SOCIO-CULTURAL FORMS OF SUSTAINABLE HARMONIZATION OF CIVILIZATIONAL PERSPECTIVES IN POLITICAL DISCOURSE: IMPLEMENTATION IN PUBLIC ADMINISTRATION AND MANAGEMENT IN UKRAINE

FORMAS SOCIOCULTURAIS DE HARMONIZAÇÃO SUSTENTÁVEL DAS PERSPECTIVAS CIVILIZACIONAIS NO DISCURSO POLÍTICO: IMPLEMENTAÇÃO NA ADMINISTRAÇÃO E GESTÃO PÚBLICA NA UCRÂNIA

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Abstract: The purpose is to study the implementation of socio-cultural forms of harmonization of civilizational perspectives in public administration and management in Ukraine. The violation of Ukraine's territorial integrity, threat to national security, war crimes, crimes against humanity have intensified this area of research. An effective means of confrontation in a full-scale war will be the unification of common civilizational values. The study used scientific approaches and general scientific methods. The study analyzes the transformation processes in Ukraine. The systemic challenges that threatened the economic and political spheres were studied: the COVID-19 pandemic, the problem of security and peace, inflation, violation of democratic principles, energy problems, and others. The civilizational and national challenges of Ukraine on the way to integration into the European and Euro-Atlantic space are identified. The formed national identity can have a positive impact on civilizational prospects. The article analyzes the forms of harmonization in the socio-cultural context in the implementation of civilizational perspectives in the public administration and management of Ukraine. Harmonization can be implemented through updating national legislation or through unification, establishing joint interaction between civil society and the State, and differentiation. Harmonization is not a complete identification with the standards of the European Union, but approximation.

Keywords: Approximation of the National Legal System to the European One. Civilizational role. European Values. Integration. Sociocultural Way of Life.

Resumo: O objetivo é estudar a implementação de formas socioculturais de harmonização das perspectivas civilizacionais na administração e gestão pública na Ucrânia. A violação da integridade territorial da Ucrânia, ameaca à segurança nacional, crimes de guerra, crimes contra a humanidade intensificaram esta área de pesquisa. Um meio eficaz de confronto em uma guerra em grande escala será a unificação de valores civilizacionais comuns. O estudo utilizou abordagens científicas e métodos científicos gerais. O estudo analisa os processos de transformação na Ucrânia. Foram estudados os desafios sistémicos que ameaçam as esferas económica e política: a pandemia da COVID-19, o problema da segurança e da paz, a inflação, a violação dos princípios democráticos, os problemas energéticos, entre outros. São identificados os desafios civilizacionais e nacionais da Ucrânia no caminho da integração no espaço europeu e euro-atlântico. A identidade nacional formada pode ter um impacto positivo nas perspectivas civilizacionais. O artigo analisa as formas de harmonização no contexto sociocultural na implementação de perspectivas civilizacionais na administração e gestão pública da Ucrânia. A harmonização pode ser implementada através da atualização da legislação nacional ou através da unificação, estabelecendo uma interação conjunta entre a sociedade civil e o Estado, e a diferenciação. A harmonização não é uma identificação completa com as normas da União Europeia, mas uma aproximação.

Palavras-chave: Aproximação do Ordenamento Jurídico Nacional ao Europeu. Papel Civilizacional. Valores Europeus. Integração. Modo de Vida Sociocultural.

1. Introduction

A relevant and controversial topic of Ukrainian political scientific discourse is the problem of the effectiveness of public policy and management during transformational changes in Ukraine and the formation of the Ukrainian nation. KRYNYTSKA (2020) emphasized that the interaction of civilizations is a political imperative of the modern world. This process reveals contradictions that may become decisive in the 21st century. On the one hand, the world has become a single entity through the integration of economics, technology, and information. On the other hand, this growing integration has led to a change in cultural outlook. Political changes in the country are causing socio-cultural transformations that have long been insufficiently developed to become a member of the European Union (EU). Since 2014, the Revolution of Dignity and the Russian-Ukrainian war in eastern Ukraine have led to the European path of socio-cultural development. Ukrainian civilization has gained an important status as a major actor in world history and politics. During martial law (since February 24, 2022), Ukraine and the nation have to withstand many internal and external factors that threaten the principles of a democratic society, national security, and territorial integrity on the way to forming a strong state and civil society. However, civilizational perspectives reflected in socio-political experience are important for Ukraine and other states. The main objectives of Russia's aggression against

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Ukraine are to overthrow the democratic regime and establish an autocratic one; to destroy military and civilian infrastructure, and to destroy territorial integrity. In response, Ukraine is trying to eliminate external threats to the survival of the state and the nation, to preserve national sovereignty and territorial integrity. In this context, the state's urgent task is to sustainably harmonize the civilizational choice of society. Socio-cultural forms of harmonization are effective only through a democratic mechanism of problem-solving. Ukraine's foreign policy strategy is focused on European and Euro-Atlantic integration, countering Russian aggression, and developing the economic component. According to a survey (RAZUMKOV CENTER, 2022, 2023), approximately 90% of experts consider Ukraine's foreign policy to be effective, while the remaining 7.5% share the opposite view. The introduction of harmonization into public policy and management will bring the national legal system closer to international norms. The harmonization of external and internal political relations in the long term will help to achieve a rational model of public administration. The Decree of the President of Ukraine No. 722 of September 30, 2019 (DECREE OF THE PRESIDENT OF UKRAINE, 2019) states that one of the important strategic goals of the state is: "strengthening the means of implementation and intensification of work within the framework of the global partnership for sustainable development".

Socio-cultural forms that establish social relations between people and their interaction are important in the process of harmonization. Moral, legal, and political aspects of culture are manifestations of socio-cultural forms. It is through these forms that social values, attitudes, stereotypes, and general norms of behavior are established. The combination of the moral, legal, and political aspects creates the sphere of social culture, which reflects the component of the Ukrainian cultural environment aimed at values, management priorities, and targets. However, Ukraine's sustainable harmonization cannot be determined only by the adaptation of national legislation to European norms. This process requires fundamental changes in the social experience and interaction of citizens at all levels - among themselves and with central and local authorities.

The **aim** is to study the socio-cultural forms of sustainable harmonization of civilizational perspectives in political discourse and their implementation in public administration and management in Ukraine. To achieve this goal, the following tasks need to be accomplished: 1) to analyze the transformation processes in Ukraine; 2) to identify the civilizational and national challenges of Ukraine on the way to integration into the European and Euro-Atlantic



space; 3) to study the forms of harmonization in the socio-cultural context when implementing civilizational perspectives in public administration and management in Ukraine.

2. Theoretical framework and literature review

The history of Ukraine shows that for many years our country has been at the intersection of two civilizations – the East and the West (PARSHYN and MERENIUK, 2022). Accordingly, one part of society shaped culture in accordance with Soviet traditions, while the other was shaped by European values (KRYNYTSKA, 2020). The issue of civilizational choice was actualized by the events of 2014, in particular the Revolution of Dignity, the beginning of the Russian-Ukrainian war, and the annexation of Crimea. In her study of geopolitical interests, VNUCHKO (2022) noted that at the level of the ideological program, the civilizational choice prevailed towards Europe, but in the political discourse, Ukraine has always been under the influence of Russia due to the lack or instability of statehood.

The full-scale invasion of Ukraine on February 24, 2022, led to a clear split between the two civilizational worlds, which resulted in Ukraine's application for EU membership on February 28, 2022. VIDNYANSKYJ (2022), who studied relations between Ukraine and the EU in the context of the Russian-Ukrainian war in 2014-2022, noted that Russian aggression against our country not only united Europe with Ukraine but also improved the foreign policy image of the state from the point of view of EU member states. The protection of the rights of Ukrainian citizens and the defense of territories has strengthened the development of civilizational values, including democracy (despite certain constitutional restrictions for security purposes during martial law), non-recognition of Russian aggression against Ukraine by the world community, which is considered a crime against humanity, the unacceptability of violation of the inviolability of borders, solidarity and support (HRYSHCHUK, 2020).

In this context, an important issue is the sustainable harmonization of civilizational perspectives in political discourse. In her study of the interaction of civil society with public authorities in the context of Ukraine's European integration, KHOMEI (2021) noted that harmonization will help strengthen national security, stabilize the economy, develop democratic institutions, and promote interaction between society and public authorities at all levels.

LOKSHYNA (2020), studying harmonization in the field of trade, noted that the process of adapting Ukrainian legislation to European norms in many areas is an urgent task for Synesis, v. 15, n.4, 2023, ISSN 1984-6754 © Universidade Católica de Petrópolis, Rio de Janeiro, Brasil

reforming Ukrainian legislation. In addition, a state that aspires to become an EU member must harmonize its national legislation.

VASYLIEVA and KOVALYSHYN (2020) analyzed the harmonization of commercial law with EU standards, which in the future will increase the efficiency and profitability of Ukrainian business and increase foreign investment. A similar opinion was shared by GAVRYLENKO (2008). GAVRYLENKO (2008), who emphasized the important impact of regulatory support on the development of sources of financing for small businesses. Pakhomova and Knyazeva (2021) studied the process of harmonization of the legal space in the field of professional activity of civil servants and argue that in this context it is necessary to create a separate organizational structure that will identify problems and create recommendations for harmonization of regulation of regulations on the professional activity of civil servants. PREDMESTNIKOV and GUMENYUK (2019) studied the harmonization of economic and legal relations between Ukraine and the EU. The introduction of sustainable harmonization into the political discourse implies the development of fundamental European values, including democracy, the rule of law, respect for human rights, and the standards of the European security system. CHUPPII et al. (2021) noted that it is possible to effectively counteract external and internal threats of the modern globalized world through civilizational values. The analysis of recent studies shows that the economic and state aspect of harmonization has been mostly studied. The scientific novelty of this study is that it analyzes the possibilities of sustainable harmonization of civil perspectives in public administration, which will help to realize a dialogue between Ukrainian and Western cultures. This, in turn, will lead to the sustainable development of society.

3. Research design, discussion and methods

In the course of the study, the cultural and civilizational approach was used as the main approach to solving potentially important issues for society through sustainable harmonization. The use of this approach made it possible to identify the socio-cultural forms of harmonization that establish the objective conditions of society, knowledge, norms, values, and ideals of cultural discourse in the long term.

Using the civilization approach, the factors of civilizational development that affect society and the state were identified. The civilizational perspectives in political discourse and the importance of sustainable harmonization are clarified using the teleological approach. Using the materialistic approach, civilization was considered through the interdependence of the economy, material production, and the way of management.

The theoretical approach led to the definition of the essence of the phenomenon of "sustainable harmonization" in public administration and management in Ukraine. With the help of historical and logical analysis, the author identified the transformation processes in Ukraine that led to the development of harmonization. The comparative approach is used to study Ukraine's European integration processes and changes in society since the beginning of the fullscale war. Using the systemic and socio-cultural approaches, the topic of Ukraine's civilizational choice in the system of interrelations with other spheres of society and the state was studied. The classical approach is used in this study in the context of defining the national interest and challenges facing Ukraine. The fundamental idea of this approach is to recognize civil society as a key component of the state's existence. The institutional method was used to study the mechanisms of interaction between civil society and public authorities. With the help of the dialectical method of cognition, the features of the introduction of socio-cultural forms of sustainable harmonization into national public administration and management are clarified. The method of concretization was used to analyze the national legal framework, the regulatory and legal documents, and proposals for their improvement on the way to harmonization. The method of analogy was used to analyze the European experience of harmonization and the possibility of its adaptation to the public services of Ukraine. Using the bibliometric method, grouping, and generalization, the current state of scientific publications on the research topic was determined. In addition, the study used general scientific methods of cognition, including analysis and synthesis, and induction. The discussion method was used to analyze other views of scholars on the introduction of socio-cultural forms of sustainable harmonization of civilizational perspectives in public administration and management in Ukraine. The study also used the method of statistical analysis and the graphical method.

The information base of the study was the works of Ukrainian and foreign scholars, including scientific articles, conference proceedings and dissertations, materials from official sources. The search for materials for the article was based on the following phrases: Ukraine's civilizational choice, integration into Europe and prospects for the development of civil society, the role of civilization in the modern globalized world, harmonization of national legislation, harmonization of public administration and management in Ukraine with international standards and EU norms, goals of sustainable development of Ukraine until 2030, main areas of harmonization, culture as an instrument of social knowledge, forms of culture. Using the ranking



method, the following significant scientific works were selected for analysis and writing this article.

Ukraine's integration into the European Union is not only an imperative norm or guarantee of security and defense but also a civilizational choice of the state's development in the Western direction, according to which it is possible to make progress in various spheres of society and the state. For the first time, the introduction of the phenomenon of harmonization of public administration and management in Ukraine was defined in the Association Agreement between Ukraine and the EU (ASSOCIATION AGREEMENT..., 2014). The EU's international legal framework is focused on promoting humanistic principles of public administration and is focused on preserving labor and social rights and fundamental freedoms. External challenges shape transformational changes in the country and affect the development and functioning of the political, economic, and social spheres. The outbreak of the COVID-19 pandemic was a turning point in the economy, which led to numerous restrictions for society and Ukrainian business. However, these circumstances have had a positive impact on the development of digitalization, green energy, and artificial intelligence in Ukraine, which are the main areas of European programs. All of these favorable changes for Ukraine were disrupted on February 24, 2022, when Russia revealed the so-called "special operation". The issues of war and peace became central to the self-determination of the Ukrainian nation. The main transformational change in the EU's views on Ukraine's membership was the fact that our country managed to resist Russian aggression and continues to defend its freedom and independence. This shows that Western civilization has recognized Ukraine as a state that adheres to European values. Countering Russian aggression is of global importance and requires joint coordination and mutual understanding of different states. Civil society is the driving force behind the reform of public administration and management in Ukraine. A similar opinion was expressed by BANNIKOVA (2021) noted that civil society, which is the highest manifestation of democracy, helped the US civilization to rise above all others. In this context, special attention is paid to the socio-cultural development of society. The study of socio-cultural factors of society, including values, attitudes, and cultural self-determination, has made it possible to trace the dynamics of



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Figure 1. Share of respondents who consider themselves citizens of Ukraine Source: SUDYN (2022)

Attitudes toward Russia have changed, with 91% of respondents not considering the Ukrainian and Russian people to be one. This is in contrast to the 55% figure obtained in 2021 (Sudyn, 2022). More than 70% of society speaks Ukrainian. The development of Ukrainian culture and the popularization of national artists have become especially important (53%) (HOW UKRAINIANS FEEL ABOUT LANGUAGE AND NATIONAL CULTURE..., 2023). The civilizational self-determination of society is focused on European integration, as noted by BANNIKOVA (2022). Accordingly, civilization forms a certain socio-cultural space in which similar characteristics of legal, political, economic, and artistic culture can be traced. According to this, culture, which is a form of social life, is manifested through stereotypes of mass consciousness and behavior and is a decisive factor in shaping the differences between civilizations.

The creation of a common socio-cultural field between Ukraine and the EU is a natural path, as they are united by democratic principles and values in the defense of their independence and inviolability of territories. While civilization has the means and forms, culture determines only the purpose and content.

BASENKO, SHARAVARA, AVANESYAN (2022) identified convergence, transformation, reception, and incorporation among the main forms of harmonization. KLESHCHENKO (2022) added adaptation and standardization to this list. In addition, harmonization can be spontaneous and purposeful.

In order to determine the forms of sustainable harmonization of civilian perspectives, let us consider the main socio-cultural factors that influence public administration and management in Ukraine. Among the main factors are macroeconomic, standard of living and quality of life,

consumption, labor market, shadow economy, corruption, development of scientific, technical, and innovation spheres, competitiveness, entrepreneurship, integration into the world economy, social capital, and financial investments. The main resource for the development of public administration is the intellectual capital of society (DOORANOV, OROZONOVA and ALAMANOVA, 2022). However, there is a migration of Ukrainians abroad.

BANNIKOVA (2022) focused on labor migration and the reduction of the Ukrainian labor force. The main task of the state policy is to stop this process and create conditions for quality education based on the model of distance learning and innovation. DYKAN, PAKHARENKO, SAIENKO, SKOMOROVSKYI and NESKUBA (2021) emphasized that currently, the main problems that reduce the effectiveness of networking are the low level of innovation in labor potential management and insufficient efficiency in managing environmental and social components. LEVCHENKO, TSIZHMA, SLOBODIAN and NEHODA (2022) noted that in organizing and planning the activities of enterprises, the legal status is shaped by the allocation of resources, the development of the digital economy, the introduction of environmental and social innovations, changes in the investment climate, achievement of sustainable development goals, and poverty alleviation. However, in order to implement this approach, a high educational and cultural level of society is required. The more expenditures are planned in the state budget of Ukraine for the development of education and culture, the higher will be the indicator of the socio-cultural development of the state. A similar position is shared by KHOMEI (2021) notes that external globalization challenges play an important role in public administration, but in order to preserve one's national identity during harmonization, it is necessary to develop the socio-cultural space. The main socio-cultural forms of harmonization of civilian perspectives are shown in Table 1.

Form	Content
Education	An open national educational platform that
	serves to shape individual educational trajectories,
	integrate formal and non-formal education systems,
	transform classical educational institutions into
	centers of educational innovation, and promote a
	culture of lifelong learning.
Culture	Creating a creative culture that will be not
	only a product of intellectual creativity but also a
	result that can be used for commercial purposes
	and distributed outside the state.
Adaptation of the current legislation in the field of culture and education	Eliminate legal inaccuracies in terms of
	responsibility between government agencies at
	different levels of culture and education

Table 1. Socio-cultural forms of sustainable harmonization of civil perspectives



Decentralization	Ensure the distribution of the scope and
	level of responsibility for policy implementation in
	the process of decentralization between specialized
	institutions at the national, regional, and local levels,
	as well as avoid duplication of powers
Unification	Provide unified recommendations on the
	formation of regional development strategy and
	policy in the field of education and culture
Interaction of society with state authorities	Involve civil society organizations in
	lobbying and developing new mechanisms at the
	national level

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Source: developed by the author of this study

The cultural sphere, when harmonizing civil perspectives in political discourse, is a tool for self-identification and preservation of cultural heritage. And the educational sphere forms value orientations. It should be noted that an effective condition for the modernization of public administration in the field of culture and education is the readiness of all participants in the management process for such modernization. Due to the misunderstanding of the content of socio-cultural forms and the development of various management decisions to modernize the process of managing the spheres of culture and education at the local level, the costs associated with modernization may be higher than the economic benefits (BURIAK, NECHYPORENKO, CHYCHUN, POLIANKO and MILMAN, 2022).

The peculiarity of socio-cultural forms of harmonization of civil perspectives in political discourse is their dependence on state institutions and attitudes. The human factor, the peculiarities of the state's perception of society, and the system of social relations play an important role in the management of socio-cultural space.

4. Conclusion

Thus, the outbreak of a full-scale war characterized a complete split between the two civilized worlds - East and West. The defense of Ukrainian territories, the rights and freedoms of citizens, and the preservation of national security showed that the Ukrainian nation was ready to organize itself and defend democratic principles and values. In other words, a civilizational choice was made in favor of the West. In the system of European integration processes, Ukraine is obliged to harmonize its national legal, economic, political, and legal spheres in accordance with the following sectors of the European Union. Harmonization involves the process of purposeful convergence of legal systems by eliminating contradictions between legal systems and

by ratifying common legal principles to form minimum legal standards, which makes it possible to bring the legislation of member states and non-member states in line with the requirements of international treaties. State authorities adapt national legislation to the legislation of international institutions through regulations, planning, coordination, and control.

At the present stage of civil society development, Ukraine should not borrow and copy political models of public administration of Western civilization but create its own model of innovative development based on socio-culture, knowledge, and its own Ukrainian culture. The study analyzes the transformation processes in Ukraine and reveals the influence of social and political factors in Ukraine on the development of national identity, national unity, and national autonomy of Ukrainian society. Thanks to a strong civil society on the path of upholding democratic values, Ukraine officially became a candidate for the European Union in 2022.

In addition, the civilizational and national challenges of Ukraine on the way to integration into the European and Euro-Atlantic space are studied. On the one hand, the Russian aggression against Ukraine is a national challenge to the development of an original culture and the Ukrainian language, and on the other hand, it is a civilizational challenge since it is caused by Ukraine's European integration. An effective tool in the fight against Russian colonialism is the use of defensive nationalism. Changing the civilizational choice caused by national problems requires the search for socio-cultural forms of sustainable harmonization in political discourse.

The main forms of harmonization in the socio-cultural context in the implementation of civilizational perspectives in public administration and management of Ukraine are the modernization of national legislation, unification, the establishment of joint interaction between civil society and the state, differentiation.



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