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SOCIO-CULTURAL DIMENSION AND MODERN INTERPRETATION OF THE THEORY OF A SOCIAL AGREEMENT

Purpose of Article. The purpose of the article is to reveal the socio-cultural dimension of the theory of social contract, to comprehend the basic determinants of service-oriented public policy through the implementation of a comparative analysis of theories of "contractionism" ("contractualism") and "clientelism" ("clientism"), especially in the clarification of functional relationships between subjects and objects of interaction in the context of their historiography and modern use. **Methodology.** The methodological basis of the study is a comparative and systematic analysis, as well as historical logical and retrospective methods that ensured the study of the theories of "contractionism" ("contractualism") and "clientelism" ("clientism") in the historical context of development and interpretation of modern development of the Ukrainian state, allowed to reveal the essence and highlight the ideology and socio-cultural foundations of service-oriented public policy. **Scientific novelty.** The scientific novelty consists in expanding theoretical ideas concerning the ideology of constructing a service state and the role of customer-oriented relations in international and national practice of public governance. The service orientation is substantiated as the basic principle of the transformation of the system of rendering of governance services. **Conclusions.** The relevance of the concept of a public contract (social contract) is substantiated by the necessity for practical implementation of the ideology of the service state. The basic principles of contractualism and constructive dialogue as the value orientations of modern integration processes in Ukraine are determined. The importance of contractualism as a mechanism of constructive dialogue in the conditions of functioning of a social contract is substantiated. The achievement of social consensus through the conclusion of a social contract is considered as the basis for the development of civil society, and, at the same time, a guarantee of the legitimacy of power. At the same time, the destructiveness of clientism (clientelism) in the relationship between government and civil society is substantiated.

Keywords: contractualism, clientelism, service state, service-oriented public policy, governance services.

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Соціокультурний вимір та сучасна інтерпретація теорії суспільного договору

Мета статті – розкрити соціокультурний вимір теорії суспільного договору, осмислити базові детермінанти сервісно-орієнтованої державної політики через здійснення порівняльного аналізу теорій "контракціонізму" ("контрактуалізму") та "клієнтизму" ("клієнтелізму"), особливо при з'ясуванні функціональних зв'язків між суб'єктами та об'єктами взаємодії в контексті їх історіографії та сучасного використання. **Методологічною основою** дослідження є компаративний та системний аналіз, а також історико-логічний та ретроспективний методи, що забезпечили вивчення теорій "контракціонізму" ("контрактуалізму") та "клієнтизму" ("клієнтелізму") в історичному контексті розвитку та в інтерпретації сучасного розвитку української держави, дозволили розкрити сутність і висвітлити ідеологію та соціокультурні засади сервісно-орієнтованої державної політики. **Наукова новизна** полягає в розширенні теоретичних уявлень щодо ідеології побудови сервісної держави та ролі клієнто-орієнтованих відносин у світовій та вітчизняній практиці публічного врядування. Обґрунтовано сервісну спрямованість як базовий принцип трансформації системи надання управлінських послуг. **Висновки.** Актуальність застосування концепції суспільного договору (соціального контракту) обґрунтовано через необхідність практичної реалізації ідеології сервісної держави. Визначено основні засади контракціонізму та конструктивного діалогу як ціннісних орієнтирів сучасних інтеграційних процесів в Україні. Обґрунтовано важливість контракціонізму як механізму конструктивного діалогу в умовах функціонування суспільного договору. Досягнення соціального консенсусу через укладання суспільного договору розглядається як основа розвитку громадянського суспільства та запорука легітимності влади. Разом з тим, обґрунтовано деструктивність клієнтизму (клієнтелізму) у взаємовідносинах влади та громадянського суспільства.

Ключові слова: контракціонізм, клієнтизм, сервісна держава, сервісно-орієнтована державна політика, управлінські послуги.

Карпенко Александр Валентинович, доктор наук государственного управления, заведующий кафедрой информационной политики и цифровых технологий Национальной академии государственного управления при Президенте Украины; Савченко Наталья Владимировна, кандидат наук государственного управления, старший научный сотрудник, докторант кафедры информационной политики и цифровых технологий Национальной академии государственного управления при Президенте Украины

Социокультурное измерение и современная интерпретация теории общественного договора

Цель статьи – раскрыть социокультурное измерение теории общественного договора, осмыслить базовые детерминанты сервисно-ориентированной государственной политики через осуществление сравнительного анализа теорий "контракционизма" ("контрактualизма") и "клиентизма" ("клиентелизма"), особенно при выяснении функциональных связей между субъектами и объектами взаимодействия в контексте их историографии и современного использования. **Методологической основой** исследования является компаративный и системный анализ, а также историко-логический и ретроспективный методы, которые обеспечили изучения теорий "контракционизма" ("контрактualизма") и "клиентизма" ("клиентелизма") в историческом контексте развития и в интерпретации современного развития украинского государства, позволили раскрыть сущность и осветить идеологию и социокультурные основы сервисно-ориентированной государственной политики. **Научная новизна** заключается в расширении теоретических представлений о идеологии построения сервисного государства и роли клиенто-ориентированных отношений в мировой и отечественной практике публичного управления. Обоснованно сервисную направленность как базовый принцип трансформации системы предоставления управленческих услуг. **Выводы.** Актуальность применения концепции общественного договора (социального контракта) обоснованно через необходимость практической реализации идеологии сервисного государства. Определены основные принципы контракционизма и конструктивного диалога как ценностных ориентиров современных интеграционных процессов в Украине. Обоснована важность контракционизма как механизма конструктивного диалога в условиях функционирования общественного договора. Достижение социального консенсуса путем заключения общественного договора рассматривается как основа развития гражданского общества и залог легитимности власти. Вместе с тем, обосновано деструктивность клиентизма (клиентелизма) во взаимоотношениях власти и гражданского общества.

Ключевые слова: контракционизм, клиентизм, сервисное государство, сервисно-ориентированная государственная политика, управленческие услуги.

Problem statement in general terms and its connection with important scientific and practical tasks. Integration of Ukraine into the European community predetermines the priority of the idea of a service state as an alternative to the administrative system of public administration, by building a new hierarchy of priorities and values. Reforming the public administration (public governance and administration) in Ukraine requires the introduction of modern approaches for providing management services that ensure the needs of specific categories of the population (clients) and society as a whole. The reorientation to the service orientation becomes the basic principle of the transformation of the system of implementation of service activities by state authorities.

Theoretical and methodological achievements related to the scientific substantiation of the processes and consequences of the transformation of the paternalistic state into service is characterized by the revival of scientific discourse concerning the terms "contractionism" ("contractualism") and "clientism" ("clientelism") in recent years. The concept of a service state that arose in the mid-eighties of the last century in the United States and the EU, at the present stage of development of social relations is interpreted as a service-oriented service to the individual. Globalization of the world economy caused a new vision of the place and role of the citizen and his relations with the state, and the reform of the public administration system is based on a new "model of administration as a service of guaranteed service" or the theory of "service state".

Analysis of recent publications concerning the topic and determination of previously unsettled parts of the general problem.

The origins of understanding the service character of the relations between citizens and the state derive from the idea of Aristotle regarding the participation of all citizens in the management of the state as undoubted good. Among the prominent supporters of the theory of social contract were philosophers Mr. T. Hobbes, Mr. J. Locke, Mr. J.-J. Russo etc. At the same time, the development of the field of public governance and administration (both globally and in the Ukrainian dimension) proves that these theories are not only the heritage of the past. Thus, in recent years, scientists in the field of public administration, economics, and sociology proposed an up-to-date interpretation of the theory of social contract, the justification of contractionism from the point of view of civil society development, social justice etc.

Analyzing the theoretical basis of a service-oriented state policy, we also deem expedient to mention a special contribution among foreign scientists of the German researcher Mr. E. Forsthoﬀ (Forsthoﬀ, 1938) [13] whose ideas and achievements gained further development and formed the scientific basis for the provision of management services by authorities. Among the Ukrainian scientists, we especially note the works of Mr. V. Kuibidy [5], Mr. A. Lipentsev [6], Mr. V. Novokhatsky [7], Mr. I. Rosuputenko [8], which exacerbate the formation of ideology and reveal some of the methodological aspects of the implementation of service activities of public authorities. An analysis of provisions of a large number of other domestic studies highlights the growing scientific interest among scientists in this issue. At the same time, there is a necessity for scientific substantiation and practical solution of a number of problems of the formation and implementation of a service-oriented public policy related to the application of various concepts and interpretations of its main constituents by modern scientific schools in the field of public governance (public governance and administration) in Ukraine. In light of this, the purpose of our study is to understand the

basic determinants of service-oriented state policy through a comparative analysis of the theories of "contractionism" ("contractualism") and "clientism" ("clientelism"), especially in clarifying the functional relationships between subjects and objects of interaction in the context of their historiography and modern use.

Presentation of the main results and their substantiation.

The vector of increasing the role and significance of a citizen in public administration from the object of state influence to a real participant in management processes was consistently traced in the evolution of various concepts of public administration: "public administration" – "new public management" – "policy network" – "good governance" [4, 127].

According to the concept of "new public management", a key role is given to the service activity of the authorities according to it the provision of governance services is the basic function of the state (i.e., any state activity is a service). In our opinion, this activity should be functionally divided directly into governance services, ways of their formation and implementation, ensuring conditions and processes for their rendering, and also for the management of public resources.

The state is considered as a large corporation: there are budget, costs and revenues; there are shareholders and, at the same time, clients – citizens who are interested in that governance services are maximally cheap and accessible. And according to this approach, the state, by analogy with a large corporation, must strive to ensure the interests of its shareholders in the first place, and to this end, to increase its efficiency in the same way that a corporation must increase its capitalization, changing the models of management into more technological and efficient [5, 62].

The state, providing governance services, in particular by generating licenses, registers, retains: control, regulation and adjustment functions, as well as incentives and allocations. The state retains a control package of management decisions regarding the state, corporate and private sectors of public life. Providing by the state with high-quality public goods (national security, state administration, national transport networks of communications, communications, etc.), as well as the affirmation of true national expectations, depends on the quality of these managerial decisions [8, 138].

Sustainable development of the provision of governance services is achieved through ensuring a high level of efficiency of the quality management system of service activities of the authorities, implemented through the integration of multilevel governance: the first level, which is the basis of the management system, – forms the general direction of the organization of the service provision process, the second – guarantees the inclusiveness of the service interaction of the provider and recipient, and the third – allows monitoring and adoption of management decisions in order to eliminate the problems, that arise.

The ideology of the service state gradually gained popularity in the field of public administration of many developed countries of the world. Service processes in the European practice of public administration spread to the activities of all EU authorities, which led to the necessity to ensure the unification of the processes of providing governance services.

Analyzing Canadian Public Service Reforms, the national scientist Mr. A. Lipantsev highlights the key precondition for improving the quality of public services by changing organizational culture, focusing on involvement, emotional engagement of the personnel, continuing education, and the necessity to develop social and emotional competences, and reduce the degree of formalization. [6] An important aspect, in the opinion of the author, is the increase of social sensitivity of the public service to the needs of citizens.

Valuable guideline for Ukraine's modern integration processes should become the main principles of contractionism (contractualism), within its framework the society is proposed not to be separated from the interests of the political, ethnic, religious, cultural minority in favor of the dominant majority of the opinion, but to conduct a constructive dialogue for the distribution of spheres of influence for the adoption of appropriate decisions, terminating competition for the possibility of their formation [4, 17].

The basis of the concept of contractionism is the conclusion of a public contract (social contract). It becomes of particular relevance for achieving civil consensus, building up a rule of law state, and defending the legitimate interests of citizens.

Among the founders of the theory of social contract, the most prominent are the well-known American scientists: economist Mr. J. Buchanan and the controversial philosophers Mr. J. Rawls and Mr. R. Dworkin. Their works follow the idea of identifying the process of concluding a social contract with the realization of social justice. Although an important role in the emergence of the theory of social contract played the works of the above-mentioned philosophers (for example, Mr. T. Hobbes, Mr. J. Locke), as a separate scientific direction, it strengthened in the 50-60-ies of XX century.

Mr. James McGill Buchanan in his works often refers to one of the founders of the contractual theory of society of an English philosopher and economist – his ideological predecessor, Mr. J. Locke. It is in his works the concept of private property as a necessary precondition of civil society is substantiated and a contractual interpretation of the powers of state authorities is given. According to Mr. J. Buchanan, an ideal social system is based on the principles of contractualism. The contract theory considers freedom as a natural state and distinguishes the three main interconnected constituents of the constitutional foundation of civil society: the right to life, the right to liberty and the right to property.

A key definition of the concept of Mr. J. Buchanan is the "constitution" in the sense of "pre-agreed rules, which follow the actions." The constitution is primarily a fundamental law not of the state, but of civil

society [10]. Consensus as the basis of legitimacy in the theory of Mr. J. Rawls shows the proximity of his position to the views of Mr. J. Buchanan, where joint agreement, consensus are associated with the establishment of a social contract. Mr. J. Buchanan acknowledged that his own approach is close to the well-known philosophical model of Mr. J. Rawls who, using moral criteria for analysis of the problem of policy uncertainty, created new principles of social justice, which result from the concept of reaching general agreement on the basis of contracts, that must precede the stage of the choice of a political constitution [1].

An American-born (and, at the same time, British) scientist Mr. R. Dvorkin enriched the theory of social contract in protecting the natural rights of citizens in society, incl. the right to respect and dignity [2].

In the scientific works of certain scientists [9], there is a reservation regarding the inappropriateness of the identification of the concepts of social contract and civil society. That is, the existence of a social contract does not mean the presence of civil society. After all, there are two types of social contract: horizontal, where civil society prevails, and vertical, where civil society become "weaker" and the power extended its hierarchy to relations with the economy and society.

According to the authors, a public contract (or social contract) is not only an agreement or an exchange of hopes for ensuring property rights and the principles of freedom (or the exchange of loyalty to the power for stability in society), but also the allocation (division, redistribution or extension of the circle) of subjects of providing services for the purpose of obtaining public goods.

An antithesis of contractionism (contractualism) is a clientism (clientelism), which, unlike the values of service-oriented public administration, generates protectionism and paternalism of power in relation to certain parts of society. Even though such systems make a significant part of voters, (clients) become customers of certain policies, society as a whole remains very heterogeneous, and because of it, the interests of some segments of the population contradict others, which will undoubtedly harm any integration (globalization) processes of the country. The spread of clientism (clientelism) based on "patron-client" relations leads to the adoption of legal and subordinate acts that serve the interests of a certain ruling elite, which prompts aberration of the goals of state power, according to it the ruling elite considers the state as a means of realizing their individual interests. .

The topic of clientelism in management and political science expanded since 1950-1960, coming from anthropology and considered in the historical context. With regard to developing countries, clientelism is considered as an obstacle to modernization. It was considered that in developed countries equality and openness would make impossible to develop the basis for clientelism. Instead, modern scientists [15] believe that this method of conditional exchange thrives both in autocracy, and in democratic states, as well as in various socio-cultural conditions.

Among the most well-known works of foreign scientists in this area are the works of Mr. S. Eisenstadt and Mr. R. Lemharhand, Mr. J. Wheeler, dedicated to the electoral aspect of clientism [11; 15]. A special stage in the development of clientism (clientelism) as a scientific direction was the work [12], where the wide aspect of patron-client relations in different countries is revealed, and the connection itself is considered in the context of the general exchange.

In modern society, this phenomenon acquires new characteristics. After all, in patron-client relations, the current patron can be a mediator, establishing ties with state authorities, while controlling political organizations and using public resources (jobs, social privileges), and clients who can be organizations (ethnic minorities, trade unions), provide patron with electoral support [7].

Analyzing the meaning of clientism (clientelism) in the theory of public administration in Ukraine, we refer to the Encyclopedic Dictionary of Public Administration [3], according to it clientism is defined as "... a system of informal relations between individuals and groups that occupy unequal social positions on the basis of mutual exchange of benefits where a person of higher status (a patron) uses his authority and resources to protect the interests of his client in exchange for loyalty and various services." Characterizing clientism in terms of its role and place in public administration, the authors identify its main features: inequality of access to resources, use of ineffective means of strengthening influence (corruption); presence of personal obligations or community solidarity between the "patron" and "the client"; systematic violation of civil rights and counteract the existence of civil society. In addition, the development of paternalism, political inertia, and legal nihilism of the population are among the negative characteristics of clientism.

In view of the above, according to the authors, clientism (clientelism) is a dangerous organizational and managerial phenomenon, characterized by the management of the ruling elite (patron) by creating conditions for the artificial dominance of one stratum (clientele) of society over all others. In exchange for access to the country's resources and protection by the state, this part of the voters demonstrates full loyalty to the ruling elite – that is, there is a mutually beneficial exchange of services and benefits between them, which is clearly contrary to the concept of contractualism, its basis is the conclusion of a public contract (social contract). Clientism (clientelism) is a dysfunctional phenomenon that violates the balance of the system of relations between the state and society, generating shadow lobbyism and political corruption.

Conclusions and perspectives of further researches.

The results of a comparative analysis of the main provisions of the theory of contractionism (contractualism) and clientism (clientelism) give grounds to assert at least the importance of further scientific discussion for the development of the theory of public governance (public governance and administration) in

Ukraine. The theoretical and methodological foundations laid down in a broad historical dimension (Mr. J. Buchanan, Mr. J. Rawls, Mr. R. Dvorkin, etc.) through the subsequent modernization of the interpretation of the theory of social contract cause the further development of client-oriented organizational and functional structure of public administration and refocusing to the service orientation of activities of state authorities.

The necessity for the practical implementation of the ideology of the service state, which gained popularity in many developed countries, in terms of civil society development, respect for social justice, human rights, in the modern social and economic conditions, makes the concept of a public contract (social contract) relevant. An analysis of the works of well-known foreign and domestic scientists demonstrated that by concluding a public contract social consensus can be achieved – the basis for the development of civil society, and, at the same time, the key to the legitimacy of power. Thus, it was established that the fundamental basis of contractionism and constructive dialogue should be the value orientation of modern integration processes of Ukraine.

The service orientation is substantiated as the basic principle of the transformation of the system of public authorities in Ukraine, the construction of an updated system of relations between the citizen and the state, and the reform of the state administration system. The key to developing a model of a "service" state is the change in the value orientation of the provision of governance services.

At the same time, the danger of the phenomenon of clientism (clientelism) in public administration was proved. Despite the complex character and heterogeneity of modern clientelism, its destructive role is revealed in the relationship between state power and civil society. In connection with this, specificity of client relations in modern society needs further study.

The practical realization of the abovementioned ideas and scientific provisions requires, among other things, further study of world management experience, including European countries, where the concept of contractionism is implemented and the horizontal structure of the social contract is accompanied by a civil consensus.

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THE SPECIFIC FEATURES OF DRAMATURGY OF MASS CELEBRATIONS

Purpose of Research. The purpose of the research is to find out the specific features of dramaturgy of mass celebrations in the context of the development of the modern festival culture. **Methodology.** The methodology of the research consists of scientific methods such as analytical, cultural, comparative and system ones. **Scientific Novelty.** The scientific novelty of the article lies in the systematization of the scientific knowledge about the particularities of the mass celebration dramaturgy and reviewing of the actual problems in the context of the research. **Conclusions.** The analysis of the dramaturgy of the specific features of mass celebrations and methodology of their management and arrangements allow us to achieve the highly qualified artistic level of organisation of various mass celebrations.

Key words: dramaturgy, specific features of dramaturgy, dramaturgy of screenplay, composition, artistic montage, activation of audience.

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Специфіка драматургії масових свят

Метою статті є визначення особливостей драматургії масових свят у контексті розвитку святкової культури сучасності. **Методологія** дослідження передбачає використання загальнонаукових методів дослідження, серед яких: аналітичний, культурологічний, компаративний, системний. **Наукова новизна** полягає у конкретизації наукових знань про специфіку драматургії масових свят та окресленні наявних проблем у контексті досліджуваної теми. **Висновки.** Враховуючи специфіку драматургії масових свят, методику їхньої підготовки та проведення, можна досягнути належного художнього рівня якості в реалізації масових свят.

Ключові слова: сценарна драматургія, композиційна побудова, художній монтаж, активізація глядацької аудиторії.

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Специфика драматургии массовых праздников

Целью работы является определение особенностей драматургии массовых праздников в контексте развития праздничной культуры XX века. **Методология** исследования предполагает использование общенаучных методов исследования, среди которых: аналитический, культурологический, компаративный, системный. **Научная новизна** заключается в конкретизации научных знаний о специфике драматургии массовых праздников и очерчивании имеющихся проблем в контексте исследуемой темы. **Выводы.** Учитывая специфику драматургии массовых праздников, методику их подготовки и проведения, можно достичь должного художественного уровня качества в реализации массовых праздников.

Ключевые слова: сценарная драматургия, композиционное построение, художественный монтаж, активизация зрительской аудитории.