

ECONOMY, CULTURE AND ECOLOGY  
INTERRELATIONS: SYSTEMIC APPROACH

O.O. Bilopilska – Sumy State University, postgraduate student  
S. G. Zolotova – EL Adviser

Nowadays, when the world becomes a big village, scientists from different fields of social, technical and humanitarian studies try to cooperate in finding a general scheme of human society's functioning. In the article, we shall try to combine theoretically two global spheres of people's life: their common home – the **environment**, and people's interrelations and communications - the **human society**. So we shall combine ecological and sociological studies using system based approach through understanding that ecology and society can be seen as one system —“green home where people are happy”.

Ecology, the science about the relationships of organisms with other organism sand with their physical environment, last time has much more meanings, for example: world outlook and cultural significance. Ecology that includes study of the structure and functions of natural systems last times pays attention to technical and social systems, too. But what is the mechanism how ecological and social systems are intersected? The answer can be found in Parsons' action theory. Parsons analyses four subsystems of action system:

1. **The behavioral organism** (or system) serves as a bridge between the material and ideal worlds - norms, values, meanings that make up the world of action. It performs the function of adaptation to physical environment.

2. **The personality system** performs the function of setting goals. It is created in the process of individual socialization and designed to internalize the values and norms. It becomes an instrument to distinguish the order of goals in action system.

3. **The social system** is the set of role-status-driven standards that determine what actions are preferable. It performs the function of integration.

4. **The cultural system** is the set of "historical experience" - ideas, ideals, values, etc. It functions as "latent pattern maintenance" and specifies the ideas in the norms of the social system, internalizing the system identity.

Each of those subsystems should be seen as independent axis of action system elements organization. It means that none of them could be reduced to the other or their combination. Each of the systems presupposes the existence of other, because the social system cannot exist without the personalities and culture.

Now when ecological ethic and culture has been established in the scientific community through the crisis of cultural values of consumer attitudes toward nature initiated by ecological crisis of society, It is necessary to look for mechanism to transfer these values to society functioning. This problem can be solved using general action model, that Parsons called —unit act. It implies a generalized model of any human action and includes:

- actor – person with a desire to act, having defined goals and is able to describe ways to achieve them;

- situational environment - mutable and immutable factors of the environment, against which the action is directed and from which it depends.

In the process of interaction as the individual himself and his environment have systemic effects on each other. As a result of this interaction both, the internal components of the structure of the individual and the state of the environment, may vary. Further development of transformed societies to sustainable growth direction is hardly possible until ecological goals and values, including national-based ones, are formed on personality and actors social systems levels.