

V. Lubska

*Teacher of the Department of International Relations and
Foreign Policy of Kyiv International University*

IMPORTANCE OF NATIONAL IDEA WITHIN WESTERNIZATION

У статті досліджується проблема збереження української національної та культурної ідентичності в контексті вестернізації, питання пов'язані з національною ідеєю і важливістю їхньої реалізації.

Ключові слова: вестернізація, національна ідентичність, культурна ідентичність, національна ідея.

After the collapse of the Soviet Union, the newly formed states commenced their way to Westernization. Ukraine was not an exception. This led to the transformation of the economic, political and social system, to difficult transition from traditional to modern society. Today the main factor of such changes is the West, trying to set the pace in international relations and in state's foreign policy.

Westernization of Ukraine is occurring with a significant loss of Ukrainian identity and partial fading of cultural identity, and a favored type of catch-up development. That is why there is a strong necessity to develop a mechanism for transforming traditional society into a modern, using the positive rather than the negative impact of Westernization.

Formulation of Article objectives: to investigate the impact of Westernization on transformation of traditional Ukrainian society into modern, develop a mechanism of change without losing the Ukrainian identity and cultural originality.

Many scientists investigate the subject matter of Westernization in Ukrainian society and its transformation. In particular, V. Gorbatenko explores transformation in contemporary Ukrainian society. V. Voronkov analyzes the issues of state, national, cultural, social and ideological identity. M. Kozlovets

examines the problem of national identity on the background of globalization. V.Carlova studies the situation around the Ukrainian national consciousness. I. Nikolaiko explores the problem of the Ukrainian authority and the image of Ukraine in the world. S.Drozhzhyna looks into the national idea as a factor in civil, social and political system.

Highlighting unsolved aspects of the problem. Poorly investigated is the question of Ukrainian identity at modern stage; the issues of cultural identity preservation during the process of Westernization.

Political imperatives of Westernization are mainly determined by economic principles, attempt to strengthen the correlation of internal agriculture and enterprises with other countries; pressure from more strong states and TNCs. This can be explained by active countries' participation in the process of forming the legal basis of global markets and investment flows. In its turn, Westernization is related not only to the political or economic sphere, but also envisages a specific ratio of economic and political aspects. One can not describe integrity from an economic point of view, regardless of the political and vice versa [1].

For the post-communist countries foreign policy is closely associated with the problem of identity and possible desire to get rid of the negative legacy of the past. Ukraine is in the vector field of disputable social and civilization trends and national implementation, modernization and post modernization, orientation to the West or the East. This creates a situation of «systematic crisis of society,» the part of which is the difficulty of state, national, cultural, social and ideological identity.

Due to the flexibility, emergence and self-restorability, national identity is a powerful force, which, without losing its essence, can be combined with other ideologies and political doctrines, including social, political and economic. Updating a specific identity can be situational: social identity strive for integrity, positivity and based on socio-cultural context of society. The more developed the society is, the wider and more varied is the space of

self-identification, the more complex is the structure of social identity and lower is its resistance, the ability to maintain the integrity. This is especially true within active social changes that are defined by the crisis of mechanisms and bases of social identity and therefore social identity [1].

There is no doubt that modern Ukrainian nation (as many nations of Eastern European zone) was formed under unfavorable circumstances. Some even claimed that the process of creation of the Ukrainian nation still has not ended, since this nation is not united neither by common language nor by common historical memory or religion. These three elements are recognized as constituent for national identity. Undoubtedly, these divisions exist and leave their trace on today's Ukraine, as well as are reflected in political positions of Ukrainians and foreign policy priorities [2].

It should be noted that countries adopting Western technology in order to achieve development in any area, are exposed to westernization in almost all spheres of public life. Danger of westernization leads to the transformation of society on its own cultural and civilization basis, combining national traditions with Western innovation.

Thus, taking into account positive consequence, Westernization involves the creation of modern institutions within country borders, which will ensure the competitiveness of the economy, consolidation of the country's authority on the international level and introduction of a new social life standard through carrying out reforms.

Since the process of national identity is defined not only by a way of life of people, but also by the conscious efforts of historical entity and institutional methods of education, than today one needs to think over the role of the state as a social institution. At the dawn of new independence, as a result of neo-liberal course, Ukraine has lost a lot of its inherent functions. Globalist tendencies in the world economy, stiff competition at the international level put tasks for the nation, which in today's amorphous state Ukrainian government is

unable to solve. Thus, it may soon lead to a global lagging and degradation of the nation. Ukrainian state should be not only the subject to the European integration process and globalization in general, but institution capable of opposing economic or cultural expansion [2].

Dangerous for nation development is a simplified perception of the state building process on the higher level of power, that is, only in terms of shaping the economic basis of statehood, that have to, according to some representatives of ruling elite, automatically assist in solving other, especially humanitarian and national, problems. The newly created political and economic regime, based on the interests' balance of major industrial and financial groups, is not concerned with the formation problem of the national identity, coordination of basic values in Ukrainian society, which would be the principles of the national idea. The ruling elite has not worked out adequate policy as to forming joint national features as a necessary condition of the Ukrainian political nation formation. Anxiety is provoked by a reduced field of Ukrainian language use, protection of national informational and cultural space, formation of a nationwide historical memory, significant regional differences in views on the future of Ukraine and the lack of national consensus as to its foreign orientation [3, p. 160].

The image of Ukraine abroad is developed by «International agency» of Ukrainian Television and Broadcasting, Ukrinform, around dozen of cultural and information centers abroad under the protection of the Embassy of Ukraine. But the work of these organizations provides only the effect of «direct advertisement». For other countries, Ukraine remains an unattractive investment country. Potential investors will appear, when they will be confident that they are dealing with a full-fledged member of the international community [4, p. 19].

Thus, the question of national identity is currently vital, since within the years of independence, Ukraine has not properly developed the concept of nation DNA. One of the main factors that

historically hinders the Ukrainian nation ideas development is ethno-political situation inside the country.

One should analyze the condition of the population self-identity in Ukraine through the results of public opinion polls. Thus, expressing opinions as to the current patriotic level and that of unity of Ukrainian population, only 3.9% of respondents within the social survey «Sotsis» for the State Property Fund of Ukraine, dared to call it high or high enough. Instead, respondents were almost equally divided into two groups: those who see this level as middle and those who consider it to be low. To the latter, one should add those who consider these figures to be very or quite low [5].

Graphs show a significant level of unity in judgments of people with different ethnic self-identification as to what unites citizens of Ukraine or is common for them. The ineptitude of responses, displayed in Picture 1 and 2 is that the same factors that impede the achievement of greater unity and patriotism, unite them. Poverty, unjust stratification into rich and poor are essentially the same hardships that Ukrainian citizens have to overcome.

Due to the fact that Ukraine is a multinational state, it would be logical to build a national ideology on the supranational basis, referring to the unity of territory, economic relations, the need for joint efforts to create future, not focusing on ethno cultural factor. In this very way, the nations of Belgium, Switzerland, and other countries were formed, where the same area was inhabited by several ethnicities or groups that differ in terms of language. The strategic line to create a political nation in Ukraine was conducted with reference to the formation of the national psychology since the mid 90's of the XX century and in the beginning of the XXI century the state quietly adopted its own symbols. More and more politicians, students, intellectuals spoke Ukrainian. Theatre performances and television programs were broadcasted in national language; the phrase «the citizen of Ukraine» became as familiar as once «the citizen of the USSR» was [6].

Along with the question of national identity, the problem of democratization of Ukraine is set forward, as well as Western-style reforms in various fields. It should be highlighted that in such cases Ukraine shows the overtaking type of development, which is accompanied by a loss of identity.

Since the beginning of the democratization process in the 90's that was primarily the affirmation of political pluralism, Ukrainian society has gained the possibility of detection and legalization of real interests of social entities. The stage of semi spontaneous pluralism, which was established in Ukraine with independence, provided with ten years of unique experience of social existence in freedom. Notable is that this stage, giving the possibility of this freedom, was determined by political inactivity of the society. However, this experience should not pass in vain. Even today, one can predict the movement of Ukrainian society towards active political pluralism, whose main task will be comparing various ideas, views, opinions, research approaches in the search for truth, consensus and unity of action of the various political forces [6, p. 134].

Self-esteem prospects of Ukraine and its people is essentially related to the consolidation of citizenship, which means the willingness and ability of a person, citizen for active participation in public affairs and the state basing on a thorough understanding of their rights and responsibilities, as well as overcoming such negative phenomena as indifference to politics and absenteeism. The need to improve citizenship as a kind of social and psychological quality of human behavior is in close relationship with the need for the promotion of civil society and is an indicator of the democracy level and civilization of human community [7, p. 140].

System-defined approach to the implementation of Ukrainian modernization project brings into focus to the political elite, public authorities, the scientific community and civil society not only economic, but also cultural, political, social and demographic principles of society renewal but also requires its consolidation around the idea of a strong and effective nation. The views formed as to the configuration of socio-demographic factors of society

modernization can become a valuable reserve for modernization breakthrough [8, s. 319].

To sum up, the complex social, economic and political situation of Ukraine in a globalized world is characterized not only by the negative impact of Westernization, but also by inability of political elite to carry out the transformation of society from traditional to modern, thus blind emulation of other development models. These processes take place together with the loss of cultural and national identity.

One of the main factors of the Ukrainian national identity formation is the official language, but bilingualism of Ukraine and unsolved question of language affects dramatically the development of identity and is of destabilizing nature.

In some regions of Ukraine transformation of cultural values perception takes place on the background of national strife, hostility of social groups to each other, which actually splits society into two halves. In such situations, there is a necessity to work out a single national model, taking into consideration existence of different nations in the same territory in order to facilitate the development without loss of national identity.

Without the formation of national ideas, democratization and Westernization of society will have only negative effects that are now reflected in the internal political processes in Ukraine.

The identity that exists today does not meet the needs of social groups. This conclusion can be drawn by analyzing the social strata of the population in the West and East, which are viewed as antagonistic; and considering the Crimean problem where the Ukrainian community is the national minority, where social and cultural issues are acute enough, the existence of two different religions – Islam and Christianity – can be taken as a reason.

By now, the Ukrainian elite is unable to form a unified Ukrainian idea for all regions. And for the country, demonstrating an overtaking type development and under the influence of

westernization, it is very important to realize the importance of creating, developing and maintaining the nation's DNA.

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This article explores the issue of preservation of the Ukrainian national and cultural identity in the context of Westernization, the

situation with the national idea and the importance of its implementation.

Keywords: Westernization, national identity, cultural identity, catching-up development, cultural identity.

В данной статье исследуется проблема сохранения украинской национальной и культурной идентичности в контексте вестернизации. Вопросы связаны с национальной идеей и необходимостью их реализации.

Ключевые слова: вестернизация, национальная идентичность, культурная идентичность, национальная идея.