

### СЕКЦІЯ 3

## ОСОБЛИВОСТІ РЕГІОНАЛЬНОГО РОЗВИТКУ В СУЧАСНИХ УМОВАХ

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### THE AMBIVALENCE OF MODERN PUBLIC SPACE CITIES

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The trends in the development of the social life of modern large cities cause some anxiety – the impersonality of everyday contacts, the alienated and fleeting nature of interactions, indifference, the risk of desolidization of society as a result of urban inequality and marginality – all these are the realities of our time. These facts of urban life were foreseen, back in the last century, by the German sociologist G. Simmel, explaining the isolation and apartness of the internal relations of the inhabitants of large cities by the increased nervousness of life, resulting from the rapid and continuous change of external and internal impressions: «Indeed, if I do not deceive myself, the inner aspect of this outer reserve is not only indifference but, more often than we are aware, it is a slight aversion, a mutual strangeness and repulsion, which will break into hatred and fight at the moment of a closer contact.

Definitely, the independence of the individual, which is the result of mutual isolation and indifference, which constitute the conditions of the spiritual life of our wide circles, is nowhere felt so strongly as in the close hustle and bustle of big cities, because physical intimacy and crowding only emphasize spiritual remoteness» [1]. In this regard, it becomes necessary to consider the social role of public spaces in maintaining urban life. Public space should be understood as free-for-all places adapted for people to stay, within which the vast majority of social interaction takes place. These are parks, public gardens, squares, streets, trading houses – places of massive gathering of people.

L. Lofland, a researcher of public spaces, distinguishes three types of social relations that can exist in urban space: personal (in the family, among friends), public (strangers communicate as carriers of statuses: seller, customer, taxi driver, passenger, etc.) and local relations, that is, the relations of people who know each

other, but not as close and intimate as in the family, but rather functionally: these are the relations of work colleagues, members of interest clubs, neighbors and so on. According to the scientist, a territory designated as public (restaurant) can take on a purely private action (celebrating a wedding). She calls this kind of interspersing one sphere into another «bubbles» of the private within the realm (sphere) of publicity.

The possibility of transforming and recoding a territory from one status to another depends on a purely quantitative factor: the public sphere will turn into a local one if a certain number of people connected by acquaintances come to a public place. So, if during a bus tour half of the cabin was occupied by a school class, then the bus turned out to be captured by these teenagers, even if the rest of the passengers were random people from the street. Public space has become local. Attitudes towards a place are derived from social relations and to some extent consolidate them.

L. Lofland marks out three types of «places» or loci: memorable (fixing moments of collective memory, such as a temple or a public park), familiar places/gguti/paths (a local grocery store, bar, eatery that you are used to); home territories, or places for hanging out (places where people live and feel «at home», i.e. they feel the freedom to behave the way they want) [2].

Public spaces are multifunctional and are an important part of city life. In the social sciences, functions are understood as some stable characteristics of an object, the totality of which gives a general idea of the place of one object or process or another in the origin, existence, development of the global whole, as well as the interconnection and dependence of its components. R. Merton defined explicit functions and hidden (latent) functions, of which the first are conscious, and the second are unexpected, and sometimes not even conscious.

Therefore, open spaces are intended to serve the achievement of explicit socially significant goals – organizing leisure and ensuring effective pastime, the safety of citizens, on the one hand, and latent ones – the integration and formation of a sense of identity that allows them to mobilize them for socially significant positive events, as well as the socialization of city residents, with another.

However, it would be erroneous to consider that the participants in the public space will turn into a close community of nationals. First of all, it should be noted the socializing role of the space in which citizens watch each other, show themselves (as they say, «they come to look at others and show themselves»), which is very important for the processes of self-identification, both personal and group. Social interaction takes place in social situations. Any contacts of individuals are social, actually, the results of contacts of individuals determine to a greater extent the state of society.

The opinion of A. Giddens is interesting, who tried to explain the features of the interplay of the majority of urban residents, using the concept of civic inattention – one of the mechanisms by which urban life is maintained, people enter into short non-personal contacts: «When passers-by quickly exchange glances, and then, walking up closer, look away, they exhibit what Irving Goffman calls the «civil neglect» that we expect from each other in many situations. Civil

neglect is different from simple ignorance. Each individual makes it clear to the other that he swept his presence, but at the same time avoids any gesture that could be interpreted as intrusive. Behavior of this kind is rather unconscious, but it is of fundamental importance in our everyday life. People demonstrate to each other in such a way that they have no reason to be hostile and avoid each other» [3].

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## СОЦІАЛЬНЕ ПІДПРИЄМНИЦТВО: ОСОБЛИВОСТІ ТА ПЕРСПЕКТИВИ РОЗВИТКУ

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Початок ХХІ століття характеризується новою політичною та економічною ситуацією в Україні, яка активно і послідовно відстоює свої національні інтереси в глобальному світі. Соціальне підприємництво - це досить новий вид діяльності в Україні. На жаль, за останні кілька років налічується всього близько 50-100 соціальних підприємств, які почали свою діяльність.

Термін «соціальне підприємство», як правило, асоціюється з діяльністю благодійних організацій або соціальною інтеграцією знедолених людей та інвалідів, а не з підприємництвом. Стереотипи, непорозуміння і недостатня поінформованість негативно впливають на зростання соціальних підприємств і перспективи фінансування. Це є ключовим фактором, що перешкоджає розвитку відносин з партнерами і потенційними клієнтами [1].

На сьогодні економіка країни характеризується великою кількістю соціальних проблем та вразливих груп населення, що змушує шукати нові та інноваційні підходи до їх вирішення. Використання комерційних підходів у соціальній сфері – це світовий тренд, який добре зарекомендував себе у багатьох країнах, зважаючи на фінансову стійкість (незалежність від грантової допомоги) та значний соціальний ефект [2].

Основні рушійні сили розвитку сектора соціальної економіки в цілому і соціальних підприємств зокрема можна розділити на дві групи. Перша група поєднує в собі потенціал попередні умови. До них відносяться: вплив соціальних і політичних перетворень, велика кількість соціальних потреб, незадоволених органами державного або приватного сектору, обмежені