

PECULIARITIES OF THE POLITICAL-CULTURAL DIALOGUE UNDER CONDITIONS OF GLOBALIZATION

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Анотація

Обґрунтовано роль і функції політико-культурного діалогу. Проаналізовано його сутність та технологічність.

Ключові слова: політико-культурний діалог, політична комунікація, політичні технології, політична свідомість.

Abstract

The article substantiates the role and functions of a political-cultural dialogue. It analyses its essence as well as its technological nature.

Keywords: political-cultural dialogue, political communication, political technologies, political consciousness.

At the international level, a dialogue is a way of solving global problems, which does not only open a way of moving away from confrontation, but is also necessary while regulating the issues related to peaceful co-existence of various cultures and civilizations. Most often, a dialogue is defined as a value system, which is the optimal development strategy.

A dialogue is a broad concept that includes various subtypes. Namely, there is a political dialogue, which includes the dialogue of political-cultural values that are being developed by different cultures, and a dialogue as a form of mutual understanding between peoples in the globalized space, in which the political, economic and cultural interests are intertwined. This, in turn, leads to the mutual penetration of the living standards and value orientations of different peoples, of political systems and ways of making political decisions.

Under the term of 'political dialogue' we understand the process of exchanging thoughts, opinions and proposals among all the interested subjects of the political process in order to either provide substantiated explanation of the correctness of the political decisions that are being made or change orientations and attitudes after perceiving the arguments of the other side of the dialogue [1, p. 76].

A political dialogue is able to form a strategy and tactics of a harmonious co-existence of states by consolidating various political interests. A dialogue has become the basis for perception of the interaction processes between the subjects of politics. Thus, in this context, different organizations, particularly, the UNO, influence this process to a certain extent. The United Nations Organization exists on the basis of an inter-cultural dialogue, the efficiency of which is defined by the global community, which can also be proved by the establishment of such a UN initiative as the Alliance of Civilizations. Its purpose was to forge a dialogue between the Western and Islamic worlds and then to initiate new dialogues in a different format.

Thus, the intercultural dialogue in conditions of globalization has become a practically oriented, political-cultural dialogue. It should be noted that different countries get involved in the globalization process differently. Some of them are left at the outskirts of globalization processes [2]. It is true that in conditions of active involvement of countries in the globalization processes, they will not get identical economic and political benefits. Thus, inequality and asymmetric development occur. That is why it is important to find compromises in cross-country communication, compromises that would take into consideration national traditions, culture, mentality.

We may presuppose that the essence of a political-cultural dialogue lies not in the fact that some culture has borrowed something from or shared something with another culture. It is important to ensure that this dialogue should facilitate the survival of all the parties, their economic, political development as well as strengthen the national security. In the course of a political-cultural dialogue, a culture fights for its rights to exist, to be independent and special. Because of this, we may state that the political-cultural dialogue is

productive only on condition of solving concrete problems from the point of multi-aspect perception of the issue with the further establishment of subjects of interaction with the consideration of various traditions. Then, the political-cultural dialogue is built in a civilized way, based on the principles of tolerance, humanism and democracy.

Undoubtedly, the idea of development of general cultural orientations is extremely interesting as, if successfully implemented, they would help to resolve political and economic conflicts. This is especially relevant in modern conditions of active migration (particularly, to Europe). The society faces the need of developing common attitudes throughout a countless number of national cultures as well as of establishing the borders of their interaction. However, there is a doubt that the idea about universal cultural values can be implemented in practice. We now speak about the greatest achievements of human mind, science, philosophy, literature, art etc. Without a doubt, these achievements are equally valuable for the cultures of all peoples, regardless of the historical epoch or the country that the great people and their works originate from. But it is quite hard to harmonize the interests of the representatives of different cultures in practice, when religious, economic or political conflicts arise.

Let us look at the conflict and an attempt of building a future political-cultural dialogue between Ukraine and Russia. This is an interstate conflict and not a nation confrontation. But in the East of Ukraine there are Ukrainians, Russians and representatives of other nations that are dragged into the war. Problem resolution should be built both at the state and foreign policy levels. However, we cannot manage without a political-cultural dialogue as making peace will be a hard socio-psychological, cultural and political process.

A military zone has been established on the temporarily occupied territories. It is hostile to Ukraine, it is "soaked" with the "Russian World" ideology, it is packed with weapons, it is covered by a network of agents of the Russian secret services, it is controlled by an army of fighters headed by the Russian officers. Through the efforts of the Russian propaganda, the local controlled media the ideas of the "Russian World" are being promoted, aggressive alienation from Ukraine is being cultivated [3].

In these conditions, a dialogue should be established, but before that a number of technologies and techniques should be activated in order to make this dialogue possible [4]. These include the broadcast of programs for Ukrainians living on the temporarily occupied territories, the spread of literature in Ukrainian etc. These are the activities, aimed at re-identification of the Ukrainians, as rapprochement starts with information.

So, we may presuppose that the political-cultural dialogue is possible only if all the subjects of political communication are interested in this, are ready not only to overcome the barriers, but also to adequately react to difficulties and deal with them. That is why such a dialogue requires the development of a certain algorithm that would meet the interests of all the parties involved. A political-cultural dialogue is a reflection of the level of political consciousness of the communication participants, is a result of certain political technologies and it may be modeled.

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