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ISSUES OF THE SOCIETY'S ECOLOGICAL CONSCIOUSNESS  
FORMATION UNDER THE MODERN CONDITIONS

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*The article deals with the analysis of the approaches to the definition of ecological consciousness and gives authors' definition in terms of the balanced socio-ecological-economic development concept. The main constituents of the society's ecological consciousness are distinguished. The issues of the ecological consciousness formation are determined. It is grounded, that ecological consciousness can be measured by using qualitative methods.*

**Key words:** *society's ecological consciousness; ecological thinking; ecological culture; ecological upbringing; ecological education; social development paradigm.*

INTRODUCTION

An issue of interaction “human-technique-nature” is one of the topical issues of modern times, for solution of which psychologists, sociologists, political scientists, philosophers, economists, educational specialists, and ecologists work on. Special attention should be paid to the research on the ecological consciousness formation issues. It should be mentioned, that socio-psychological and philosophic aspects acquired spread significance in the study of this issue. We consider that starting point of the research is formulation of the core definition of ecological consciousness in the frames of socio-ecological-economic relations.

An outstanding Italian physicist, mechanic, astronomer, philosopher and mathematician Galileo Galilei mentioned: “It is necessary to measure everything, what can be measured. And it is necessary to make measurable everything, what cannot be measured today”.

Recent decades, which are characterized by scientific and technical information amount growth and “knowledge economics” formation, show a high topicality of Galilei's thought.

The use of some estimations becomes more and more spread in management, in social research, in analysis of the whole totality of the interconnections between social, ecological and economic subsystems of the social development.

The research of the essence of notion and content of the society's ecological consciousness is an object of works of such scientists in the field of philosophy as: R. U. Bidzhyieva, I. I. Boyko [1], V. M. Vandyshev [2], O. M. Vargo, A. I. Valitova [3], Arne Naes [5]. Society's ecological consciousness formation issues are considered in the works of scientists in the field of psychology: A. A. Aldasheva, E. V. Girusov [4], V. Skrebets, A. Lyovochkina, S. Deryabo, M. V. Shedlovska, V. Yasvin. The mentioned issues are also studied by ecologists: Yu. A. Zlobin, E. V. Prusov, V.I. Vernadskiy, M. M. Moyiseyev, A. D. Ursul. The research of the of the ecological consciousness level is performed by the scientists: G. R. Myrgalina, S. I. Donets, S. D. Deryabo. Different aspects of the ecological consciousness detection are studied by scientists in economy of nature management and environmental protection: O. F. Balatskiy, L. G. Melnyk, B. M. Danylyshyn, O. M. Telizhenko, V. Baranovskiy, G. O. Bachynskiy, M. M. Kyselyov, E. A. Kogay, V. S. Krysachenko, V. I. Danylov-Danylyan.

An analysis of scientific works shows, that for today, an issue of complex diagnostics of the society's ecological consciousness level from the positions of its sustainable development provision are not studied sufficiently. That is why, our research is devoted to the analysis of the approaches to the ecological consciousness diagnostics and grounding of the conceptual basis of the ecological consciousness measurement.

#### OBJECTIVE STATEMENT

The article objective is the identification of the essence of the society's ecological consciousness and opportunities of possible influence on the process of its formation.

#### RESULTS

In order to ground scientific methodological approaches to ecological consciousness formation, it is necessary to study an essence and to analyse existing interpretations of the definition of "ecological consciousness". Table 1 shows the approaches to present the definition of "ecological consciousness", cited in the publications of different scientists.

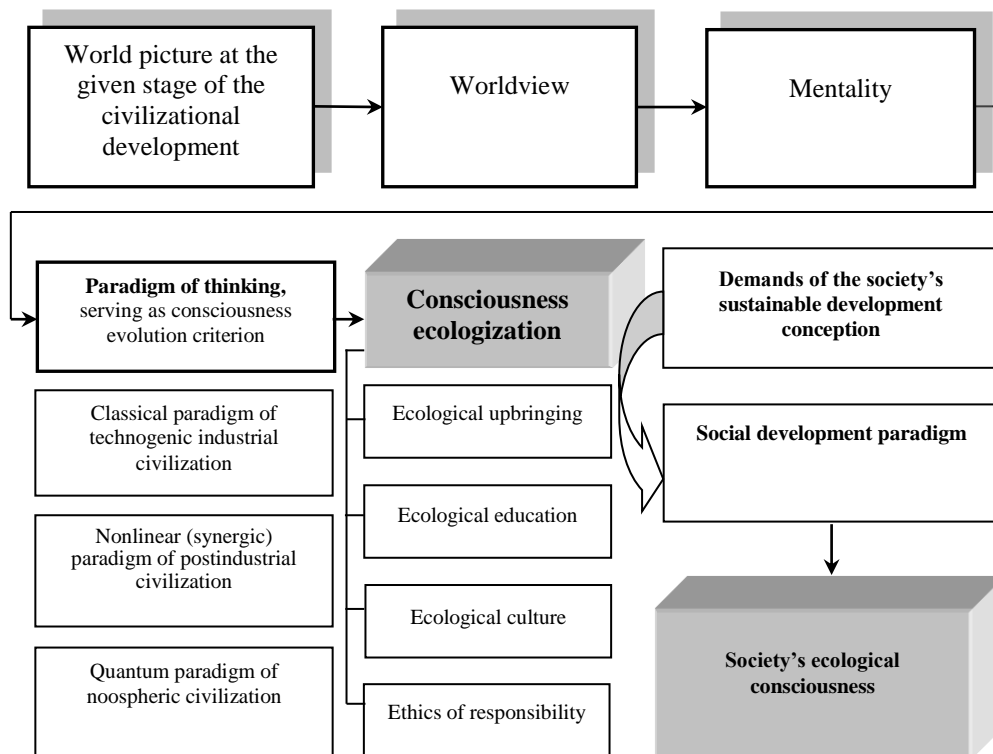
*Table 1 – Analysis of the approaches to the interpretation of "ecological consciousness" [1, 2]*

№	Author	Definition	Characteristics
1	2	3	4
1	R.U. Bidzhyieva	<i>Ecological consciousness</i> is a complex of ecological views, estimations, and theories of different social groups, which are determined by the character of social production in general and economic state of the group in particular	The essence of ecological consciousness consists of ecological knowledge, though it is emphasized, that core of this knowledge is determined by the character of the social production

Continuation of Table 1

1	2	3	4
2	V.O. Skrebets	<i>Ecological consciousness</i> is the highest level of the psychological reflection of the natural and artificial environment, own inner world, reflection of the place and role of human in the biological, physical, and chemical world, and self-regulation of this reflection	Ecological consciousness reflects psychological and worldview components
3	E.V. Girusov, E.V. Prusov	<i>Ecological consciousness</i> is a complex of views and theories, reflecting an issue of coexistence of the society and nature in the apprehension of their optimal solution according to concrete needs of the society and abilities of the nature	It reflects connection between social and ecological subsystems. Economic subsystem is presented in the form of society's needs
4	O.I. Saltovskiy	<i>Ecological consciousness</i> is a human's representation of ecological conditions of life and relations between society and nature in the form of environmental theories, ideas, concepts, reflecting attitude to the nature in the given historical epoch	The author focuses attention on the attitude of the human to nature during concrete historical period and on the impossibility of the revolutionary change of the consciousness during short period of time. The definition does not contain economic aspect as important part of the personality's activity and does not reflect economic constituent

Society's ecological consciousness formation has a complex of preconditions. Thus, its formation is influenced by: scientific picture of the world at the given stage of civilizational development, paradigm of thinking, correspondence to the worldview fundamentals of development, ecological upbringing and education, ecological culture and ethics of responsibility, as in the Figure 1.



*Figure 1 - Preconditions of the ecological consciousness formation*

Depending on the comprehension of the ecological consciousness essence, the different kinds of it had been distinguished under different classification criterions:

- 1) Quality of the ecological consciousness carrier subjects:
  - daily (regulates behaviour, attitude, evaluation of the human in everyday life);
  - professional (ecological consciousness of people, who due to their occupation have an opportunity to influence on the ecological environmental situation).
- 2) Number of subjects:
  - individual (caused by external to the consciousness and independent of it ecological factors, formed in the frames of the human's internal world);
  - group (integral constituent of the dialectic sum of individual conceptions of some social group);
  - mass (it is grounded on traditions, contains pieces of advice, wishes, passing from generation to generation).
- 3) Depending on ecological policy:
  - conservative;
  - progressive.
- 4) Chronotypical classification of the mass ecological consciousness:
  - traditional;
  - industrial;
  - post-industrial.
- 5) Depending on the rate of influence on ecological relations and ecological

activity:

- observing and passive;
- worried and protesting;
- active.

6) Depending on the type of relations between components of the system “human-environment”:

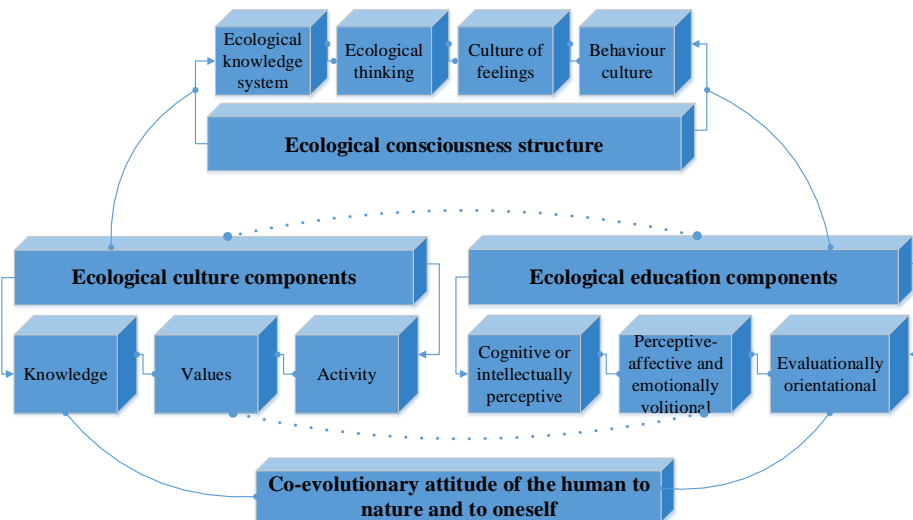
- anthropocentric ecological consciousness (contraposition of human and nature, where human is the greatest value, using nature for its needs satisfaction and does not spread ethical norms and rules for relations with nature);

- ecocentric ecological consciousness (nature is allotted with subjective features, which results in the fact, that nature itself is defined as value, relations with it are built on the principles of equality due to domination of non-pragmatic motivation and spread of the nature of ethical norms and rules);

- naturecentric ecological consciousness (system of conceptions about world, based on the idea of the society’s dependence on nature);

- anthropoecocentric ecological consciousness (presumes presence of complementary ecocentric and anthropocentric values of the personality in the environment).

Ecological consciousness is considered as internal mechanism of the reflexive human’s self-development, ecological culture – as essence of education, ecological education – as natural and artificial developing environment, providing continuous development of the ecological consciousness. The result of the ecological education is comprehended and sustainable co-evolutionary attitude of human to nature and to oneself (see Figure 2).



*Figure 2 – Interrelations in the system “ecological consciousness – ecological culture – ecological education – sustainable co-evolutionary attitude of human to nature and to oneself”*

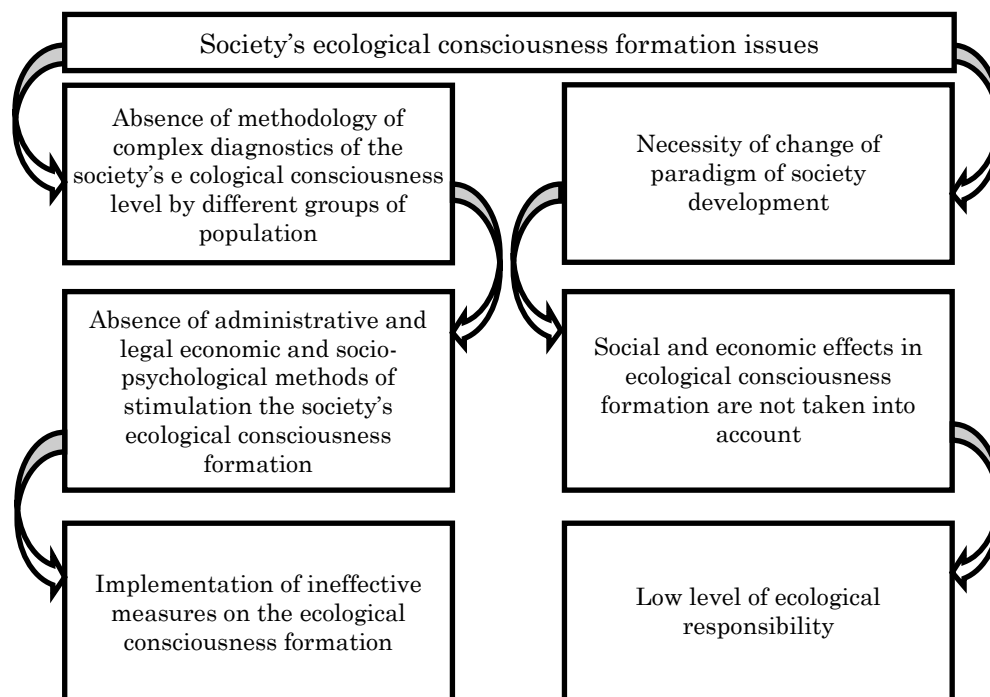
On the basis of the approaches generalization to the definition of the notion of ecological consciousness and detection of its constituents, we suggest definition of ecological consciousness, which is formed on the basis of the balanced socio-ecologo-economic development provision demands.

Thus, we consider society's ecological consciousness as a skill to perceive, feel and react nature without destruction of environmental integrity in the process of everyday social and economic activity and promote environmental improvement and protection not only for present, but also for future generations.

Society's ecological consciousness is manifested through the complex of actions, influencing both natural environment, and production process. That is why, the research of this phenomenon acquires special meaning from social and economic point of view.

On the basis of the research of structure and definition of the ecological consciousness, we revealed and systematized the following society's ecological consciousness formation issues (see Figure3):

- 1) necessity of the social development paradigm change;
- 2) absence of complex diagnostics methodology of the society's ecological consciousness level;
- 3) as a result of absence of complex methodology of the society's ecological consciousness level detection, there is a problem of absence of administrative and legal, economic and socio-psychological methods of society's ecological consciousness formation stimulation;
- 4) without detection of concrete problems in the process of the society's ecological consciousness formation, there is a threat of the implementation of ineffective measures in a process the society's ecological consciousness formation;
- 5) synergic socio-ecologo-economic effects are not taken into account in the process of the ecological consciousness formation;
- 6) absence of institutions of social and ecological responsibility in the society.



*Figure 3 - Society's ecological consciousness formation issues*

Taking into account realities of the social development at its modern stage-catastrophic limitations of the resources, global problems of humanity, large-scale pollution of natural environment, phenomenon of human's estrangement from own essence and spiritual bases of being, worldview crisis in the society- it is possible to say about social degeneration. So, society by its activity disables own development in future. Certainly, under these conditions, there is a change of social development paradigm, the main objective of which should become achievement of regular coherent socio-natural development. Such development will provide reallocation of natural goods and possibilities during the life cycle of humanity, which is left. In the basis of such society's development there must be ideas of fairness and humanism.

Worldview directives of new development paradigm, to our mind, should become:

1. Cognition of individual and social being sense and formation of new worldview.
2. Study of the society's self-development fundamentals on the basis of dialectics of social and natural principles of a progress of society.
3. Support of the institutional changes in the society, formation of infrastructure for the personality's many-sided development, formation of new society's ideology.
4. Admission of the illusiveness of the society's needs unlimitedness. Formation of rational system of life and health support at all the levels.
5. Implementation of the concept of social and ecological responsibility conception, change of the strategic priorities in the management and administration.

Hereby, it is important to study holistic world picture on the basis of system approach, synergic development conception and comprehension of the world evolution processes. Modern world should be considered as interdependent and interconnected integrity, in which centrifugal forces prevail, which provide integrity, and deepen connections between elements of this complex unity [15].

Philosophical basis of the social development under conditions of new paradigm should be constructed on the idealistic basis. We believe, that origin of the phenomena cannot be considered from purely materialistic positions. Most likely, fundamental basis of the development is an idealism, which acquires new meaning under modern conditions.

## CONCLUSIONS

Thus, under conditions of general human problems solution of environmental pollution and protection, society's ecological consciousness formation becomes more and more important. The results of the performed research are the following statements:

1. Increase of the society's ecological consciousness level has a complex of preconditions. Thus, its formation is influenced by scientific picture of the world at the given stage of civilizational development, paradigm of thinking, correspondence to the worldview basis of the development, ecological upbringing and education, ecological culture and ethics of responsibility.
2. Ecological consciousness formation is a complex and yet not sufficiently researched process. On the basis of the approaches analysis of ecological consciousness definition, the authors' definition of ecological consciousness is offered, which is considered as a skill to perceive, feel and react nature without destruction of environmental integrity in the process of everyday social and

economic activity and promote environmental improvement and protection not only for present, but also for future generations.

3. In the process of research the main constituents of the ecological consciousness were distinguished: ecological thinking, system of ecological knowledge, culture of feelings, and culture of behaviour.

4. On the basis of the research of structure and definition of ecological consciousness, we revealed and systematized such issues of the society's ecological consciousness formation: necessity of the social development paradigm change; absence of the methodology of complex diagnostics of the society's ecological consciousness level; absence of the methods of the society's ecological consciousness formation stimulation; low probability of efficiency of the measures on the society's ecological consciousness formation; dropping of the synergic socio-ecologo-economic effects; absence of the institution of the social and ecological responsibility in the society.

## РЕЗЮМЕ

### ПРОБЛЕМИ ФОРМУВАННЯ ЕКОЛОГІЧНОЇ СВІДОМОСТІ СУСПІЛЬСТВА У СУЧАСНИХ УМОВАХ

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У статті проаналізовано підходи до визначення екологічної свідомості та надано авторське визначення з позиції забезпечення збалансованого соціо-еколого-економічного розвитку. Виділено основні складові екологічної свідомості суспільства. Визначено проблеми формування екологічної свідомості. Обґрунтовано, що екологічна свідомість може бути вимірюваним показником. Запропоновано концептуальну модель діагностики рівня екологічної свідомості суспільства.

**Ключові слова:** екологічна свідомість суспільства; екологічне мислення; екологічна культура; екологічне виховання; екологічна освіта; парадигма суспільного розвитку.

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