revealed.

I.Prybytkova

PRESENTATION OF A CITY IN THE SYSTEM PARADIGM ... 427

The paper discusses a necessity to revise traditional ideas of a city and to search for its new definitions, which could reflect the essence of modern urbanization processes and forms of urban settling. The author adduces arguments in favor of the notions of a modern city as a system of interrelated settlements. A regular shuttle (or pendulous) labor migration of industrial and office workers within the systems of interrelated settlements is considered as one of the basic system-forming relations,

which unite a city with other settlements into a single functional-spatial organism with a specific mode of life inherent in it. The author analyzes economic functions of the pendulous type of labor migration; she has proposed and approved a system of indices for determining its dimensions, structure, dynamics and intensity. It is concluded that the socio-spatial settling structures have become more complicated, the forms of urban settling and dynamics of their transformation have become more diverse as well.

The author has formulated a notion of the pendulous labor migration as a socio-informational process having a spatial characteristic and its role in formation of territorial communities of people (sociums) within the systems of interrelated settlements. It is argued that the pendulous labor migration is a channel for realizing social mobility of population that leads to its social stratification.

A. Rishko

MORPHOLOGICAL STRUCTURE

OF SOCIAL SPACE OF THE CITY OF LVIV 442

The paper deals with theoretical and methodological approaches to the study of social space. The author analyzes terminology, which is used to describe a differentiated space of the city, including the application of the term “socio-ecological habitat”. Moreover, the feasibility of using systematic approach to the study of urban space is proved. The author pays special attention to the methodology for analysis of morphological structure of social space, focusing on alternative methods of gathering data. The results of research of the Lviv’s urban space are presented. The analysis of post subscription for periodicals was used as the main method.

CHAPTER FOUR

L. Bevzenko

IDEAS OF THE SOCIAL SELF-ORGANIZATION

THEORY AND CRISIS SOCIAL TECHNOLOGIES 458

The author states her own point of view on social technologies in the light of self-organizational model of social dynamics and outlines the basic concepts underpinning this model, such as social entropy, social bifurcation and social attractiveness. The paper also illustrates how these concepts can work while formulating technological solutions depending on self-organizational vision of the processes of social change.

N.Boyko	
ACTUALIZATION OF “THE SURVEILLANCE SOCIETY” PHENOMENON	473
<i>The paper explores the newest information and communication technologies of the present-day society as an aspect of modernization influencing the realization of the new control system in society. The new opportunities and features of high-technology surveillance in the present-day society are analyzed; certain strategies for its realization are examined as well.</i>	
N.Serhienko	
VIRTUAL REALITY TECHNOLOGIES IN THE INFORMATION SOCIETY: SIMULATION OF THE SOCIAL	485
<i>The present paper analyzes virtual reality as a kind of simulacra and their role in the present-day society.</i>	
O.Suss’ka	
SOCIALIZATION PROTEST IN THE ALGORITHM OF UNLIMITED SPACES	494
<i>“Media ecology” and interpersonal relations which take place in it assume ever greater importance in the present-day world. The activity of a subject of the purposeful (address) activities of mass media and the process of perception of mass media production require attention not only from the viewpoint of forming the audience’s interests based on individual or social needs. This process is also closely connected with social and psychological aspects of the influence upon the perceiving subject’s consciousness.</i>	
M.Naumova	
ELECTRONIC MEDIA AND NEW FIGURATIONS OF THE SENSE	505
<i>Transmission of sense in the present-day culture is inextricably linked with the media and medial environments, which are by no means exclusively auxiliary material conditions of implementation of semiotic processes. New media systems have creative resources in relation to social values and senses. The article deals with the properties and attributes of media, which have ontological guarantees and transforming our reflection and our physicality. The author makes an attempt to identify changes in cultural status of media, which are now being actively discussed in the media theories.</i>	

O. Shul'ha

**MEDIA PREFERENCES OF UKRAINIANS:
THE DYNAMICS AND CONCLUSIONS 520**

The paper is devoted to analysis of the dynamics of preferences of Ukrainians concerning various mass media. Proceeding from the changes in time spent by population for watching TV, listening to the radio, reading press and Internet, the author makes a conclusion that in spite of changes in proportions TV still remains the leading mass media, while Internet is not considerably spread among the population of Ukraine.

V. Soldatova

**TRANSLATING SENSES OF POSTMODERN
CULTURE BY MEANS OF ADVERTISEMENT:
RESULTS OF A VISUAL RESEARCH 530**

The article attempts to analyze Ukrainian advertising as to features underlying post-modernism. As basic features we have chosen allegory, carnivalesque, irony and involvement of a recipient in guessing meanings. The author argues that advertising on the one hand is a carrier of dominant social senses; on the other hand, it is the agent aiming to change social consciousness.

CHAPTER FIVE

L. Skokova

**THE CONCEPT OF OMNIVOROUSNESS
IN THE STUDY OF THE DYNAMICS
OF CULTURAL PRACTICES 546**

The article explores the essence of the concept of omnivorousness, its development and use in the study of the dynamics of cultural practices and tastes in the spaces of cultural consumption, as well as homology of systems of cultural and social stratification in the present-day society. In this regard, the author has made a summarized analysis of the results of national and cross-cultural projects realized during the last decades in this field of empirical studies of the sociology of culture; highlighted potentialities and limitations of quantitative and qualitative approaches to understand shifts taking place in the spaces of cultural consumption, in the systems of cultural reproduction.

T.Stetsenko
**TRUST AND DISTRUST FUNCTIONS
AS A PART OF SOCIAL CAPITAL 567**
The paper deals with the functions of trust and distrust as a part of social capital. Analyzing different scientific points of view as to the components of social capital, the author suggests her own structural-functional model of social capital. This model includes both structural and functional elements. Besides, the author substantiates the expediency of consideration of the trust and distrust as components of social capital by revealing their functions.

A.Diachuk
**CULTURAL SOCIOLOGY IN THE CONTEXT
OF MODERN SOCIOLOGICAL THEORY 579**
The article concerns J. Alexander’s theory of cultural sociology and compares it with other platforms of cultural studies. The differences in conceptual apparatus of the above theory have been delineated. The problem of return to the empirical and de-actualization of the theory has been analyzed through the aspects of “upward” and “downward” shifts. The distinctive features of “strong” and “weak” programs in cultural studies have been examined.

M.Parashchevin
**RELIGION AS A SOCIAL INSTITUTION:
IS IT REALITY OR METAPHOR? 588**
The author defines the essence of religion as both a social and individual phenomenon. The appropriateness of applying the term “social institution” to this phenomenon is also analyzed. The social needs satisfied by religion, as well as content and dynamics of social functions performed by religion in a society have been examined.

K.Rychka, V.Smakota
**EDUCATIONAL POTENTIAL OF A POPULATION:
THE ESSENCE, HISTORY OF FORMATION
AND PECULIARITIES OF MEASURING 603**
The present paper provides a sociological analysis of the processes of formation, differentiation and use of educational potential of a society.

Furthermore, evaluation of educational potential of the population of Ukraine has been made.

O.Ivanenko

**REFORMING HEALTH CARE IN UKRAINE:
IS IT AN ADVANTAGE OR A DISADVANTAGE
TO UKRAINIAN POPULATION? 615**
The article discusses current state and outcomes at the first stage of the health care reform in Ukraine: improvement of medical service in the rural areas in particular, as well as problems resulting from these changes.

N.Hodorivs'ka

**SOME ASPECTS AND TENDENCIES OF THE CHANGE
IN LANGUAGE SITUATION IN KYIV 632**
Language situation in the capital of Ukraine is studied proceeding from self-appraisal of Kyivites themselves. The notion of mother tongue is defined as it is comprehended by Kyivites and citizens of Ukraine. The author outlines some aspects of the language situation: in which circles certain communication languages are used, which languages are currently in use in the mass media and other cultural products. The paper also describes what changes in the language situation in Kyiv in various circles are observed (based on Kievite respondents' answers). Respondents' prognoses on further changes of the language situation in Kyiv are also analyzed. Opinions of Kievite respondents as to the necessity of state support of certain languages, as to ease of their learning and functionality have been presented, self-appraisals concerning their language behavior in certain situations have been described.

A.Domarans'ka

STRATIFICATION OF THE LEISURE PRACTICES 648
The present paper analyzes interrelations between the lifestyle and criteria of social stratification (on the example of the leisure practices of population in the city of Kyiv). Monitoring data of the Institute of Sociology of the NAS of Ukraine for the years 2008, 2010, and 2012 have served as an empirical basis of the study. The comparative analysis helps to reveal leisure preferences of Kyivites, to construct a stratified classification of leisure practices and to study influence of various resources on the

choice of occupation in the leisure-time. The leisure of the rich and poor, employed and unemployed, representatives of prestigious professions and those with the prestige level below the average, city dwellers or villagers, educated and uneducated, enterprising and passive people differs in the greatest degree.

T.Kabanets'

REPRESENTATION OF THE SOCIOCULTURAL MODELS OF LOVE IN SOVIET CINEMA 667

The paper discusses socio-cultural models of love in the Soviet Union and their reflection in national cinema. Analyzing the most representative movies and their respective social context, the author tries to study the development of the models of love in the Soviet period and to ascertain factors of their social conditioning. It is shown that formation of ideas about the love phenomenon is closely connected with the general cultural and social conditions of a particular historical period.

K.Tiahlo

CONTEMPORARY UKRAINIAN LITERATURE WITH THE EYE OF A YOUNG READER 683

The article deals with reading practices in Ukrainian society and among Ukrainian youth in particular. The author has made an attempt to form general image of Ukrainian literature among Ukrainian youth. Contemporary Ukrainian literature is defined as that which has been published in Ukraine since 1991 and written in Ukrainian. Segmentation of the youth audience based on the criterion of interest in reading is clarified. Ukrainian fiction is evaluated as a "national" or "local" one. Its "fans" are still small in number; nevertheless, they constitute the most active part of an audience of readers.

I.Vergulenko, K.Gumen, O.Tymets'

THE MODELS REPRESENTING CHARACTERS OF MENTALLY ILL PEOPLE AND SOCIETY'S REACTIONS TO THEM CONVEYED IN MOVIES 696

The paper analyzes characters of mentally diseased people and reactions produced by social surroundings to them, which are conveyed in movies. The authors suggest a classification of models representing mentally ill

people and possible scenarios of social reactions to them. Besides, the authors compare the results obtained in their latest research with stereotypes identified in the previous studies and describe portraying techniques aimed at increasing or decreasing social distance.

N.Zatsepina

TOURISM AS A SOCIAL INSTITUTION 708

The article is devoted to sociological analysis of the institution of tourism as one of the elements of infrastructure of Ukrainian society. The author has revealed multifunctional nature of the sphere of tourism, which allows representing it as an institution that directly or indirectly influences socio-stratificational, socio-economic and socio-cultural processes in the life of present-day society.

I.Shaposhnykova

FORMATION OF VALUE ORIENTATIONS

OF MODERN UKRAINIAN YOUTH 716

The paper elucidates the results of sociological research on the problems of forming the value orientations among the present-day Ukrainian youth. The value structures of Ukrainian population have been defined; the principal value positions of Ukrainian youth have been revealed.

M.Kukhta

GRADUATES AT THE CROSSROADS OF LIFE:

THE CHARACTERISTICS OF SOCIAL SITUATION 726

The present work describes a situation in which the young people graduating from school find themselves. During this period, they have an urgent need to make a choice how to integrate into the society in which they live. The author tries to study the features of this process, in particular expectations of young people themselves, linked with their desire to possess high social status and obstacles on their way. One of the main obstacles on the way to achieve desired social status are those determined by society itself for the purpose of regulation of social stratification. The author comes to the conclusion that because of disregarding these obstacles or their accumulation young people may fail to enter the social structure of society, causing in its turn outsidership and marginality.

N. Metulyns'ka

**INFLUENCE OF VALUE ORIENTATIONS ON POSING
AND SOLVING THE SCIENTIFIC PROBLEMS 738**

The paper is devoted to the revealing of posing and solving the scientific problems within the socio-cultural space. Special attention is drawn to interdependence of scientific activities and social development that is displayed in special forms of the "social ordering" of scientific research, where the outlines of the research field are determined not only by subjectively theoretical interest of a scholar, but also by a necessity of practical use of the research results. The above peculiarities favor considerably the increase of duality of standards of a scientific community and give a new nuance to the notion of a scientist's ambivalence.

N. Otrishchenko

**PLACE OF THE SENTENCE COMPLETION METHOD
IN THE ARSENAL OF SOCIOLOGICAL METHODS 749**

Theoretical basis and peculiarities of using the sentence completion method in sociology are indicated in the article. The author has analyzed the method usage in an applied research and compared it with open-ended questions. Besides, she has found the method advantages, as well as the difficulties connected with its use, and outlined the prospects of its further application.

T. Liubyva, T. Nikitina

**PRESENTING RESULTS OF DATA ANALYSIS
OF THE QUANTITATIVE EMPIRICAL RESEARCH
IN SCIENTIFIC PAPERS 763**

The article provides the general guidelines for data presentation in quantitative researches. Typical structure and requirements for such type of scientific publication are presented. Besides, the general rules of tables and graphs design and requirements for presentation of results of multivariate data analysis are described.