

## MODERN CITY: THE SEARCH FOR IDENTITY IN THE GLOBAL WORLD

L. A. RADIONOVA, PhD in Philosophy, Docent,

Assistant Professor at the Department of Philosophy and Political Science

H. V. SADOVSKA, student

*O. M. Beketov National University of Urban Economy in Kharkiv, Ukraine*

Cities are entering into unprecedented competition with each other for human, information and money flows in the history of the world. Global ties and rivalry have partially descended from the step of nation-states to the level of cities. Cities that find themselves in such a situation now need to have not only favourable competitive conditions, but foremost a unique symbolic capital, an authentic "I". And cities, indeed, began to individualize and in certain cases even to denationalize, that is to gain qualitative autonomy in choosing a course of development.

Moreover, today "development" for a city aspiring to the future does not imply literal adherence to certain strategic patterns of an average "urban policy" set, as a rule, by the state. Cities are groping and moving in different directions into the future, forming their authentic strategies. Moreover, it is not at all necessary that these "strategies" involve rapid economic growth and scale investments. Sometimes modest strategies of investing in themselves and their image are much more effective, as, for example, in the small domestic city of Uman. The city of Uman is mainly known for its dendrological park "Sofiyivka", but in addition to this unique place the city has something to offer tourists. That is why the Uman residents have actively begun to develop the direction of festival tourism. Both Ukrainian traditional holidays and new ones are held in Uman: The Balloon Festival and the Festival of Colours. The small town of Uman looks much less provincial, unlike many of our cities. It is noteworthy that the city authorities and active Uman residents have been working for several years to make the impression of visiting their city the best, and Uman has already managed to enter the top ten most popular tourist destinations. [1] In this regard it is quite correct to sound the seemingly paradoxical thesis that the unified "urban policy" is being replaced by the era of multiple "city policies". In this context, cities as collective subjects verbalize common values and meanings themselves, proceeding, of course, from the balance of their interests and capabilities.

What was said earlier concerns the entire developed world, but Ukraine in particular. Why in particular? Foremost, this is due to the diversity of external and internal conditions, as well as cultural vectors of the evolution of domestic cities. At first glance they seem extremely similar to each other (the heavy Soviet legacy of accelerated urbanization), but at the same time their urban quality varies significantly from one case to another. It is primarily about cultural and social traditions. Of course, this paradox of modern domestic urbanism makes the search for urban identity much more relevant here than in most other countries, where the historical appearance of cities formed a long time ago and only strengthened over the years (and not eroded as in the Soviet Union in the 1920s-1950s). It is no coincidence, apparently, that people are so actively talking about the image of cities, their positioning and, most notably, about cities as brands [2, pp. 311-314]. And this is not

so much a fashion trend as a reflection of the spirit of the times: cities want to find unique faces, even if sometimes such a face turns out to be only a hypocritical, but necessarily original, mask.

The well-being of urban life is achievable in two ways: a) administrative and distributive and b) cultural and political. The first one involves the desire (and the ability because desire alone is not enough) for comfortable inclusion in the existing parastatal network. Such a city will always proceed from considerations of "correct behaviour" (correct towards the highest echelons of state power). The cities that have refused such a path are still in the minority, and they are not satisfied primarily with the fact that all the time they have to "reach out for the sour executive committee rouble," as Ostap Bender used to say in relation to himself. They want to overcome their subordinate status towards state power, or at least not to depend on it so clearly: they are ready and intend to take on more. Such cities, as a rule, are ambitious and have a great conceit; most often they are waiting for a difficult path of desperate competition with other cities.

#### **Literature:**

1. Венец любви или прихоть графини: история «Софиевки». URL : [https://md-ukraine.com/ru/object/detail/1231\\_sofievskij-park.html](https://md-ukraine.com/ru/object/detail/1231_sofievskij-park.html) (Accessed: 24 January 2022).
2. Радионова Л. А., Сапега А. Н. Брендинг города как ключевой элемент стратегии развития территории // Підприємництво та бізнес-адміністрування: сучасні тренди [Електронний ресурс] : матеріали міжнар. наук.-практ. інтернет-конф., Харків, 01–28 лютого 2021 р. / Харків. нац. ун-т міськ. госп-ва ім. О. М. Бекетова [та ін.] ; [редкол. : П. Т. Бубенко, О. Ю. Палант, С. Ю. Юр'єва]. Харків : ХНУМГ ім. О. М. Бекетова, 2021. 345 с. URL : [https://science.kname.edu.ua/images/dok/konferentsii/2021/\\_2021.pdf](https://science.kname.edu.ua/images/dok/konferentsii/2021/_2021.pdf) (Accessed: 24 January 2022)

## **METHODOLOGY OF RESEARCH OF URBAN SOCIETY IN THE CONTEXT OF GLOBALISM**

L. A. RADIONOVA, PhD, Docent,

Assistant Professor at the Department of Philosophy and Political Science

K. R. SOLODOVNYK, student

*O. M. Beketov National University of Urban Economy in Kharkiv, Kharkiv, Ukraine*

For a modern city inscribed in the global world, the most interesting and still relevant approach to the study of urban issues was proposed by the Chicago School of Sociology. They treated the city like a social laboratory. Actually, it was precisely due to the intensity of life in the city and the intensification of social relations that sociologists could use the urban environment as a testing ground for studying various social phenomena that had not been observed before. The ancestor of the Chicago School, Robert Park, distinguishes between two levels of urban life: ecological or symbiotic on the one hand, and moral or cultural on the other.

The ecological level is a fairly clear, simple level that exists not only in human communities or societies, but also in nature. This level is associated with the need for living units to live on the same territory, where competition naturally arises between