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THE POLITICAL CULTURE OF PERSONALITY IN GLOBALIZATION CHALLENGES CONDITIONS

In the article the basic aspects of process of transformation of political culture of society are analyzed in accordance with the dominant type of modern development of Ukraine. A concept "political culture of personality" is specified as the goal of political socialization, his interpretations in modern political diskurs. Features are exposed, technologies of forming of political culture of personality in transformation society.

Key words: political culture, globalization, democratization, political system of society, political participation, transformation society.

The problem formulation. The main problem of the political life democratization is the formation of citizens' political culture, because modern life is largely determined by the achieved level of political culture and its interaction with other political phenomena and global world.

Records of different population groups' interests, competence and responsibility of the ruling elite in public policy depend on this conscious activity choice of most people. Political culture encompasses all of relationships, which are formed between political actors in modern society, and is the factor that directly affects its democratic development.

Recent research analysis. Next scientists investigated the formation of political culture in different society social levels – H. Averyanova, V. Biletskyy, R. Voytovych, N. Dembytska, V. Kozlitin, V. Moskalenko, O. Morozova, V. Rebkalo, S. Savluk and other. The analysis of certain aspects of this issue is the subject of research in the writings of S. Bereza, V. Dobizhy, V. Korniyenko, B. Tsymbalistychnyy, H. Shchedrova .

An important contribution to the development of theoretical ideas of political culture was made by foreign scientists H. Almond, Z. Bzhezinskyy, Y. Vyatr, R. Dal, D. Denis, D. Iston, H. Lassuel, R. Merton, K. Previtt, R. Rudiher, R. Takyer, D. Tomson, D. Khurman and others. Despite the fact that many mod-

ern scientists' works problem are devoted to the problem of political culture formation to date the identity political culture formation in a globalized world are still very relevant.

The purpose of the article is to analyze and determine the transformation process characteristics of the individual political culture in the context of globalization

The main material. There is a permanent impact of the global information environment during the education of the individual. The formation process of political culture of the personality is dual. Not only culture affects on the mind of the individual, but also the personality affects the political culture by their actions in a certain way in determining its main characteristics in a particular historical phase. Often thinking about the necessity of individual's political culture formation is going without proper awareness this fact and its short-term structure. As a complex, multifaceted, dynamic phenomenon, the political culture combines two fields: politics and culture. Such a Union becomes a reason for significant attempts to unify, to give the phenomenon a specific classification that usually leads to the narrowing of its content. Political culture is dynamic and multicultural. It is a specialty and an essential feature. After all, it is capable to transform under the influence of new events in the social reality and to transform the political system. This gives you the opportunity to talk about the fact that the state influences the political culture formation in society. The

multiplicity of political culture determines the presence in society is not only one primary, but also diverse cultures (sub-cultures, counter-cultures) inherent to the different groups. Accordingly, the political culture can not only change under the influence of changes in the political system, but also actively affects on the modern institutions formation and formation of system's elements. Thus, democratization as a state power implementation process characteristic in society valid not only planting by "top" in accordance with a certain consignment or governmental body's ideological theory, but also "from below", in other words, by society making new social procedures. Moreover each time the main value in this process makes the phenomenon of globalization – event, which leads to greater borders openness and the cultures intermingling, the particular society's modern culture formation through the universal adoption of a separate behavioral and cultural patterns.

The study of political culture problems will be the answer to the query how to find a way out of this situation, how to build a democratic, civil society and form a politically active nation in the present crisis in all Ukrainian society spheres of life. appears more and more weight of the political culture in terms of scientific and technical progress and strengthening of globalization processes. With the improvement of mass media in the world quickly spread universal political and cultural samples and values. They affect the new type of political culture formation of individual nation States citizens, changing political systems and actively forming political culture. The concept of "political culture" is based on the ideals of liberal democracy as the main globalization ideology principles. Since the twentieth century in the world formed the global political culture basis with certain, unique to it characteristics [13; 18].

The political culture democratic effect affects most countries in the world that are involved in globalization processes by new means of communication and cultural exchanges. The degree of this influence depends on the level of society openness, the political will of the elite to the political culture parts borrowing and adoption in society [7].

Countries with high economic growth and the welfare of citizens make maximum influ-

ence on the political culture development. Political culture and the civilization development degree of the state interdependence arises from the objective rich and poor countries distribution. Consequently, the majority of transitional societies including Ukraine are trying to borrow and to spread the values that are suitable to propel the country to a prosperous life in the long term. Political culture is best established in those States that have democratic historical tradition. Historical heritage is an active factor in the political culture formation, but the direction of such an impact (acceleration/deceleration) depends on the national customs. This is the set that is formed for decades and even centuries, and is not created in a few years. This draws the attention to B. Tcymbalistiy, who emphasizes that "political culture is the product of historical development and experience of the people. In the case of Ukraine this experience was bitter... In order to understand the political culture of Ukrainians, it is necessary to pay attention to the exposure sources which stimulated or stopped the Ukrainian political culture development in a historical way" [16, p. 58].

As the dictionary defines "Political culture – is a part of an overall culture that is manifested in the political life process; the historically and socially constructed product of people's political life, their political creativity, which reflects the society, nations, classes, other social groups and political relations individuals mastering process, and the development of their own essence and activity abilities as subjects of political life" [11, p. 263].

It is mobile and heterogeneous the society activities that brings all the historically formed heritage of the past in politics and constantly and gets new according to the rise nature of public relations. In such judgment becomes definite that the political culture can not only change under the action of political system transformation, but also conversely – to direct effect on this condition. Political culture is interpreted as a flexible and movable phenomenon that is as the various alternative branches in any society.

Not less problematic phenomenon that the political culture is globalization. Lately, it is increasingly influence on the independent individuals' and entire nation's political culture. Because the boundaries between the

countries and their citizens are fast destroyed by the fast development of information technology, communications and other, it causes to stronger interpenetration of cultures, the appearance of clear patterns of behavior, symbols, values, orientations including political ones in the world. By the language of Baudrillard, there take place "replication", borrowing entire communication techniques, behavioral guidelines, verbal signals systems [5]. It is created a so-called "target culture" based on specific examples, recognized as the best in this degree of human civilization development. This kind of culture is fixed by the Convention and contained in the society on the authority basis. The degree of borrowing by individual national cultures depends on the state borders degree of transparency, the involvement of this country in a world-wide cultural and educational exchanges and capacity, the overall mobility of people [15; 10].

As defined in the dictionary-reference book: "Globalization – the phenomenon and the process of interrelation and interdependence strengthening of countries in the world. Is appeared in the some countries desire of political and economic integration, problem solving that become global and require global effort. Among them: ensuring sustainable development strategy, resource conservation, development of information society, disaster prevention, space and world ocean exploration, creation of collective security systems, the fight against terrorism and the widespread and threatening disease, demographic challenges, etc." [14, p. 32].

Conclusions and proposals. As we can see, globalization is a process that engages a complex of characteristics: international movement of money, goods and services acceleration; the revival of transnational, for example cultural, relations with the help of modern communication technologies; the rapid turnover of ideas, views, behavior patterns, symbols and their universal application; increase awareness of the dangers and risks that threaten the world; growth in the number and importance of transnational institutions and globally connected international movements. All these processes are interrelated both horizontally and vertically and have a place at the national, subnational and transnational levels [15, 17].

Globalization determines the integration acceleration of Nations into the global system through the development of new means of transport, economic relations, the influence of mass media. It helps the flow of cultural communication between peoples and migration of people. Globalization, however, has positive and negative traits. Negative globalization manifestations are in the possibility of losing the Nations and States own cultural identity as a consequence of acculturation and assimilation.

The main danger that arises in parallel with globalization is that there is a unification of diverse public installations. Simultaneously, the unification does not mean that the existence of the best achievements of world culture will prolong. Standard for global culture in general and political culture is not justified from national identity point of view.

Contrary to the globalization critics judgments about that this process leads to a loss of identity and creating unified space, we argue that on the Earth, where lives 7 billion people, an absolute standardization is not feasible. More significant is the fact that the development of political culture and reduce cultural differences can be a criterion of civilization progress and a remarkable step to strengthen international relationships and understanding. All countries are interested to encourage the rise of such a civilization, where through the dividing lines between Nations and States the bridges of common interests, aimed to the formation of a global culture, are reduced. Conversely, conflicts in the world will be greater if there are more cultural disparities. Cultural change is not only the loss and destruction, but also the achievements and creativity.

As a result of strengthened relationships old forms of diversity disappear and at the same time a new cultural variety appears. It gives a choice between existing and potential best in national political culture.

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Марковець В. М. Політична культура особистості в умовах глобалізаційних викликів

У статті проаналізовано основні аспекти процесу трансформації політичної культури особистості в умовах глобалізації, її уніфікація. Уточнено поняття «політична культура особистості» як мета політичної соціалізації, визначено його інтерпретацію у сучасному політичному дискурсі. Розкрито особливості формування політичної культури особистості у трансформаційному суспільстві.

Ключові слова: політична культура, глобалізація, демократія, політична система суспільства, політична еліта, трансформація.

Марковець В. Н. Политическая культура личности в условиях глобализационных вызовов

В статье проанализированы основные аспекты процесса трансформации политической культуры личности в условиях глобализации, ее унификация. Уточнено понятие «политической культуры личности» как цель политической социализации, определено его интерпретацию в современном политическом дискурсе. Раскрыты особенности политической культуры личности в трансформационном обществе.

Ключевые слова: политическая культура, глобализация, демократия, политическая система общества, политическая элита, трансформация.