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УДК 351.84:314.114 (477)

doi: 10.34213/ap.19.01.24

## INTERACTION OF KEY SOCIAL INSTITUTIONS ON THE WAY TO IMPROVING THE DEMOGRAPHIC SITUATION IN UKRAINE

The role and place of the key social institutions, such as the state, the market, the civil society and the family in the process of birth rate regulation have been considered. The author has suggested changing the configuration in the system of relationship between the given social institutions to provide the family thorough support in order to improve its genital activity. The binary relations between the family and the rest of the social institutions have been considered.

**Key words:** social institution, demographic process, birth rate, the family, the state, population policy, reproduction.

**Problem setting.** Depopulation processes have become an important issue on the EU countries agenda during the last decades. One of the main reasons for that is rapid birth rate decline accompanied by the raise in mortality rate characteristic to most developed and developing countries of the world. Changes in civilization trends related to changes in lifestyle and attitude towards the role of the family, child birth and their number contribute to deterioration of the demographic situation. Taking into consideration the fact that the family fulfils a set of demographic functions it is possible to conclude that the level of development and conditions of its functioning will impact the birth rate and human development capital formation. It requires reviewing the role of the social institution of the family and its place among the main social institutions (state, market and civil society) to concentrate the latter's efforts on advancement of the family development to achieve the demographic goals.

**Recent research and publications analysis.** The attention of many home and foreign researchers among whom are I. Kuras, E. Libanova, L. Nodzhak, S. Pyrizhkov, I. Prybytkova, A. Batterfeld, F. Kaufmann, P. Mc. Donald and many others has been drawn to the family functioning and demographic problems analysis to overcome the demographic crises. Theoretical and methodological basis for public administration which are the grounds for mechanisms for family support can be found in the works of G. Atamanchuk, V. Bakumenko, A. Degtyar, V. Yelagin, D. Karamushev, G. Odintsova, N. Nyzhnyk, Yu. Surmin and others. But there is a lack of research devoted to interaction of different social institutions with the family to raise fertility level, what makes this paper actual.

**Paper objective** is to analyze specific features of interaction between the main social institutions and suggest changing configuration of their relations to provide support for the family in order to raise the population genital activity to overcome demographic crises.

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**Paper main body.** The subjects that provide activity on the family support and development are the key social institutions namely state, market and civil society. The interaction between above mentioned institutions is given as a model on Figure 1. The family is positioned in the centre to show its importance for the rest of the institutions and demonstrate its relationship with them. Such approach allows to define the role of each institution in the family development process as well as to figure out the current problems appeared as a result of their interaction.

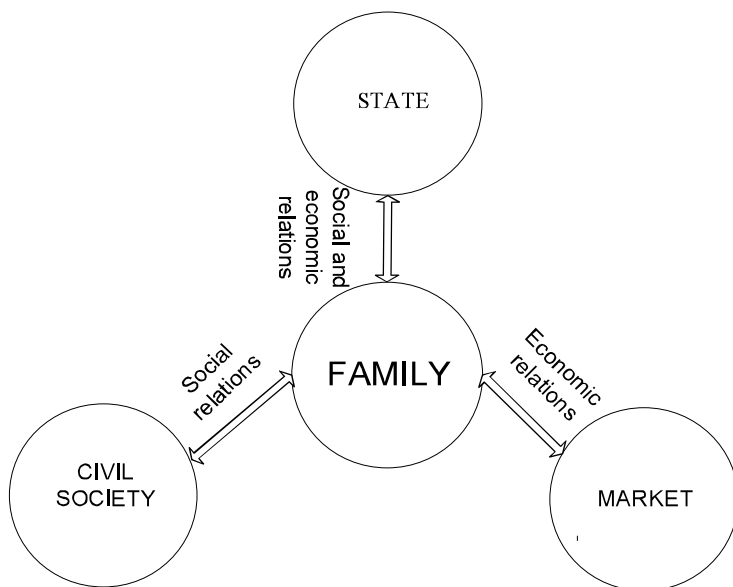


Figure 1. System of relationship between the family and other social institutions

The family is an oldest public institution which at first fulfilled only one function – satisfaction of physical needs, reproduction function. Along with the society development reproduction function was supplemented by other socially important ones which later were given to other social institutions to fulfill. But the only one constant invariable function characteristic only to the family at any stage of the society development was, is and will be the reproductive one. None of the rest institutions are able to fulfill it. That proves uniqueness, immutability and importance of the family for society and the state on the whole.

The task for the rest of the institutions is to provide the family with the necessary conditions for comfort vital functioning, in particular for full fulfillment of demographic functions.

Neither the state nor the civil society, nor the market can exist without the family as for each of them it is both a subject and an object of the definite kind of activity no matter economic or public. The family as a social institution is a resource of not only biological but physical and spiritual reproduction of any state. That is its social value. Moreover, the family is a basic institution where the primary human capital is being developed.

Economists consider the family an economic notion as it fulfills the household function as a subject of economical activity to the full extend. Besides under market conditions cohabitation is often connected with private production what allows to state about the close ties between the family and the market.

Subject to the initial socialization function that is a part of demographic functions of the family this social institution and the civil society correlates with each other. Dynamics and level of the civil society development depend on the degree of this function fulfillment as it forms moral code grounds of the society, transfers ideational orientations and moral purposes typical to the whole society or some social group to next generations.

So, it is considered necessary to change the configuration in the system of relationship between the key social institutions by positioning the family in the centre due to its importance for capacity and development of the rest social institutions and at the same time due to their meaning for the family development. Such arrangement of the main subjects of demographic processes regulation will allow maximizing the effect of their interrelation that will lead to the birth rate increase owing to the concentration of their efforts on the family support and development.

Let us analyze the binary relations between the family and each of the birth regulation subjects.

While considering interconnections between the family and the market there is a need to keep in mind that the family is the main market consumer. During its development with the change of types and forms of family life the family expresses demand for these or those goods and services. Thus, by giving preferences, making demands and dictating the definite rules the family influences the assortment of goods and services and accordingly contributes to market development.

With the rise of income the modern family makes demands on new kinds of goods and services contributing to creation of new markets and economic development. Besides the institution of property as market economy feature makes conditions for economic safety of the family.

The market provides each member of a family and the family on the whole with an opportunity to have an access to all the necessary goods and services, keeping the relevant quality of life and welfare level. At the same time the market is a kind of a litmus test thanks to which everyone can identify the relevance of his/her economic condition to his/her desire to create a family or give birth to a child.

Sufficient welfare level is one of the preconditions for any unconvertible actions among which are family creation and giving birth to children. One of the main reasons for rejection of giving birth to the first or the next child is increase in direct expenses for a child. The market is a place which defines a person or a family's capability as a consumer.

The market and the family have economic relationships based upon the non-moderated spontaneous self-organization of individuals on the market or as a consequence of the governmental regulatory activity.

Besides, looking at the relationships between reproduction and production in the family life in historical retrospective one can see that in preindustrial family there was not any distinction between production and reproduction.

With the transition to the industrial stage of society development and with appearance of bourgeois model of the family there happened some revolutionary

changes in interrelations between productive and reproductive functions of this social institution. There appeared so called “reproduction socialization” that led to social life as well as reproductive regulations started to be managed by social organized systems and were clearly distributed.

The final transfer of a working family into a private life sphere and its reorganization into a consumer structure took place along with some living standards raise and implementation of state social protection programs as well as with the development of consumer society.

Thereby, with the appearance of goods and services market the family delivered great part of its functions to the state and the market remaining itself only a set of demographic functions. But it is not possible to confirm the full autonomy of the family from production and market spheres. The family does not only reproduce productive force, but takes part in social relations production in market society supporting its ideational grounds.

Relationships between the family and the market can also be considered through the family participation in business that defines advance and preservation of the relevant economy level as one of the key factors for genital activity constraint or intensification. Family business can be fairly called the oldest and the most spread form of business in the world (examples are huge and the most influential corporations, such as Salvatore Ferragamo, Benetton and Fiat Group in Italy; L’Oreal, Carrefour Group, LVMH and Michelin in France; Samsung, Hyundai Motor and LG Group in South Korea; BMW and Siemens in Germany; Kikkoman and Ito-Yokado in Japan; Ford Motors Co and Wal-Mart Stores in USA).

It is worth mentioning that at first entrepreneurship came into being as family business as in the period of public distribution of labor home-made workshops appeared at home using labor of relatives. The biggest radius of trust characteristic to such family contract and entrepreneurs contributes to high labor productivity, high income and longstanding well-being. The market provides the possibility for such entrepreneurships to exist thus increasing the level of economics.

When considering the relationship between the family and the civil society it is necessary to take into account the fact that the civil society appeared with the aim to protect itself from the state despotism by means of the society self-organization. There was formed the relevant dichotomy, that is separation of private, public, market spheres from the state. Under these conditions the government (state) plays minimum role aimed at providing legal supply and making conditions for protection of the citizens’ life, liberty and privacy.

According to the ancient philosophers the civil society takes the intermediate position between the family which is considered the first basis of the state, and political relations [1].

For the family the civil society is an institution in which people socialize and get acquainted with needs and problems inside of a group of people, become engaged into public problems as a component of qualitative indexes of population reproduction. While a person becomes a member of the society he/she is acknowledging his/her equity to others, so individual “me” transfers into collective “we”. In its turn, the family becomes an initial platform where the bases for behavior of the future members of society are being formed. The family assists in transfer of moral and ideational values, norms from generation to generation, in formation of responsibilities and obligations etc as well as the grounds for the civil society itself. That is why the civil society helps to multiply qualitative

characteristics of demographic process of birth which are initially formed by the family.

The civil society through creation of different social formations in the shape of unities, organizations, unions has an opportunity to assist the family in solving crucial problems. Thus, the civil society plays a role of a mediator between the family and the state as it is closer to the family and thus gets more information about its topical challenges pursuant to the principle of subsidiarity.

Public organizations, their activity are signaling to the state about the existed problems worth immediate attention. But the state creates better conditions for some kinds of public organizations neglecting the needs of other ones.

The state as a subject of demographic processes regulation is a social institution the main resource of which is power that is the possibility to achieve any goals with the help of the instruments of compulsion and encouragement. Among above mentioned social institutions power is the only one that consolidates influence on each of the rest of the institutions and on the interrelations between them.

It is necessary to point out that the state can fulfill only regulative but not administrative activity against the given social institutions. It is not possible to manage the market using compulsion, prohibition or encouragement as the later is not a state formation based upon the principle of freedom. The same is true for the civil society. The state can only make the necessary conditions for their existence and development.

That is also true about the family as its development and the level of functioning first depends on its members, from an individual needs and wishes. Democratic vector of a country development requires implementing lenient methods and mechanisms of birth regulation through family support for getting balance between aspirations and capabilities to give birth to the desired number of children.

The important thing is that the family can be named a mini-state. The same processes taking place in the state occurs in the family as well. They are roles distribution, vertical and horizontal relations, usage of compulsion and encouragement, power etc. During the tsar age all the decisions were taken only by the head of the family – a man, who was a breadwinner, an executioner and a judge at the same time. But for a democratic state equity between a husband and a wife is a leading principle. So, the family reflects specific features of the state regime it is witnessing.

The state policy, all social and economic processes directly influence the family functioning, defining the vector of its development and the level of fulfillment of its demographic functions. The reproductive function of the family depends on the political regime. In its turn, the processes taking place in the family as a small social group can bring to the great changes in macro environment, at the level of society and the state as a whole. In particular, birth rate decline, increase in childless and one-parent families, born out-of-marriage children and other features characteristic to the current demographic situation in most developed and developing countries of the world accompanied with spreading of civilization tendencies, mass neglecting of the health lifestyle and worsening of social and economic conditions contribute to the changes in labor force, main social and economic indexes of the state, decline in reproductive health of the nation.

**Conclusions of the research.** The role and importance of the state, market, civil society for demographic processes regulation as well as their interaction

with the social institution of the family has been considered. The change of configuration in the system of relations between the institutions by placing the family in the center of it is based upon the family importance for capacity and development of the rest social institutions and at the same time on their meaning for the family development. Such arrangement of the main subjects of demographic processes regulation will allow maximizing the effect of their interrelation that will lead to the birth rate increase owing to the concentration of their efforts on the family support and development.

It is necessary to take into consideration that each of the chosen social institutions is constantly developing. If one of them makes a step forward in its development or takes so called invariant superstructure, the state as an institution that accumulates all the power obligations and has an opportunity to use all the spectrum of the relevant instruments has to help the rest of the institutions to reach the same level for the proportion in development. Otherwise there will appear social tension and social explosion. The state with the help of different mechanisms impacts relations between the market, the civil society and the family to solve the crucial demographic problems. This approach should form the basis for the state population policy to strengthen the thorough support for the family to raise its genital activity in order to overcome the demographic crises.

Further research is to be devoted to defining the specific mechanisms for providing state and non-state support for the family to raise the birth rate in Ukraine.

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### **ВЗАЄМОДІЯ КЛЮЧОВИХ СОЦІАЛЬНИХ ІНСТИТУТІВ В ПРОЦЕСІ ВИРІШЕННЯ ДЕМОГРАФІЧНИХ ПРОБЛЕМ В УКРАЇНІ**

Досліджено роль та місце ключових соціальних інститутів – держави, ринку, громадянського суспільства та сім'ї – в процесі вирішення демографічних проблем, зокрема регулювання рівня народжуваності. Встановлено, що сім'я є найдавнішим суспільним інститутом, який із розвитком суспільства, значно розширив свій спектр демографічних функцій. Проте єдиною незмінною функцією, що залишалась прерогативою інституту сім'ї в будь-який період розвитку суспільства, є функція відтворення населення. Жоден з інших соціальних інститутів не в змозі виконувати її, що доводить унікальність, незмінність та важливість сім'ї для суспільства і держави в цілому.

Запропоновано зміну конфігурації в системі взаємодії між обраними соціальними інститутами для надання всебічної підтримки інституту сім'ї для покращення її репродуктивної активності. Розглянуто бінарні зв'язки між інститутом сім'ї та рештою соціальних інститутів для покращення демографічної ситуації в Україні.

Визначено, що сім'я є головним споживачем на ринку. Надаючи переваги, висуваючи свої вимоги та диктуючи певні правила, сім'я впливає на асортимент товарів та послуг і, відповідно, сприяє розвитку ринку. Ринок надає можливість кожному члену сім'ї та сім'ї загалом забезпечувати себе усіма необхідними товарами та послугами, утримуючись у такий спосіб на відповідному життєвому рівні, підтримуючи необхідний рівень добробуту. Ринок і сім'я знаходяться в економічних відносинах, що виникають на основі некерованої спонтанної самоорганізації осіб на ринку або внаслідок регуляторної діяльності держави.

Визначено, що кожен із зазначених інститутів постійно розвивається. Якщо один із них робить крок уперед у своєму розвитку, тобто набуває інваріантної надбудови, то держава, як інститут, що акумулює в собі владні повноваження і має можливість використовувати увесь спектр наявних інструментів, повинна допомогти решті інститутів досягти такого ж рівня для пропорційності динаміки розвитку. В іншому випадку виникає соціальна напруга або соціальний вибух.

**Ключові слова:** соціальний інститут, демографічний процес, рівень народжуваності, інститут сім'ї, демографічна політика.

*Надійшла до редколегії 24.03.2019 р.*