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MODEL OF THE WELFARE STATE IN THE FORMATION NEW SOCIOCULTURAL REALITY

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The processes of formation and development of the welfare state institute and its models are being researched. The principal scientific approaches to the understanding of the welfare state phenomenon have been analyzed. The role of the welfare state as a legal constitutional institute has been grounded. The peculiarities of foreign models of the welfare state caused by modernization processes have been elucidated. The typology of modern social models has been suggested, the modern political concept of welfare state models has been created. The main tendencies in the development of the welfare state under the circumstances of modern globalization challenges have been defined. The parameters of the long-range national welfare state model have been traced on the basis of the analysis of the Ukrainian welfare state formation processes.

Keywords: welfare state, welfare state model, social law, globalization.

The relevance of the study of the welfare state models for national science from the constitutional provision on Ukraine as a welfare state. It requires understanding and testing the use of our state models that were theoretically and tested practices of the welfare state in foreign countries, to determine the feasibility of borrowing as well as the construction of national model of the welfare state.

Despite the large number of research works on this subject, nature and essence of the phenomenon of the welfare state in the world of science is interpreted ambiguously and even the definition used insufficiently differentiated series – “welfare state”, “social constitutional state”, “welfare state”, “state social services” and so on. So far, there are no generally accepted understanding of the functions of the welfare state, the mechanisms of implementation, its institutions, conditions of formation and dynamics, and some theories deny the phenomenon of the welfare state. The researchers, highlighting the problems of the welfare state, in many ways seen as the very theory and implementation mechanisms, which necessitates a certain unification of views on the welfare state.

In the world of science and practice, on the one hand, the crisis has seen a concept of the welfare state, and the other – the reluctance to give up its implementation, but modernizing, adapting to globalization and the socio- economic, demographic and political challenges. This implies the importance of the study of foreign models of the welfare state from the perspective of modernization for the construction of national model of the welfare state, taking into account global trends that will help prevent mistakes that led to the present state of crisis of the welfare state.

Over the past decade, experts (A. Gauthier, J. Delors, G. Esping-Andersen, A. Sapir) identified a number of models that vary the amount of benefits and the justification of their right to obtain financing and organization, they are based on different methodological ideologies and approaches to solving social problems. In the domestic political thought emerged several approaches to the classification of welfare state models presented in the research O. Davydyuk, L. Il'chuk, I. Kozachenko, R. Kuzmenko, V. Namchuk, V. Nikolaevsky, O. Novikova, A. Silenko, L. Chetverikova.

The modern concept of the welfare state is moving towards or criticism or calls for modernization, opposed tolerant and critical approaches to the welfare state. Current models of the welfare state reflect new trends in society related to globalization, new market conditions, technology. The only coherent theory of the welfare state is now absent, differences in approaches have been largely in the extent and limits of state intervention, the extent of security and social activities of the state.

The causes of the crisis of modern models of the welfare state, which determine the need of upgrading are: social (weakening of the influence of trade unions, religious groups, individualization of lifestyles, loss of collective identity) resource (redistribution of energy resources and energy issues), economic (globalization, internationalization, free movement of goods and services, the rapid development of the service sector while reducing the traditional segments of the industrial economy), financial (free movement of capital, inflation, recession), problems in the labor market (labor mobility, international competition, labor force, the development of new forms of work and informal employment, migration flows, the level of education of women and their activation career) sociocultural (high value individual freedom, change of family morality), technical (scientific, technical and medical progress), demographic (changes in the age structure of the population), political (neo-liberal ideology, recommendations influential international expert organizations) gender (further emancipation, change partnerships and family life forms).

Constitutionally secured new approaches on which the welfare state provides only basic human needs (infrastructure, a living wage , education , health) , and the man himself has to take care of yourself and your family that is embodied in the concept of "labor state" "States that promotes labor", "social investment state", "model preventive state" and so on.

With the economic crisis, the global challenges of XXI century. State is unable to assume full responsibility for the welfare of the person and within the subsidiarity principle translates of functions in business, civil society institutions. As the global trend is the rejection of the idea of the welfare state as a European trend was confirmed in the formation of the state of the service, which guarantees the most basic social rights , then there is a need to fill the current understanding and definition of the welfare state with new constructs ("ensuring environmental security", "promotion of competition and personal initiative of citizens to ensure their welfare", "development of social partnership", "active engagement with civil society"), and the main task of the modern welfare state is to ensure the best possible conditions for personal fulfillment. This approach was the result of rethinking the role of the state in social protection, increased globalization trends that led to promising model of the welfare state that activates , which replaces the classical model .

Trend XXI century is, on the one hand, the expansion of the catalog of social rights and civil and on the other – reformatting functions of the state to enforce them. After all, the state is increasingly oriented toward social support only the poor man to stimulate initiatives to ensure their well-being, social development and human capital. It may get constitutional recognition,

for example, able-bodied person on duty work in exchange for social assistance. Social reforms in many welfare states indicate a clear focus on narrowing the spectrum of the welfare state, to stimulate activity and responsibility for the welfare of citizens, pause expansion of social functions (and therefore government spending), as they become prohibitive for state budgets and inefficient in terms of the needs of society. The main content of the welfare state becomes gradually create the conditions for self- working person, primarily because labor activity. The center of gravity of the welfare state is transferred to facilitate the emergence of the highest number of effective jobs, promote entrepreneurship and self-employment to other forms of public support.

For example, traditional features scandinavian model is affected by factors internal and international development, convergence ideologies. Analysis of the social reforms of the Swedish Government F. Reinfeldt proves that the transformation of the classical social- democratic model of the welfare state going towards the liberal model, which activates the able-bodied person. The basis of the reform Merkel model social state of Germany – reducing income taxes, creating conditions for self-realization of their individual abilities, encouraging citizens to own initiative raising welfare, the state is obliged to correct the failures of the market mechanism.

Upholding the focus on personal responsibility for self-sufficiency, improve the competitiveness of the working population, the shift from social assistance in enabling the fullest possible use of the potential of people of working age have a strategic line of reforming the American model of the welfare state. So now there has been a common trend in the development of models of the welfare state on the one hand, the reduction of social programs, the desire to improve their cost-effectiveness and impact, and on the other – the expansion of social partnership, decentralization of power, strengthening regional (domestic) and local authorities. Thus there is a change in the role of both the state of the citizen: the latter appears not only as an object of social policy, but also as an active subject of user and manufacturer of social services.

In our opinion, in the typology of welfare state models must take into account the convergence of ideologies under the influence of globalization and individualization. The classical paradigm of political liberalism, conservatism and socialism are modified, the current political process captures their convergence, which modifies the classical model of the welfare state. Tendency to mutual liberal, socialist and conservative ideologies, resulting in the classic model of the welfare state (liberal, corporate, social-democratic) are transformed into neoliberal, corporate-liberal (conservative and liberal), social democratic, liberal, liberal component of the activation of the influence globalization. By the time of the appearance distinguish classical (established traditional) models that are modified, new model welfare state (including those that are formed in the post-totalitarian countries of Central and Eastern Europe, projects a single EU social model, etc.) that have not yet confirmed their willingness to effective implementation under globalization challenges are at the organizational stage show contradictory, inconsistent steps.

The ratio of the activity of the state and the citizens' initiative in solving social problems, distinguish paternalistic, and classic type of welfare state that activates.

Increased individualism, economic competitiveness, withdrawal from social solidarity, social cohesion agenda the issue of the impact of globalization on the social stability of States. As the process of globalization is associated with the "blurring" of economic borders, free movement of capital, goods, labor, there is a problem in the implementation of labor and social rights, compounded by the activities of the representative bodies of workers. Required ensure that human and social values determine the nature and pace of economic globalization, but so far there is no

clear concept of the welfare state in the context of globalization. At the time of the creation of a “new architecture” of welfare, in which particular attention to the solution of social problems is not so much due to certain social benefits such as their prevention.

One of the projects that are being debated – reforming the welfare state to state solidarity, which would be a balance between the rights and responsibilities of citizens, their freedom and responsibility, state aid is given only to those who personally provides social assistance (for example, an initiative of the British Prime Minister David William Donald *Cameron* sanctions to large families in which neither parent is not working, activation of the unemployed in public works, etc.) [1, p. 407].

All current models of the welfare state provide waiver of welfare policy for activating employment necessities of life satisfaction, promotion of social capital through the investment of science and education, generating social capital, training of the working population as a factor in reducing social inequality. The global trend is the rejection of the idea of the welfare state and the establishment of a service guarantee of essential social rights [3, p. 9]. With the economic crisis, the global challenges of XXI century. State is unable to assume full responsibility for the welfare of the people, and within the subsidiarity principle translates of functions in business, civil society institutions.

In the era of globalization, the role of the state in the country as a guarantor of social, political and macroeconomic stability, assistance to the most affected populations, protection from violence, crime, acquiring global, environmental protection law. So abandon further implementation of the model of the welfare state is unacceptable. This model must meet the following requirements: support, encouragement own initiative, entrepreneurship, productive labor rights, increased work motivation, improved social responsibility of people for their own welfare and the social responsibility of enterprises, economic efficiency should not be an end in itself, and “humanize” social justice and ecological balance, investing in maternity, childhood and knowledge, welfare reform, promotion of employment of older workers, disabled people (benefits employers), the active involvement of the state to fulfill social functions of civil society and business, protection of non-market social sectors (environment, education, spiritual life, etc.). Improving the quality of life, elimination of social differentiation cannot be achieved solely by economic means, since they contain a significant component of the socio-cultural [1]. Human resources in the model of the welfare state should be regarded as basic resources and responsibility for the performance of modern model of the welfare state lies in equal shares to government, business, civil society in general and individuals.

Formation model of the welfare state in Ukraine is at the start, the regulatory framework on these issues has significant gaps in general there are no conceptual and normative elements of the concept of the welfare state. Constitutional rule of the welfare state is more a guideline than a reality. Not formed institutional environment of social partnership that is not quantitatively significant middle class and initiative from below, Ukrainian society is far from European ethical principles that are the foundation and the rights and welfare of human dignity, not a developed civil society, a low level of political and legal culture, there is some unsystematic legislation. Formation of a national model of the welfare state is complicated by demographic problems, loss of knowledge and work, deep social stratification, high polarization of income and so on. The state focuses not on active social policy, setting the stage for productive work, and the passive, financially supporting the poor.

Despite the similarities in the civilization of other countries, Ukraine has its history of formation of the welfare state. Unlike the West the task of forming a welfare state emerged not on a solid foundation of law, and the instability and unsettled legal. It is necessary to construct a national model of the welfare state on the basis of a clear model to described the degree of state intervention in social and economic processes, the mechanism of allocation and redistribution, the extent of responsibility and the state.

Copy Ukraine particular foreign models are not promising, since there are no preconditions for their effective implementation and modernized all classic models, adapting to the challenges and rapid innovation development. Today, this model is a promising welfare state, which activates and stimulates and encourages the institutions that are outside the state, establishes subsidiary, thus narrowing their functions. Citizens in this model is no longer solely consumers of social benefits, but also their manufacturers, providers.

In the national model of the welfare state is in a new shared responsibility between the state, society and citizens, as the role of personal responsibility of individuals for their welfare. The objective of this model is actively investing in people, its potential, creating conditions for self-development person, primarily because labor activity, prevention of social ills rather than mitigate them. However, it is necessary to take into account the specific social structure of Ukrainian society (a significant percentage of the elderly, a large number of single-parent families, etc.). Global trend is that the welfare state is obliged to provide only basic human needs and avoid welfare mentality and expand in the minds of their personal responsibility for improving their living conditions.

The task of the national model of the welfare state should be no poverty reduction and promotion mechanisms upward social mobility, the formation of social lift to all groups. The current model of the welfare state has come up socio- political arbiter between social stratum, it is based - codified social legislation developed civil society, socially responsible business. However, now in Ukraine is not yet possible to pass on Civil Society and Socially Responsible Business of the social burden, to create a system of social partnership.

In determining the model of the welfare state in Ukraine should abandon the comprehensive concept of paternalism and the welfare state and, accordingly, affirm in theory and in practice a new principle of social policy: the state provides and guarantees the most basic social benefits to the neediest. In this modern social state must be the main subject of the implementation of social investment in the development of education, health and culture.

National model of the welfare state, in our opinion, is reasonable as a social -safety, activating social capital, a new divide responsibilities between state, society and citizens, engages and stimulates the latter, increases the importance of personal responsibility of citizens for their well-being, investing in human capital creates the conditions for self-identity through labor activity, provides social investment and arbitrage. This model provides for state only basic human needs while increasing individual responsibility for their own welfare, and the introduction of a special index for the assessment of corporate social responsibility, an annual social report companies. Hallmarks of the model are: the rise of the importance of knowledge, consolidation of government, business and civil society in addressing important social issues, improving the quality of human potential, stimulating the development of corporate responsibility, enhance social responsibility, social dialogue employers and workers, the development of social partnership , the positioning of the citizen as a consumer, manufacturer, provider of social benefits, the introduction into the

social sphere of European principles of good governance, environmental stimulation (business and citizens).

Author's translation of the article

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